



## Texts and DMs as Marketing

New styles and strategies of Recruitment introduce new opportunities. This might be the right time to consider new lines of communication with PNMs. Adapting means that you might consider using texting and sending DMs as a way to get to know students. Less formal styles of communication can be great for establishing first contact, or even following up, with a PNM.

While this may feel brand new to you, the National Staff have been incorporating texts and DMs for years with expansion. Some Chapters already utilize texts and DMs in Recruitment, especially for scheduling individual meetups. Even then, we can still help to set up scaffolding for informal messages. Use this order to make great professional and personal connection with PNMs:

1. Quick Opener - Be friendly and honest. Say their name and yours (if you are on a Chapter account).
2. Simple Middle - Make it about them, such as what they might want. Use as few words as necessary.
3. Actionable End - Finish strong with a call to action or a question that invites response.

Here are some examples of what a great text or DM looks like for Recruitment, courtesy of Matt Mattson and the team at Phired Up. Each one starts with a scenario and gives a potential response to reach out with. For even more, check out their resource on [Texts and DMs to Send](#):

You can adapt these text messages and DMs to reflect in-person activities that follow local, state, and university guidelines. For example, invite them to grab a cup of coffee between classes.

- DM someone who just followed you or the Chapter back on social media
  - Hey Sam, this is Charlie with Phi Sigma Pi! We appreciate the follow back! What does your lunch schedule look like this week? I'd love to jump on a call and learn more about you and your experience here at "University/ College."
- DM someone out of the blue who goes to your school or will be going to your school
  - Hey Avery, Congrats on choosing "University/College"! What are you most excited to experience on campus this Fall?

- A student you haven't talked to in months (or over a year)
  - Quinn! I know we haven't connected in a bit. I wanted to reach out and see how your first year was for you! What was the best part?
- A student leader who isn't already involved in Greek
  - Hey Jordan! How's your semester going? I saw your Club's first online event is coming up soon. How's all the prep for virtual events going?
- A friend who you've never talked to about joining
  - Riley! Wanna check out this event with me later? Here's the link to sign up, I really want to go but I don't want to go alone.
- A student who expressed interest in joining a while ago, but hasn't joined any group yet
  - Blake! Great to meet you. My name's Amari. I saw you were on a Chapter sign up list last year and didn't find what you were looking for. I would love to hear more about what you wanted vs. what you experienced. When can we meet up online this week?
- A student who has expressed recent interest on a current interest form
  - Hey Elliott! This is Parker from "Phi Sigma Pi". Super exciting to hear you're interested. I'd love to catch up with you this week. Are you coming to our event tomorrow from 7-8 p.m. on Zoom?
- A student who gave you their contact info while you were tabling/marketing on campus or online
  - Hey Peyton, this is Jamie from the Phi Sigma Pi table outside of the dining hall/the Insta story University/College shared today. It was awesome to learn a little more about you. Me and some friends are playing Quiplash tomorrow after class. We could use another player. You in?
- A student referred to you by a friend
  - Taylor, my name's Hayden. Your friend Sawyer told me I should ask you about two things this week. Sawyer said to ask you about your thoughts on the new Netflix series and to ask you to hang out for 10-15 minutes to share your perspective on campus life. What time works for you?
- A student from the Dean's list/grade-eligible list
  - Hey Morgan, My name is Dakota! I'm a junior year studying mechanical engineering. I see you're killing the academic game from the Dean's list. That's something to be really proud of. Whether you've thought about greek life or not, I'm looking to learn more from people like you who prioritize the right things. Would you be down to chat over a screen/study break on Friday? No commitment, just conversation!

Even with the 3 step messages, some PNMs may not respond, or may say no. That's okay. It may be uncomfortable to experience rejection or get ghosted by students. However, the benefits of reaching out and following up are extremely important. A strong follow up can be the difference between a PNM deciding to join the Chapter or deciding to drop Recruitment.

# Reminder/Follow-ups for Recruitment Events

As students start to RSVP for your events through SURGE, it is important to send reminder and follow-up emails and text messages. Below are some examples.

## **Reminder Email:**

Hi, %name%,

We are so excited to see you tonight at the Phi Sigma Pi Recruitment Event %add name of event%. My name is %your name% and I am the Recruitment Advisor for Phi Sigma Pi. My job is to give you all of the information you need about joining our wonderful organization. The event will be held at %location% at %time%.

Phi Sigma Pi has impacted my life in so many ways and I hope it impacts yours as well. Looking forward to seeing you tonight. If you have any questions, let me know!

Go %mascot%!  
%Your Name%

## **Reminder Text:**

Hey, %name%! We are so excited to see you at Phi Sigma Pi's %event name% tonight! My name is %your name% and I am the Recruitment Advisor for Phi Sigma Pi. The event will be held at %location% at %time%. Looking forward to seeing you tonight. If you have any questions, let me know!

## **Follow Up Email (They Came):**

Hi, %name%,

Thank you for coming to the Phi Sigma Pi event last night. It was so nice meeting you and doing %something about the event%. %Something about the PNM that you learned. Example: I loved learning about how you volunteer for the American Cancer Society, we participate in the walk every year on campus to support this cause as well.%

Did you have any additional questions about Phi Sigma Pi?

Go %mascot%!  
%Your Name%

## **Follow Up Text (They Came):**

Hey, %name%! Thank you for coming to the Phi Sigma Pi event last night. This is %your name%. I hope you had as much fun as I had. Do you have any questions about Phi Sigma Pi?

## **Follow Up Email (They Didn't Come):**

Hi, %name%,

My name is %your name% and I am the Recruitment Advisor for Phi Sigma Pi. I noticed you were interested in our %name of event% last night but weren't able to make it. We have some more events coming up this week, would you like to attend any?

List events with date, time, event name, location

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If none of these work in your schedule, let's set-up a time to meet virtually real quick and I can tell you more about our organization. When are you available?

Go %mascot%!

%Your Name%