



# 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/Colony President and/or VP Recruitment, a letter from the advisors/alumni, a welcome packet, or even some chapter/colony swag if you have any. Make receiving the bid exciting and memorable for the PNM.
- If your chapter/colony 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/colony.
- Make sure to update the chapter/colony'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/colony 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.