



Recruitment 365

Recruitment should be a part of your Chapter beyond the first few weeks of the term. This resource will help aid your Chapter in incorporating Recruitment in all you do to engage the campus community, increase Chapter visibility and ensure Recruitment success.

Open Chapter Events

Your Chapter already puts on great events for your Members. Why not open these events to the entire campus community? Plan events that would interest and involve many, and make sure to advertise to reach as many students as possible.

Partner with Other Organizations

The best place to start when seeking partnership with other campus organizations is within your existing network. Work to maintain established relationships, but also don't be afraid to reach out to organizations that recruit well and have a great campus presence to see how you can work together on an existing event or plan something new to improve visibility.

Use Campus Resources

When planning an event, you'll be most successful if you use available campus resources. Start by having conversations with offices and departments that know about the interests and needs of students. Consider co-hosting an event with a campus office to reach the most students and build positive PR for your Chapter.

Planting Seeds

When you make Recruitment part of everything you do as a Chapter, you will make progress toward increasing campus visibility to attract Potential New Members outside of the formal Recruitment period. Following these steps will help to you see the fruits of your labor:

1. Have all Members wear letters and other Phi Sigma Pi swag at events
2. Include information about how to join as part of the event or on a flier that attendees can take with them
3. Collect attendee contact information to use for "thank yous," as well as invites to future events and Recruitment.

