




Intentionally Broadening Your Panhellenic's Marketing Efforts

Many potential members are looking for groups in college that can offer a sense of belonging, personal development and service opportunities. While sorority membership can offer this experience to them, many haven't considered joining a sorority before, whether from lack of prior knowledge about sororities, assuming sorority life is not right for them due to media portrayals and inaccurate stereotypes or negative experiences with the fraternal system as a whole. To reach women who may not have previously considered joining a sorority, College Panhellenics and sorority chapters need to be creative and consider new avenues to market the experience and make all potential members feel welcome.

In this document you will find suggestions for your Panhellenic community to consider when marketing the sorority experience to a broader audience. In addition to tried-and-true tactics such as tabling, sidewalk chalking around campus and hanging banners, signs or flyers to share information about sorority life, below are some additional ideas your community may consider using. The most important thing is to determine what works on your campus. Start by thinking about the audiences you often don't actively reach out to. These audiences could be first-generation students, transfer students, students in specific residence halls, commuter students, international students and more. Consider their needs and what misperceptions they may have about the sorority experience. Then, find ways to connect with them and correct misconceptions by sharing more about sorority life on your campus and how the experience can be beneficial to them.

Reaching a Broad Pool of Potential Members on Campus

- Ask to participate in student and family/caregiver orientation sessions.
 - Can officers from your Panhellenic participate to share sorority information and partner with other fraternity/sorority councils?
 - Can you share a video highlighting the Panhellenic sorority experience on your campus?
 - Can you host a panel presentation to highlight sorority life on your campus and answer questions from incoming students and parents/caregivers with other sororities on campus?
- Partner with your campus admissions office to share information about Panhellenic sorority life in incoming student packets or newsletters. Consider partnering with other fraternal organizations to include information about their organizations as well.
- Partner with other councils and fraternal organizations on your campus and host events for members of the campus community to learn about all organizations on campus. Additionally, consider creating a newsletter that shares events of all fraternal organizations.
- Place an ad in the school newspaper (online or print) to share information about sorority life on your campus such as recruitment information, chapter information, service and philanthropy work, benefits of membership, cost break down, stories that highlight outstanding students and any other information you believe beneficial.
- Partner with other student organizations on campus to host a service event, educational program or other activity that is mutually beneficial. Consider reaching out to organizations that work with international students, first-generation students, students in a wide range of majors, etc.
- Word of mouth is a great way to spread information about the sorority experience. Encourage members to share their sorority experience and recruitment information with women they know from their classes, on-campus jobs or other student groups.

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- Connect and form relationships with campus administrators (beyond your fraternity/sorority advisor) so they can also understand your experience and can advocate for you and support you.

Reaching a Broad Pool of Potential Members Virtually

- Request to join your campus Facebook groups for students and parents/caregivers to post information about the sorority experience and recruitment and answer questions about sorority life. (Note: You may want to limit this to a small number of officers, such as the Panhellenic officer in charge of marketing or the officer in charge of recruitment.)
- Ask admissions/orientation staff if they will host a Panhellenic or fraternity/sorority life day on social media to highlight outstanding students, chapter information and the benefits of membership. If this is not possible, suggest a day focused on social/student organizations on campus.
- Partner with admissions/orientation staff to share Panhellenic and recruitment information with women students who have made a deposit or are transferring to the campus. Or, if that is not an option, ask whether they can provide you with email addresses for your Panhellenic to send this information. If possible, also share information with parents/caregivers.
- Host a virtual sorority life fair where potential members and their parents/caregivers can learn more about sorority life on your campus. Consider hosting a panel presentation with current members and recent alumnae to answer questions about sorority life.
- Collect contact information on your Panhellenic website and start an e-newsletter for potential members and their parents/caregivers. Include information about recruitment, chapter information, benefits of membership, cost break down, stories highlighting outstanding students and any other information you believe beneficial. Consider sending this newsletter out multiple times a year and not just around recruitment. Promote this newsletter on social media and encourage women and their caregivers to sign up to gain more information.
- Host Instagram takeovers that allow potential members and their caregivers to gain insight into the daily life of sorority women.
- Include your campus's hashtags in your social media posts. Potential members and parents/caregivers will be more likely to be searching for and clicking on those hashtags than ones about sorority life.
- Leverage the stories of your Panhellenic members by encouraging them to share their sorority experience on social media and use a designated hashtag in the post. Use Panhellenic accounts to reshare these posts and stories. Also consider sharing these stories on your Panhellenic website.
- Identify target audiences on Facebook and Instagram and use sponsored advertisements to reach them.