



# Creating a PNM List

Many colleges and universities provide lists of Potential New Members' email addresses for the purpose of promoting Recruitment. If your Chapter is one of the ones that does not have access to such a list, there are a few options for creating one to ensure a great turnout at your Recruitment.

## 1 Ask for Member Referrals

Every Member has an on-campus network of roommates, friends, classmates and other acquaintances. Ask Members to share the names and email addresses of anyone they would recommend. Offer a prize to the Member who adds the most names to the list. Remember that Recruitment is everyone's job, and this is an easy way for every Member to get involved in making it a success! If your school does not offer email lists, the Chapter will need to build their own.

## You've got the list! Now what?

Now let the National Office do the work for you! Once your Chapter has compiled a list of PNM email addresses, email it to [recruitment@phisigmapi.org](mailto:recruitment@phisigmapi.org).

The National Office will customize professionally designed and branded emails to advertise your upcoming Recruitment. Having the National Office send emails on your Chapter's behalf will give you a professional edge and allow Members to focus on personal outreach to PNMs.

## 2 Collect Names Around Campus

Take advantage of every opportunity to collect email addresses at campus-wide events geared toward Recruitment. Be strategic about when and where you table to make the most of the opportunity to engage with PNMs. If you get a chance to talk to a student who is not yet eligible to join, keep their information and stay in touch about future Recruitment.

## 3 Use On-Campus Resources

Even if your school won't provide a list of email addresses, there may be channels through which you can reach out to student organizations or campus leaders to promote Recruitment. Make sure to tailor your message to the target audience for the best results.

- Use email addresses in the club and organization directory to reach out directly to the leaders of those groups and invite their Members to attend an event.
- Reach out to influential campus organizations like the student government, Greek councils or athletic councils that oversee multiple groups to get the information out to many individuals at one time
- Contact the offices of Student Involvement, Greek Life, Diversity and Inclusion and others to get emails out to the students they serve.