



SURGE

Recruitment fuels our Fraternity. Without strong Recruitment, we would not be an organization today. Recruiting new Members 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. We are passionate about improving humanity, and we want to share our passion with the world.

The goal of the SURGE Recruitment initiative is to bring energy into a process that has become mundane and stagnant for many Chapters. By relieving Chapters of the burden of technical and operational tasks, Chapters will be able to focus more fully on planning spectacular events and making genuine connections with Potential New Members who will join their Chapter after Induction.

- 1 Collection** Collection of your Chapter's Recruitment information and Potential New Member email list.
- 2 Creation** Creation of your Chapter webpage and RSVP form. This also includes the creation of any marketing materials that have been requested.
- 3 Invitation** Invitations are sent to your Potential New Members via email marketing.
- 4 Connection** Connecting with Potential New Members through reminder emails and follow up emails.

For more information on SURGE, visit phisigmapi.org/surge

Email recruitment@phisigmapi.org with questions about SURGE and to get expert advice on executing a successful Recruitment.