



DELTA UPSILON

INTERNATIONAL FRATERNITY

PNM REFERRAL GUIDE

Gaining PNM referrals and building the chapter/colony is vital to the success of any recruitment, virtual or not. For most chapters/colonies, PNM referrals come in one of two main ways:

1. Through current members
2. From on-campus, in-person event and activities

However, these two ways are far from the only ways chapters/colonies can and should be getting referrals. Chapters/colonies should be tapping into alumni, non-DU friends, university contacts, other PNMs, etc. This document will provide information on how to effectively gain PNM referrals from a variety different people and groups.

CURRENT MEMBERS

One of the best ways to gain PNM referrals is by asking current members. Current members should know non-affiliated men they think would be a good fit for the chapter/colony. Current members may also know friends or men from their high school or hometown who may be coming to the school next year and should provide their information as a PNM referral. It should be an expectation that each member of the chapter/colony provides 1-3 PNM referrals. To help members think of non-affiliated men who could be added to the Names List, you can use the [PhiredUp Mind Jogger Resource](#).

ALUMNI

Alumni are another key group that the chapter/colony should be tapping into for referrals. The best way to connect with alumni is via email, alumni newsletter and/or social media. In the communication with alumni via email, newsletter and/or social media, the chapter/colony should provide the following:

- Overview of the type of individual the chapter is looking for (what would the chapter/colony like to see in a PNM/new member)
- Who to send their referral to and through what method (text, email, etc.)
- Any chapter/colony information that the alumni can pass along to PNMs they may know (Ex. chapter/colony information sheet or brochure)
- Information on how the alumnus can get involved with the chapter/colony and/or recruitment

It would also be best practice to expand alumni outreach to all DU alumni within a certain radius of campus. This will grow the number of alumni who receive communication, and in turn, could increase the number of referrals the chapter receives. DU staff can help the chapter/colony with this outreach. Just ask!

IFC, UNIVERSITY DEPARTMENTS, ETC.

IFC

Another good way to get PNM referrals is through the IFC. While most chapters/colonies know whether or not IFC will provide a list of men registered or who have expressed interest in joining a fraternity, there may also be the opportunity to receive a list of all men who expressed interest or have gone through IFC recruitment but did not receive or accept a bid. Just ask the IFC or fraternity/sorority office if this is a list that is available, if IFC recruitment policy allows it. Best way to do this is to let them know that the chapter/colony is looking to continue to grow and would love the opportunity to do intentional outreach to students who have expressed interest or have gone through recruitment but did not join an organization.

University Departments

University Departments, as well as chapter/colony advisors who may work on campus, are also a resource that the chapter/colony can tap into to see if PNM referrals can be received. Examples of departments that chapters/colonies can reach out to:

- Office of Admissions
- Orientation Office
- Residence Life
- Chapter/Colony Faculty Advisor

See if there are list of current and/or incoming students they are able to provide. If they are not able to provide a list, they may be able to provide referrals of students they work with. Best way to go about asking, is explaining to them the chapter's/colony's goal with recruitment and the type of man the chapter/colony is looking for. This is also a great way for the chapter/colony to build a relationship with the office, show them the positives of the chapter or even find a new advisor.

NON-DU FRIENDS

Non-DU friends are a great group to ask to get PNM referrals. Groups of non-DU friends that the chapter/colony can reach out to include:

- Sorority members
- Members of other clubs/organizations
- Partners
- Non-affiliated friends
- Classmates

These friends are connected to DU, know the type of individual that would be a good fit for the chapter/colony and are easy to talk to for members. They also are a good referral base for PNMs and should be able to speak to the chapter/colony in positive way to PNMs. Similar to asking chapter/colony members, members may have to be strategic in the way in which they are asking their non-DU friends for referrals to help them jog their mind for names. It is also important to explain to non-DU friends the type of qualities the chapter/colony is looking for in their members.

PARENTS

Parents are another great group that the chapter/colony could potentially tap into for referrals. Similar to current members, parents may know of men from their town who are attending your school that they could refer. They also should be able to speak positively about DU and may have a positive relationship with the parents of the PNM(s) that they refer, which could greatly benefit the chapter/colony.