

Sorority Presentations

The Secret Weapon to Recruitment Success!

“We’re a well-established chapter with a lot of pride. If we ask the sororities for recommendations, we’ll look desperate!”

“All the men sorority women know are already in fraternities.”

Don’t make these common recruitment mistakes! To the person making the statement (typically a recruitment chairman), they seem like logical reasons for not incorporating sorority presentations into the recruitment game plan. To most SigEps, they come across as exactly what they are: excuses. Excuses for not getting aggressive in recruitment, for not finding creative ways to recruit the top Balanced Men on campus. Some people prefer to make excuses, but for those who want to learn how to effectively use sororities in their rush, this message is for you.

In the Spring of 2002, Headquarters staff members made presentations to University of Maryland sororities. The results were amazing. Over 200 recommendations for membership were made, and nearly 40 men agreed to join within 14 days of the presentations. The cumulative GPA of the men was 3.30. The presentations established a strong reputation for SigEp with the sororities on campus. Following the presentations, the men who joined SigEp were sought out by sororities for numerous events. Moreover, sororities continued to support SigEp’s recruitment efforts by continuing to provide names of prospects. SigEps at Maryland plan to continue this tradition by making presentations to sorority new member classes every term.

An effective sorority presentation will not only generate recruitment prospects, it will enhance relations with the sorority. Ask yourself this: If two or three nicely dressed, attractive young women from a top campus sorority came to your chapter meeting to praise you and present your Chapter President with a gift, would you be interested in helping that sorority? Would you think pretty highly of them? Of course you would.

PREPARATION

While this presentation should appear to be spontaneous or off the cuff, you must spend ample time preparing. Believe it or not, an off-the-cuff speech requires more preparation than a formal sounding speech. Winston Churchill once said, *“It takes several days to prepare a good impromptu speech.”* The first thing to do is choose the members who will make the presentations. **They do not have to be the Vice President of Recruitment and President.** They should be balanced, sharp-looking men who can speak well in public. They should be good chapter representatives (i.e., solid character and upstanding reputation, especially with the sororities). These men should be versed in the recruitment program and the image the chapter wants to project. They should carefully rehearse their lines and prepare for questions. They can do this by delivering the presentation to your chapter’s members.

The next step is to have the Vice President of Recruitment arrange a meeting with each sorority president to ask for an opportunity to address the entire chapter at the next meeting. If you cannot address them at a meeting, you might be able to speak at their formal dinner; you may even get invited to dinner.

It’s a good idea to give each sorority President flowers after each presentation. You can either give her red roses and violets or her sorority flower. Either way, don’t forget to place an order with a florist.

SAMPLE SORORITY PRESENTATION

Brother 1: Hello. My name is _____ with Sigma Phi Epsilon Fraternity. Before we get started, my thanks to the ladies of _____ Sorority for allowing us to attend your chapter meeting. Today, we will take this opportunity to tell you a little about our fraternity and explain our recruitment process.

Brother 2: Ladies, again, thank you for allowing us to attend your meeting. My name is _____, and I am the _____ of Sigma Phi Epsilon here at _____. SigEp was founded in 1901 at the University of Richmond in Richmond, Virginia. On campus, we have been around since _____.

Nationally, SigEp has been around since 1901. Our founding fathers established a fraternity whose purpose was to “be different” than the stereotypical fraternity. This belief is based upon our cardinal principles of Virtue, Diligence, and Brotherly Love. Today, SigEp is the largest men’s college fraternity in the world with over 14,000 collegiate members in nearly 260 chapters across the nation.

Brother 1: (Input local information here. Be sure to include information on alumni in the area, famous alumni from your chapter, neighboring SigEp chapters you interact with, and information on how your chapter is striving for and achieving excellence.)

Brother 2: Sigma Phi Epsilon believes in offering its members the best shot at an outstanding college and post-graduate life through our balanced living philosophy. The cornerstones of Sigma Phi Epsilon’s Balanced Man Ideal are Sound Mind and Sound Body. Our desire is to shape brothers’ minds in a way that promotes scholastic excellence, while offering cultural learning opportunities outside the class. We promote physical fitness and recognize that a healthy body is essential for a healthy mind. We are the only fraternity to partner with *Men’s Health* magazine in an effort to help our members enjoy college and life. A few examples of the way we promote a balanced life for SigEps at _____ include _____ (input information on Sound Mind, Sound Body events accomplished or planned, see www.sigep.org for one-click access to Sound Mind, Sound Body ideas.)

Brother 1: The Sigma Phi Epsilon recruitment program is designed to target the best men on campus. We feel the best way to target those men is by going straight to the sources who work with them and know who they are. Those people are administrators and faculty, athletic coaches, and most importantly, sororities. Sorority women just seem to know the best men on campus. The point of this meeting is to gain recommendations of the finest men on campus. We know that a strong organization like yours has contacts with outstanding potential SigEps.

Brother 2: We recognize that many of the men you know may already be in fraternities, but each of you probably has a friend whom you think should be in a fraternity, but for some reason is not. Maybe he never went through rush, maybe he didn’t like what he saw in fraternity life, or maybe he was never approached in the right way. We’re asking you to give us the names of these men, and we will make it our mission to introduce them to the Greek community and Sigma Phi Epsilon.

Brother 1: The first question we get is, “*What kind of men are you looking for?*” Our answer is, “*The best men on campus.*” This is easy enough to say, but we need your help to

accomplish this goal. We are looking for a type of man who represents the Balanced Man: Sound Mind, Sound Body.

SOUND MIND: We are in college for many reasons. One reason we can all agree upon is a quality education. Unbeknownst to many of us, we are developing our minds during these critical years that will serve us for the rest of our lives. We are interested in men who put their education first and want learning opportunities found in SigEp's member development program outside the classroom.

SOUND BODY: Before a man can learn to respect others, he has to respect himself. We want men who are active, live a healthy lifestyle, and respect themselves and others. We are particularly interested in men who played athletics in high school or continue playing sports here at _____.

Brother 2: Now, just for a moment, think about the fraternities on this campus, think about fraternities in general. What do you like and what do you not like? Now, think about your ideal fraternity. What would it be like? If you could take the best men on campus and develop your ideal fraternity, who would those men be? (Let them think about it for a minute.) That is exactly what we want to do for **you** ladies. If you give us recommendations for the best men at _____, we will, in return, do our best to give you that ideal fraternity.

Brother 1: (1) Field questions from sorority members.

(2) Hand out recommendation notecards and review them. Answer questions while cards are being filled out. Be sure to ask for name, phone number, and/or email addresses of potential members. Ask sorority members to include their own names on the card so you can thank them personally if their recommendations join the chapter. Leave the room and ask a sorority member to collect the notecards.

Brother 2: (Enter and present the sorority President with the roses.) The gentlemen of Sigma Phi Epsilon thank the ladies of _____ Sorority for helping us with our recruitment efforts and creating _____'s (school name) ideal fraternity.

Optional: For an extra touch of class, bring the entire chapter, dressed in pin attire, and serenade each sorority following the presentation.

FOLLOW-UP

This is an important part of the process. Leave a few blank notecards and give the sorority a few days to generate some names. Dressed nicely, stop by in the middle of the week to pick up the recommendation cards and be sure to leave a member recommendation sheet with them. If you see some women in the foyer while you're picking up the cards, ask them if they put any names on the list. If not, ask them why? If they did, thank them for their efforts.

Now that you have a list of recommendations, it's time to start calling. Be sure to thank each sorority member individually if one of her recommendations becomes a member of Sigma Phi Epsilon.

Sorority presentations can be fun and very beneficial. It's a great way to compile a list of recruits and improve sorority relations.