



DELTA UPSILON

INTERNATIONAL FRATERNITY

POTENTIAL NEW MEMBER OUTREACH AND ENGAGEMENT DURING VIRTUAL RECRUITMENT

Every chapter/colony has some sort of names list they have compiled with names and contact information of potential new members for recruitment outreach. This list is an important recruitment tool that the VP of Recruitment and his Committee should be monitoring and continuously updating with additions/removals which helps keep track of the outreach being done. Even though in-person recruitment cannot happen during this time, chapters/colonies should still work with their names list and work to interact/engage with their potential new members virtually.

TO CONTINUE UTILIZING AN EFFECTIVE NAMES LIST, CHAPTERS/COLONIES SHOULD:

1. Update their Names List frequently (weekly or once every couple of days).
 - Recruitment Committee should consistently ask chapter/colony members for referrals and to provide information of any potential new members they know
2. Request referrals from groups outside of members (i.e., names from the potential new members already being contacted, referrals from sorority friends/alumni/Fraternity and Sorority Life Office [IFC], reaching out to friend groups outside of chapter/colony).
 - Texts/phone calls/emails are recommended for these outreach purposes.
 - See PNM Referral resource document for best practices/tips.
3. Recruitment Committee should utilize members to reach out to potential new members while they are physically not on their institution's campus.
 - Recruitment Committee can assign initiated members to reach out to potential new members individually or as a group to build a relationship with those individuals and report back to Committee with updates and progress.

The VP of Recruitment and his Committee should meet weekly to discuss plans with potential new member outreach and how they will utilize their Names List effectively. Updates/progress on their lists should be made after any outreach is done to ensure everyone is on the same page. Additionally, discussions around adding/removing names are beneficial to have as well. **A sample Names List can be found on the Delta Upsilon website (Resources → VP of Recruitment → Names List Sample Excel Spreadsheet [will download on your computer]).**

TO INTERACT AND ENGAGE WITH POTENTIAL NEW MEMBERS:

1. Chapters/colonies should continue to interact with potential new members virtually.
 - Have conversations with them via text/social media or even by setting up virtual one-on-one meetings (Skype/Zoom/Google Hangout/FaceTime).
 - Sending individual texts to potential new members can go a long way because they will feel that you are wanting to get to know them on a more personal level. Do not initially send out group messages to PNMs as it will not have the same personal touch as an individual message does.
2. Make sure that the chapter/colony is keeping up with PNMs on social media platforms.
 - Everyone utilizes social media in some form, so connect with potential new members through various platforms like Facebook, Twitter, Instagram, Snapchat, etc.
 - Follow any potential new members that you may come across on any social media platform and send them a personalized direct message. This is a great way to add a PNM to your names lists while also starting a relationship with the PNM.

- Stay connected with other student and Greek organizations on your campus. This can benefit you immensely with getting more referrals from Greek/non-Greek individuals.
 - Build a presence by doing more member spotlights and doing the same with new members who accept bids into your chapter/colony. (Remember to tag them!)
 - Tag potential new members in any content you post on your social media platforms and have initiated members share the posts on their own pages.
 - Utilize hashtags to promote an aspect of joining Delta Upsilon. Have the entire chapter/colony repost Snapchat/Instagram stories on their own accounts, etc.
3. Have alumni/advisors become involved in the process with potential new member interaction.
 - Set a time for alumni/advisors to speak with potential new members via phone or through Zoom/Skype/Google Hangout, etc.
 - This can prove to be extremely beneficial because potential new members will see that alumni/advisors are passionate about the organization and want to build relationships with all its members.
 - Reach out to alumni in the area who are not necessarily involved with the chapter/colony.
 - Contacting these individuals within the local area can benefit with outreach and expanding your Names List because they may know students of merit who may be interested in joining Delta Upsilon. DU Staff can help you find DU's who live in the area. Just ask!
 4. Have potential members attend any sort of virtual event the chapter/colony is hosting on a certain day of the week.
 - These can include weekly chapter/colony meetings, brotherhood and recruitment events, Netflix Party movie nights, video game tournaments, sporting event watch parties, etc. There are plenty of ways to get them involved with the rest of the chapter/colony. (Check out the Virtual Recruitment Activities resource for more ideas.)
 5. Give potential members the opportunity to interact with each other when you are doing outreach.
 - This is a great way for potential new members to get to know each other better because there may be instances where a majority of them will want to interact with other potential new members.
 - Set up virtual hangout sessions with potential members. Having the VP of Recruitment or some of the Recruitment Committee facilitate could be very beneficial.

Remember, recruitment is all about relationships and people join people! So, while the chapter/colony may not be able to recruit in-person, the chapter/colony can still interact, engage and build strong relationships with PNMs virtually.