

Phi Sigma Pi

PLUGGE

Get plugged-in to your Chapter's potential for growth!



PHI SIGMA PI
NATIONAL HONOR FRATERNITY

Phi Sigma Pi National Honor Fraternity
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SURGE (n) : a strong, wavelike, forward movement

Dear Phi Sigma Pi Brother,

If you are reading this, it's because you are involved, in some capacity, in your Chapter's Recruitment. I would first like to congratulate you and thank you for stepping up and taking on this vital leadership role. Recruitment fuels our Fraternity. Without strong Recruitment, we would not be an organization today. It is what allows Phi Sigma Pi to continue to operate financially and, more importantly, allows us to pass down our ideals to generations to come. We recruit because we believe in our mission of social service through our Tripod of Scholarship, Leadership and Fellowship. If we are passionate about something, why wouldn't we want to share it with the world?

That is why we have developed the Surge Recruitment program. We are bringing energy and forward thinking to a process that has become mundane and stagnant for many Chapters. We are offering opportunities to our Chapters that have not previously been available. Our goal is not to overtake Recruitment, but to relieve Chapters of the burden of technical and operational tasks from the process. This will allow our Chapters to focus on planning spectacular events where they can show their personality while being the authentic and genuine Members that they are.

This process began with a trial run during the Spring 2017 term with a diverse handful of Chapters. Our mission was to prove that if we implemented a few simple tasks, such as an RSVP form, personal invitations and follow up emails, that Potential New Members would be more engaged and more likely to attend Invitational Meetings and Recruitment Events. We accomplished just that, not to mention the extra attention Chapters were able to devote to our new Brothers, instead of the ground work of reaching out. Spring 2017 was the greatest Recruitment term in recent Phi Sigma Pi history. That means that we gained a lot of Brothers that will go on to impact our world in wonderful ways. How amazing is that? As a result, we are opening up the entire process, which has been reviewed and improved for efficiency, to every one of our Chapters to participate and to reap the benefits of a surge in their Recruitment. This packet is to educate individuals involved with their Chapter's Recruitment on what the process is, who on National Staff will be working on the process and how to get the most out of the program. I encourage you to take a look at this new program and envision how it can help your Chapter take the next step in its journey. Remember what we are taught during our Induction Ceremony: tradition can be our worst enemy and just because a practice is prevalent may be the poorest reason for continuing it.

Are you ready to see a Surge of Phi Sigma Pi passion on your campus? As always, have fun meeting your Potential New Members, and we look forward to welcoming them into the Brotherhood.

Matt Peachey
Beta Psi Chapter '02
Vice President of Membership Development



Contacts and Definitions



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Dashboard - A GoogleSheet that contains all Surge/Recruitment information for your Chapter. Used to share information between your Chapter and your Surge Contact.

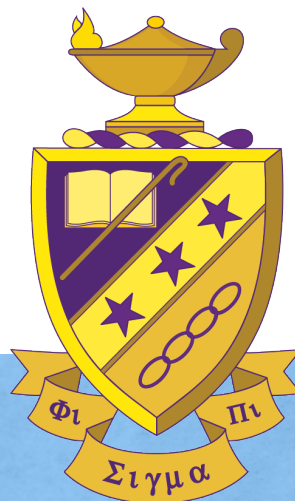
Invitational Meeting - Often referred to by Members as “Info Sessions,” these are informative events that last up to an hour and usually include some type of presentation. Chapters may choose to do an icebreaker activity before or during the Invitational Meeting or have a service or fellowship event following. Each Chapter is constitutionally required to hold two Invitational Meetings during Recruitment.

Potential New Member - A student who is eligible to join Phi Sigma Pi and is being intentionally pursued by a Phi Sigma Pi Chapter to join the Brotherhood.

Recruitment - The process of attracting Potential New Members to join Phi Sigma Pi. This is the official term to be used by Phi Sigma Pi Chapters. “Rush” is not and will not be recognized by the Phi Sigma Pi National Office.

Recruitment Event - Usually scheduled following at least one Invitational Meeting, Recruitment Events may take a variety of forms. Most Chapters attempt to incorporate the Tripod into their Recruitment Events, either holding one event for each leg of the Tripod or one event that encompasses all three. Each Chapter is constitutionally required to hold two Recruitment Events.

RSVP - An acronym for the French phrase “Répondez, s’il vous plaît,” which means “please reply.” An RSVP is a response to indicate that one will attend an Invitational Meeting.



The Analytics Behind the Process

In the Spring of 2017, 60 Chapters participated in a trial run of the Surge initiative. Being a brand new initiative, it was a learning process, however, the success and potential of the process is seen in the resulting numbers. Here are the analytics that have shown us that this process works.

50%

of Surge Chapters reached or surpassed their Induction goal during pinning. Of those who did not meet or surpass their goal, 9% came within 1-3 pinned Initiates of meeting their goal.

82%

of Surge Chapters pinned more Potential New Members in Spring of 2017 than they did in Spring of 2016. 31% of those Chapters even doubled their pinning number.

1175

total Members were pinned by Surge Chapters. In Spring of 2016, this number was 856.

61

is the average number of Potential New Members that attended an Invitational Meeting.

121

is the average number of RSVPs that Surge Chapters received for their Recruitment events.

20

is the average number of Potential New Members pinned by each Surge Chapter.

Numbers aside, we also received some great feedback from Chapters about the process. Here is what some of the people who were intimately involved with this process had to say:

“You have been such a help! We are getting a positive response to the emails and posters on campus. Looking forward to all of the Potential New Members!” - Eta Gamma Chapter

“This system has worked better than anything else we have had in the past.”
- Zeta Alpha Chapter

“I felt like the email was really a game changer. A huge percentage of the PNMs we got were through the email.” - Alpha Rho Chapter

“The RSVP system worked beautifully. Really happy that the National Office offered to help. It seems like a lot of Brothers have a view of the National Office as ‘big brother,’ but... having the National Office help us in the process has been really great.” - Beta Omicron Chapter

“We had the biggest group of people we have ever seen come out to Recruitment... this will make one of the largest groups of Initiates we have ever seen.” - Alpha Mu Chapter

“It took a lot of pressure off of us. It felt like the National Office was supporting us in our Recruitment efforts.” - Beta Zeta Chapter

Overview of the Process



1 - Collection of your Chapter's Recruitment information and Potential New Member email list.

2 - Creation of your Chapter webpage and RSVP form. This also includes the creation of any marketing materials that have been requested.

3 - Invitations are sent to your Potential New Members via email marketing.

4 - Connecting with Potential New Members through reminder emails and follow up emails.

Collection

Meet Your Chapter Dashboard

The Chapter Dashboard is the primary way that you will communicate your Recruitment details with the National Staff. Your Chapter Consultant will create the Dashboard and add information specific to your Chapter to be used throughout Recruitment. Those who are most involved with Recruitment, Recruitment Advisor(s), Recruitment Chair(s), and the Chapter President, will receive a link to the Chapter Dashboard. The Dashboard is a Google Sheet organized with a number of tabs as follows:

Overview - A list of of the tabs, which are linked so you can easily jump to what you need. This also has the contact information of your National Staff contact as well as Resources that you may find helpful throughout the Recruitment process.

Chapter Roster - A list of your entire Chapter and Executive Board, color-coded to denote those who are most directly involved in making Recruitment a success.

Recruitment Schedule - This schedule includes all activities associated with Recruitment, including meetings with your Chapter Consultant, Invitational Meetings, Recruitment Events, and other Recruitment-related events like Interviews, Bid Voting and Pinning. All of the details related to your Invitational Meetings and Recruitment Events, including times, dates and locations, should be included here. Make sure that the information appears exactly as you would want it to be included on your Recruitment materials and in a way that will be recognized by your PNMs.

Past Recruitment Data - Continual improvements require a knowledge of past performance. This tab contains basic information on your Chapter's past Recruitment data so that you can always be aware of your comparative performance.

Message Board - Where all of your Surge communication will take place. If your Surge contact needs something from you or needs to give you an update, they will leave you a message here. You can also leave messages or questions for your Surge contact. Be sure to tag them so they know you have

left them a message! This is also where you will indicate any special requirements or information that would be important for your Surge contact to know.

Checklist - This is a place for you to organize tasks, assign them to Chapter Members and track completion. National Staff will use this so you know the status of their work on your Recruitment. You can also plan out your marketing strategy for your Recruitment here.

Volunteer Sign-Up - Use this to have Members sign up to attend Invitational Meetings and Recruitment Events. You can also indicate which role each person will play at the event.

PNM List - This is where National Staff will list the names of PNMs who RSVP to your Invitational Meetings. Use this information to ensure that you are prepared for each of your Invitational Meetings. It is your responsibility to mark who attends and to add anyone that attends but did not RSVP.

Student Org List - This is a list of the organizations on your campus, who the contact is for each and which Member will be responsible for promoting the Chapter's Recruitment with the group.

Your Dashboard is designed to facilitate planning, improve communication and ensure success in Recruitment. You may find that this document can be adapted for general Chapter use outside of Recruitment as well. Please make sure that the Dashboard is always updated, especially the Recruitment Schedule and PNM List tabs. Always insert a comment and tag your National Staff Contact when information changes.

Information We Need

The collection phase includes gathering information about your Chapter and your Recruitment in order to fill in the Dashboard and proceed to the following phases. There are two major things that we need to gather during this phase.

Event Information

In order to advertise your events, we need to know all of the information pertaining to them. The four major components of event information are:

- Event Name (ex: Ice Cream Social)
- Location (Building and room)
- Date
- Start Time

We cannot proceed with the Surge process until all of this information is obtained. We encourage you to start the Recruitment planning process as soon as possible to ensure that you can book appropriate rooms and receive confirmation in a timely manner.

When entering your event information into the Dashboard, be sure to do so carefully! What is inputted is what your Surge contact will use on your Chapter webpage, RSVP Form and in your Recruitment emails. If at any point any of this information changes, it is important to notify your Surge contact immediately! This can be done easily by inserting a comment and tagging them.



The Beta Rho Chapter at James Madison University demonstrated their dedication to service by inviting PNM's to participate in Adopt-a-Highway with them.

PNM Email List

Your PNM Email List is the list of students that we will send your Recruitment emails to. It's important that you work to obtain this list from your school's administration as soon as possible.

Each school is different. Yours may require your Faculty Advisor to request the list or may ask for the National Office to request the list. However your school operates, we will work with you to ensure that you obtain this important document.

When you request an email list, be sure to ask that it only contain students that fit our eligibility requirements (undergraduate students with a 3.0+ GPA, no Freshmen in the fall and no Seniors in the spring). Your list should be in this format:

First Name	Last Name	Email Address
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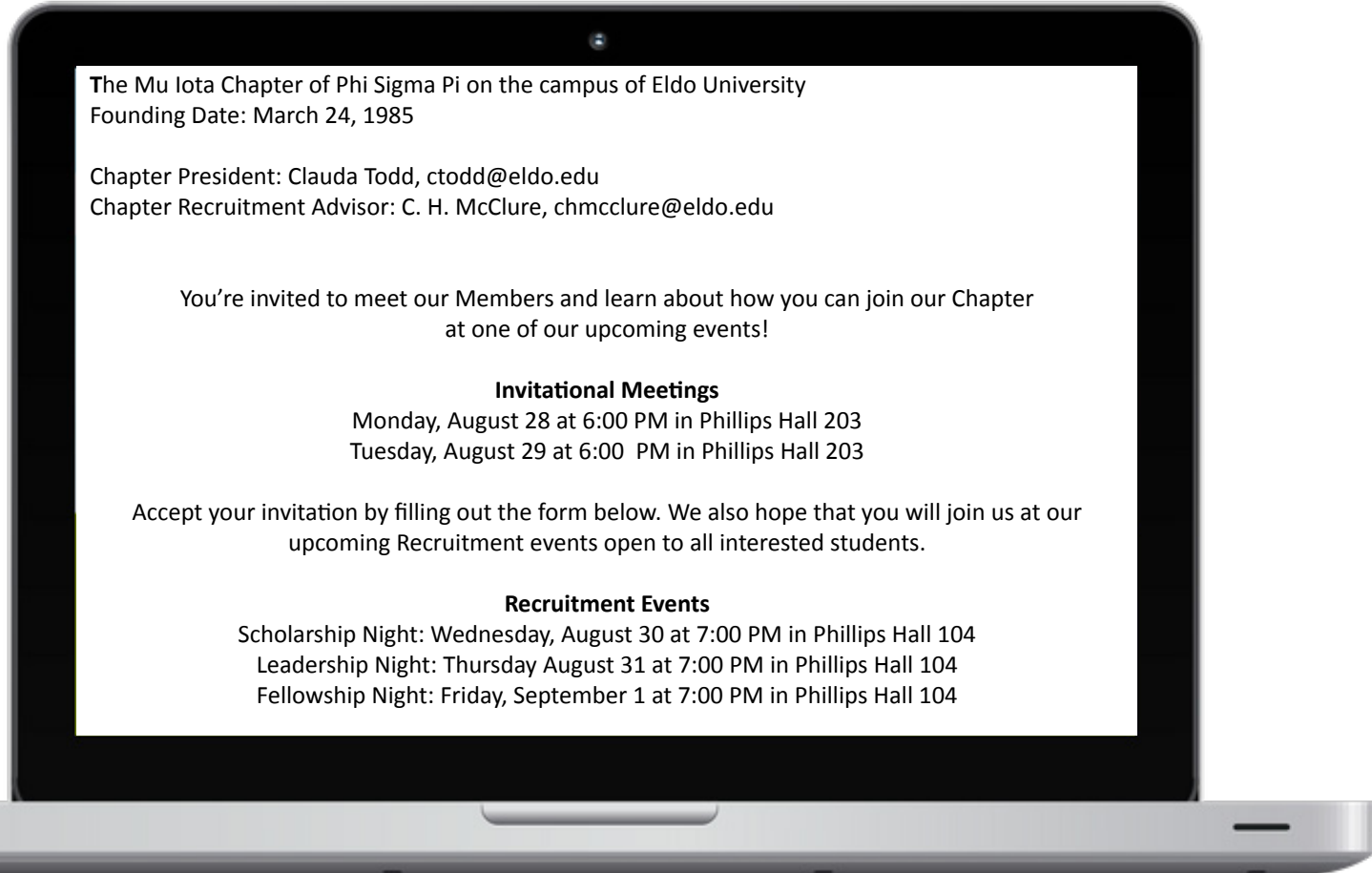
If you are not able to obtain a list at all, consider other options. These may include:

- Creating your own list as a Chapter that includes friends, classmates, teammates and student leaders
- Scheduling a time to table in order to collect a list of names and emails
- Using the most recent Dean's List and your school directory to compile a list of PNMs
- Requesting your Surge Contact send you the email and then taking the responsibility of forwarding it on through a Listserv

Creation

Your Chapter Webpage

That's right, your Chapter gets it's own phisigmapi.org webpage! Your webpage is home to your RSVP Form and also includes Chapter information relevant to PNM's. Your link will appear in all of your emails and should also be used in all of your Recruitment marketing. Here is a simplified snapshot of the information that would appear for the imaginary Eldo University. In this case, the link would be phisigmapi.org/eldo.



This is a simplified version of just the information. As you can see, your webpage is customized to your Chapter. It has your founding date, Chapter contacts (President and Recruitment Advisor) Invitational Meeting information and Recruitment Event information. The most important part of your Chapter webpage is your RSVP Form, which will be located at the bottom of your webpage. All marketing materials that you distribute (emails, social media, posters, etc.) should include your webpage link to drive PNM's to RSVP to your Invitational Meetings. Share this link with your entire Chapter and ask them to encourage their friends, teammates and classmates to RSVP!

The RSVP Form collects information such as the PNM's name, email address, graduating year and how they heard about the Invitational Meeting. This information is important to collect and the RSVP Form provides an easy way to do so. After a PNM RSVPs, their information will be inputted into the PNM List tab of your Chapter Dashboard by a National Office Staff Member.

The RSVP will be set to close the day after your last Invitational Meeting. Your webpage will remain active so that PNM's can still have access to your contact information and Recruitment Event information. All webpages will be closed at a designated time by the National Office and will reopen next term for next Recruitment.

Recruitment Materials

Phi Sigma Pi has had several different Recruitment themes in the past and we're excited to unveil a new one in the summer of 2017! There will be several different materials that will be available with the new theme. These include:

- 8x10 Posters
- 11x17 Posters
- Facebook Banners
- Social Media Graphics
- NEW: Recruitment Video!

These materials will be available on the website for download and printing.

Pro Tip: Get your materials printed at your local Staples Print Center! Use the Phi Sigma Pi Member Rewards Code to receive a discount.

Member Rewards Code
282625516

The official Recruitment materials will be available to all Phi Sigma Pi Chapters. Your Chapter can include your webpage link and event information by hand or digitally if you have a Member with design talent. Customized Recruitment materials will be created by your Surge contact upon request. Request customized materials if...

- You need a certain material that is not provided above - Reach out! We will work with you to create whatever your Chapter needs.
- You would like to include your event information on the material and need assistance in doing so.
- You would like to include your Chapter webpage on the material and need assistance in doing so.

Request custom materials on the Overview tab of your Chapter Dashboard. Materials will be distributed through email to the address provided on the form. All posters and printables will be delivered in PDF format while all digital materials will be PNG unless requested otherwise.



Invitation

Email Marketing

A key component of the Surge Initiative is outreach to PNMs via email. The email process consists of a series of four emails:

- Personal Invitation
- Reminder to Accept Invitation
- RSVP Reminder
- Follow Up

Personal Invitation

Who: The entire list that you provide

When: One week prior to your first Invitational Meeting

To the right is a simplified snapshot of how this email will read. Everything in purple will be customized to your Chapter and your Recruitment. The Reply Address is where an email will go if a PNM hits “reply” on the email. This is one way a PNM can contact you. Another way is by having your email in the signature. We have found that personal emails are more well received than emails that come from the National Office. Therefore, we will use your Chapter’s main Recruitment contact in the signature of all emails. And of course, your Chapter webpage link is included!

Subject: Make an Impact at EU!
Reply Address: chmcclore@eldo.edu

[First Name],

Congratulations on all that you have accomplished so far during your time at [Eldo University](#)! Phi Sigma Pi National Honor Fraternity is looking for leaders like you to join our Chapter. Do you want to make an impact on our campus while developing life-long friendships and growing as a leader? Please join us at one of our Invitational Meetings to learn how you can do just that!

Invitational Meetings

Monday, August 28 at 6:00 PM in Phillips Hall 203

Tuesday, August 29 at 6:00 PM in Phillips Hall 203

Accept your invitation for one of our Invitational Meetings at phisigmapi.org/eldo.

We’re looking forward to sharing our Fraternity with you!

C.H.

--

C.H. McClure
Mu Iota Chapter Recruitment Advisor
Phi Sigma Pi National Honor Fraternity
chmcclore@eldo.edu

Reminder to Accept Invitation

Who: The entire list that you provide except for those who have already RSVP'd before this point.

When: Two days prior to your first Invitational Meeting

You know how it goes... You mean to respond to an email and you forget. Or you somehow miss an email as it comes through. Or maybe you're not sure about joining so you put it off and take time to think about it. That's why we provide PNMs with a reminder to accept their invitation. Those who have already

RSVP'd up to this point will not receive this email so as to avoid any confusion.

This is the last email that will go out to your Chapter's entire email list. We have found this email to be particularly important as RSVP numbers typically rise significantly after this reminder. Potential New Members may still RSVP up until your final Invitational Meeting, but after this email we shift focus to those who have shown interest in joining by accepting their invitation.

Subject: Your Invitation is Waiting!
Reply Address: chmclure@eldo.edu

[First Name],

You've received a personal invitation to join Phi Sigma Pi National Honor Fraternity because we noticed your accomplishments on campus. Join us for an Invitational Meeting to meet our Members and learn about how you can join our Chapter.

Invitational Meetings

Monday, August 28 at 6:00 PM in Phillips Hall 203

Tuesday, August 29 at 6:00 PM in Phillips Hall 203

Accept your invitation for one of our Invitational Meetings at phisigmapi.org/eldo and feel free to bring a friend.

We're excited to meet you!

C.H.

--

C.H. McClure
Mu Iota Chapter Recruitment Advisor
Phi Sigma Pi National Honor Fraternity
chmclure@eldo.edu

Connection

Subject: See You Tomorrow!

Dear [First Name],

I'm excited that you'll be joining us for tomorrow's Invitational Meeting. I look forward to meeting you and sharing how being part of Phi Sigma Pi opens doors to leadership opportunities and lifelong friendships.

Your Invitational Meeting Details:

Monday, August 28 at 6:00 PM in Phillips Hall 203

Attire for this event is casual. If you are no longer able to attend this Invitational Meeting, choose a different date/time at phisigmapi.org/eldo.

See you soon!

C.H.

--

C.H. McClure

Mu Iota Chapter Recruitment Advisor
Phi Sigma Pi National Honor Fraternity
chmclure@eldo.edu

RSVP Reminder

Who: PNMs who RSVP'd for your Invitational Meeting

When: The day before each of your Invitational Meetings

An RSVP Reminder Email will be created for each of your Invitational Meetings. This email is simply to provide a reminder to PNMs that the event is happening and verify the date, time and location of the event. If there have been any important changes to the event details since the first invitation was sent out, such as a room change or moving the event time up an hour, it will be highlighted in this email (as long as this change has been properly communicated to your Surge contact).

Always remember that PNMs may RSVP up until the actual event, not all PNMs that attend will have RSVP'd and not all PNMs that RSVP will attend. This can vary greatly from Chapter to Chapter so always be prepared for any number of PNMs. According to data from Spring 2017, on average, the attendance number for an Invitational Meeting is approximately 57% of the RSVP number. However, many Chapters did have different experiences so it is always good to be prepared!

Follow Up

Who: PNMs who RSVP'd for your Invitational Meeting and any additional PNMs who attended but did not RSVP

When: The day after each of your Invitational Meetings

A Follow Up email will also be created for each of your Invitational Meetings. This email will be sent the day after your event to every PNM that RSVP'd (even if they did not attend). Due to the fact that this email is sent through the RSVP form software, a PNM who attends that did not RSVP will not receive this email. It is up to the Chapter to make personal follow-ups to these individuals.

Subject: Take the next step!

Dear %%First Name%%,

We had a great time getting to meet and share Phi Sigma Pi with everyone at our Invitational Meeting yesterday! If you missed it, [check out our remaining dates](#).
(Will be linked to your Chapter webpage)

Here is a review of what we discussed: (All of these pages will be linked)

- Eligibility and Requirements
- Our Mission and Tripod of Ideals
- The Initiation Program
- Fast Facts

Take the next step and come see our ideals of Scholarship, Leadership and Fellowship in action at our upcoming events.

Scholarship Night

Wednesday, August 30 at 7:00 PM in Phillips Hall 104

Fellowship Night

Thursday, August 31 at 7:00 PM in Phillips Hall 104

Leadership Night

Friday, September 1 at 7:00pm in Phillips Hall 104

Please let me know if you have any questions and feel free to check out phisigmapi.org for more information about our Fraternity!

I look forward to having you join us at our upcoming events!

C.H.

--

C.H. McClure

Mu Iota Chapter Recruitment Advisor

Phi Sigma Pi National Honor Fraternity

chmcclure@eldo.edu

Breakdown of Responsibilities and Contacts

You have three National Staff Members committed to the success of your Recruitment and future growth of your Chapter. Here are their roles and responsibilities for the Surge Initiative:

Director of Chapter Services	Surge Communications Contact	Your Chapter Consultant
<p>Meaghan Kauffman</p>	<p>Casey Ellison (Editorial Production Assistant) OR Scott Parker (Media Production Coordinator)</p>	<p>Jon Campione, Jen Kubala, Brenna Lightsey, OR Hanna Tesfay</p>
<p>The Director of Chapter Services is in charge of assisting Chapters in reaching their full potential in Recruitment and Retention. They also oversee the Chapter Consultant Team.</p>	<p>Your Surge Contact is a Communications Team Staff Member who is dedicating their time to the success of your Chapter's Recruitment. You will have one Surge Contact who will be working with you directly.</p>	<p>Your Chapter Consultant is assigned to your Chapter at the beginning of the year and is your go-to resource for anything that your Chapter may need related to Recruitment. They will assist the Surge Contacts as needed.</p>
<p>Main Responsibilities:</p> <ul style="list-style-type: none"> Oversees the Surge initiative Contacts the Recruitment Advisor to provide an overview of the Surge process and confirm event information Assists Surge Contacts as necessary Works with Chapters that need extra assistance planning Recruitment Reviews Surge program with Chapter at the end of Recruitment 	<p>Main Responsibilities:</p> <ul style="list-style-type: none"> Acts as the main contact for the Recruitment Advisor Creates Chapter website and RSVP Form Creates Recruitment materials as requested Creates and sends Recruitment emails, including reminders and follow ups Informs Chapter of their RSVP numbers Resolves issues such as event changes or cancellations 	<p>Main Responsibilities:</p> <ul style="list-style-type: none"> Contacts Chapter for event information Assists with Recruitment planning and obtaining an email list Monitors Chapter's Recruitment throughout the process and resolves any issues with spam filters, etc. Assists Surge Contact as needed (especially in securing event information if it has not been provided)
<p>Contact Meaghan if...</p> <ul style="list-style-type: none"> You have questions about whether a PNM is eligible You are not sure who to contact about a question or situation You would like to share feedback on the initiative 	<p>Contact Casey/Scott if...</p> <ul style="list-style-type: none"> You have questions about the Surge process Your event information changes during the process You want to request additional marketing materials You believe that your Recruitment emails went to spam 	<p>Contact your Chapter Consultant if...</p> <ul style="list-style-type: none"> You have questions or need guidance with planning Recruitment You need assistance obtaining an email list You have questions about voting, pinning, requirements or preparing for the Initiation process

Surge is an awesome program in which National Staff is going the extra mile to provide you with services that have not been previously available. However, it is important to note that this program is meant to supplement what your Chapter already does for Recruitment. It's important that your Chapter is always thinking of ways to improve Recruitment. While the National Staff will be working hard for your Chapter, here is what we expect from you:

- **Plan your Recruitment in a timely manner.** This includes deciding on Recruitment Events, booking your rooms and choosing dates/times for events.
- **Obtain an email list from your school administration.** It should include first name, last name and email address. Be sure to ask for a list of undergraduate students (no First-Years in the Fall and no Seniors in the Spring) with a 3.0+ GPA. If you need assistance with this, contact your Chapter Consultant.
- **Be communicative!** We only know what you tell us. If the location for an upcoming event changes, update your Dashboard immediately and leave a comment tagging your Surge Contact so we can make the proper adjustments. Check your email regularly so you will know if a Staff Member is trying to get in contact with you.
- **Update the PNM List Tab of your Dashboard.** After each Invitational Meeting and Recruitment Event you should update your PNM List. The RSVPs will be entered into the tab. You need to mark who attends as well as add anyone who did not RSVP but still showed up. You can choose to do this as they enter the room or you can have them sign in on a sheet of paper and then update it after the event. Some Chapters have added

tabs for each event to collect sign-in information there before transferring it to the PNM List Tab. This list should be updated no later than 12 hours after your event.

- **Do your own marketing.** Supplement the emails with your own marketing around campus. Hang posters, use social media and take advantage of opportunities to table. You should capitalize on every available outlet for getting word out about your Recruitment! You are free to be creative and think outside the box when marketing your Recruitment. Just remember to always include your Chapter webpage link.
- **Prepare for your Invitational Meetings.** It's one thing to get PNMs to an Invitational Meeting, it's another to make them want to come back. People join people, so be prepared to put on a stellar Invitational Meeting. Make sure your space can accommodate the number of PNMs you are expecting and then "wow" them!
- **Have fun!** Your Chapter is growing and that's exciting! Think of all of the great things your PNMs could do to contribute as part of your Chapter. Have fun getting to know your PNMs and display your Chapter's personality during your events.



Alpha Sigma Chapter greeting and meeting Potential New Members!



Zeta Epsilon Chapter giving a presentation at an Invitational Meeting!



Zeta Xi Chapter created their own custom water bottle labels to advertise Recruitment!

Success Case Studies

With hard work and cooperation, the Surge program can have a huge positive impact on your Recruitment. But don't just take it from us! Check out these awesome case studies of how this program created a surge in Recruitment for these four Chapters during the Spring of 2017.

Gamma Upsilon

In Fall 2016, the Gamma Upsilon Chapter had a failed Recruitment effort and was on the verge of no longer existing with fewer than 10 Members actively participating in Chapter activities. Having committed to rebuilding their Chapter, they participated in the National Office's new Initiative. The process wasn't without its challenges. After getting less than 20 RSVPs in the first few days, it was determined that the email got stuck in spam. The National Office contacted UKY's IT Department and found out that the Chapter's Faculty Advisor would have to send a request to have the emails released. Quick action from the Faculty Advisor and the IT Department releasing the email resulted in a huge increase in RSVPs. In total, 102 PNMs attended at least one Recruitment Event. The Chapter pinned 58 Initiates, and after six weeks, they inducted 46 new Members into the Fraternity. They more than quadrupled their Chapter!



Epsilon Phi Spring 2017 Initiate Class

Epsilon Phi

After several semesters of inconsistent Recruitment numbers, the Epsilon Phi Chapter was small in number but mighty in enthusiasm for growing their Chapter. Working with the National Office, the Chapter received 429 RSVPs for their four Invitational Meetings, the most of any Chapter. The average attendance for Invitational Meetings was 56 PNMs, with their first Invitational Meeting bringing in over a hundred. Participation in the Initiative resulted in them pinning their largest Initiate Class in at least the last four years and inducting 26 new Members, which was 11 more than their goal from National Office.

Success Case Studies

Eta Beta

Before Surge, the National Office did offer a general Recruitment Mailing if a list was provided. The Eta Beta Chapter had not utilized this resource in at least the past two years. They participated in Surge in the Spring of 2017 and provided the National Office with a list for the email marketing. The result? They Inducted their largest class yet! Eta Beta welcomed 30 wonderful new Brothers into their Chapter in Spring 2017, which was a huge improvement from the six they inducted in Spring 2016 when they did not send Recruitment emails.

Eta Zeta

The Eta Zeta Chapter was founded at Old Dominion University in the Spring of 2016 making the Spring 2017 term only the second term they held Recruitment since inducting their Founding Class. It was important that they started off with a strong Recruitment. Having only Inducted five in the Fall, the National Office was confident that Surge would have a positive impact on growing their Chapter during this formative time. Eta Zeta participated in the general Recruitment Mailing offered in the past, however, their emails went to spam. So this term the National Office sent their Faculty Advisor their customized email, which contained their webpage link, and their Advisor forwarded it on to their list. Eta Zeta had 81 RSVPs and inducted an awesome 19 new Members this term!



The Gamma Initiate Class of the Eta Zeta Chapter

Join Us at a Webinar!

We will be hosting webinars throughout the summer to go over the Surge program, explain the process, introduce your contacts and answer any questions that you may have. It is strongly encouraged that you, as Recruitment Advisor, attend at least one Surge Webinar. Your Chapter President and anyone else in your Chapter that will be involved in Recruitment are encouraged to attend as well. Please RSVP at phisigmapi.org/surge to one of the below webinar dates.

Thursday, June 22
Noon ET

Saturday, July 8
3:00 PM ET

Tuesday, July 18
7:00 PM ET

The goal of the webinar is to:

- Walk you through the whole Surge process
- Provide more detailed explanations of the materials
- Give valuable Recruitment tips
- Introduce you to your Surge Contacts
- Answer any questions regarding Surge and Recruitment

Each webinar will contain the same information and will last approximately one hour. Please email recruitment@phisigmapi.org if you have a question about the webinars or if you would like to submit a question to be answered during the webinar.



*Thank
You!*

Thank you for your passion, dedication and hard work in spreading the mission and ideals of Phi Sigma Pi on your campus. It is because of you that our Fraternity remains strong 101 years after our founding and beyond!