



# DELTA UPSILON

## INTERNATIONAL FRATERNITY

### BID EXTENSION DURING VIRTUAL RECRUITMENT

Bid extension during a virtual recruitment is clearly going to look different than what it would during a normal recruitment for the simple fact that you are unable to present a bid in person to a PNM. Here are some tips for how bid extension can be done virtually:

- Bids should be extended through video chat, like Zoom/Skype/Facetime. It is important that you can see the PNM and the PNM can see you when you extend the bid. Remember, this is a memorable moment for the PNM so make sure you make it special.
- Once the bid is extended, mail the bid to the member's home so that the physically receives the bid. With the bid, you can include a letter from the Chapter/Associate Chapter President and/or VP Recruitment, a letter from the advisors/alumni, a welcome packet, or even some chapter/associate chapter swag if you have any. Make receiving the bid exciting and memorable for the PNM.
- If your chapter/associate chapter requires PNMs to sign their bid card, there are plenty of free online tools that can help you create the bid into a PDF that can be sent to the PNM via email for them to sign, or you can have them sign the bid card they receive in the mail and send a picture of it to the chapter/associate chapter.
- Make sure to update the chapter/associate chapter's social media as men start to accept their bids. This could be an opportunity to individually introduce each new member to your communities, as well as engage other PNMs.
- Have members or even alumni call the PNM to congratulate him on his bid and/or bid acceptance. This is a great way to engage members and alumni and to make the PNM feel welcomed!
- Get the newly accepted members to join a video call together and have them get to know each other through a common activity or discussion. This will get them excited and get them starting to know each other.
- If there are any traditions that the chapter/associate chapter has for when it extends bids or when a PNM accepts his bid, the Recruitment Committee should have a conversation about if that tradition can be done virtually or adjusted in a way so it can be done virtually. (Remember that all traditions need to reflect Delta Upsilon's Four Founding Principles and following Loss Prevention Policy)

Most importantly, make it bid extension a fun and enjoyable for your new members! This is their acceptance into the Fraternity, so do everything you can to make it a memorable one. First impressions matter in terms of long-term engagement and member retention.