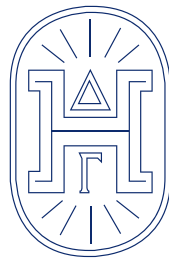




Recruitment Confidential

Updated August 2024



A successful recruitment is essential for the growth and development of Delta Gamma. Recruitment in many ways is about sharing your sorority experience in a compelling way that draws excitement and eagerness from non-members to join and share in the sorority experience.



**Edited under the direction of the
Council Trustee: Membership**

Recruitment Roadmap

[Overviews and Introductions](#)

This section is your starting line! As you begin your term on EVC you should start here to find job descriptions, essential terminology and any other introductory training you will need! Click the heading above to jump to these resources.

[Continuous Recruitment and Retention](#)

While your primary recruitment likely takes place just once a year, you should be thinking about continuous recruitment and retention all year long! Even if your chapter has not held COB events in the past, retention and year-round recruiting is essential to securing your chapter's future. Click the heading above to jump to all of the resources available to help with COB and retention!

[Primary Recruitment Preparations](#)

Whether your primary recruitment occurs in the fall or later in the school year, you'll want to be sure you review all of these resources to plan for successful recruitment. Click the heading above to jump to these resources.

[Primary Recruitment Execution](#)

There are many moving pieces and parts during primary recruitment. Use these resources to familiarize yourself with our voting model, MyVote and everything else you'll need during primary recruitment.

[Belonging, Equity, Inclusion and Diversity](#)

An essential part of successfully recruiting new members is ensuring that your chapter provides an accepting and inclusive environment for all potential new members. These resources have been created specifically to help your chapter evaluate how we can better embrace diversity and be welcoming to all.

[Post Primary Recruitment](#)

Whether your primary recruitment occurs in the fall or later in the school year, you'll want to be sure you review all of these resources to plan for successful recruitment. Click the heading above to jump to these resources.

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Primary Recruitment Execution

[Using the Recommendation Forms Report Tool in Anchorbase](#)

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Belonging, Equity, Inclusion, & Diversity

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[Rethinking Recruitment and Retention: Recognizing and Reducing Social Class Barrier to Membership](#)

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Post Primary Recruitment

[Post Primary Recruitment Overview](#)

[EVC Transition Workshop](#)

Welcome to Evaluating Committee (EVC)

Why Recruitment?

Recruitment is the mutual selection process by which sororities invite potential new members (PNMs) to join their chapter. A successful recruitment is essential for the growth and development of Delta Gamma. An effective recruitment is an enormous task requiring the time, energy and dedication of each member. Before we dive into your role as a member of EVC, let's review why we recruit members and the importance of recruitment.

What is the purpose of recruitment? Members may be able to cite many reasons why recruitment exists and why it is important that it exists. Recruitment, in many ways, is about sharing your sorority experience in a compelling way that draws excitement and eagerness from non-members to join and share in the sorority experience. Recruitment allows members to share membership expectations with potential new members.

For potential new members, recruitment is the ability to learn about the chapters on their campus. Recruitment allows for more potential new members to connect with current chapter members on their campus. Recruitment is about joining a sorority.

For chapter members, recruitment is about sharing the value of your sorority experience with a potential member. Recruitment brings all chapter members together to reflect on their sisterhood while advancing relationships in the chapter through time spent together working towards a common goal. Recruitment allows members to practice articulating leadership skills, volunteer service experiences and support of a sisterhood.

The recruitment process is critical for every Delta Gamma chapter. The selection of our future members is a task not to be taken lightly, and it requires strict confidentiality. It is paramount that all chapter officers, advisers and members keep the proceedings and details of recruitment **confidential**. It is best to remember the spirit of the Oath of Friendship when addressing the subject of confidentiality. The words of the Oath can inspire confidentiality and integrity in the recruitment process and bring respect for all members, potential new members and other chapters on your campus. Consider beginning each EVC meeting by reciting the Oath of Friendship together and/or using the sample confidentiality agreement prior to your first EVC meeting.



CONFIDENTIALITY AGREEMENT FOR DELTA GAMMA FRATERNITY BOARD AND/OR COMMITTEE MEMBERS

As a member of Honor Board, Nominating Committee ("Nom Com") and/or Evaluating Committee ("EVC"), you have one of the most important and valuable jobs in maintaining the strength of your chapter and our Fraternity. With your role comes great responsibility, including, but not limited to, non-disclosure of all confidential information.

"Confidential Information" includes all information, materials, writings, and/or discussions that are a part of the board or committee's process concerning potential new members or current or former chapter members, shared by your campus Panhellenic, current members of the chapter, alumnae of the Fraternity, or any other individuals, to commence immediately and continue throughout your tenure as a member of Honor Board, Nominating Committee and/or EVC.

As a member of one of these boards or committees, you acknowledge that any information derived or obtained through the transaction of your duties is confidential information and will be treated as such, without exception, and agree that any such information shall not be disclosed to any individual who is not a member of the current board or committee on which you sit.

The purpose of this Confidentiality Agreement is to protect the ability of our internal boards and committees to function in a proper and effective manner, to protect individuals who may express opinions while working on or with these boards or committees, and to secure the protected information within the confines of that body. The business of the body, including information discussed and votes taken, shall be held in strictest confidence.

The legal and ethical implications for non-disclosure are immense, and your agreement in this regard is critical to the process. By signing this document, you affirm that you will keep the confidential information obtained as a member of Honor Board, Nominating Committee and/or EVC in strict confidence.

Signature of Officer/Adviser

Date

Officer Descriptions: Collegiate Officers

For a complete list of officer descriptions for collegiate officers on EVC, please see the [Collegiate Chapter Officers Manual \(CCOM\)](#). *Note: In deferred recruitment, outgoing EVC officers will continue to serve on EVC.*

vice president: membership

Successful membership recruitment and retention are essential to the growth and development of Delta Gamma. An effective recruitment is an enormous task requiring the time and energy of each member. The vp: membership is responsible for directing a program that affects the growth and health of the chapter and the personal development of the members. The membership team includes those directors and team members responsible for record-keeping, continuous recruitment, relationship-building, and retention.

director of continuous recruitment

The director of continuous recruitment reports to the vp: membership. They are responsible for serving as the “right hand” of the vp: membership during COB efforts and frequently is the front-facing leader for the chapter when the vp: membership is involved with EVC meetings or other obligations. The director of continuous recruitment leads all COB and retention efforts.

director of primary recruitment

The director of primary recruitment reports to the vp: membership. They are responsible for serving as the “right hand” of the vp: membership during primary recruitment and frequently is the front-facing leader for the chapter when the vp: membership is involved with EVC meetings or other obligations. The director of primary recruitment leads all primary recruitment event planning and mechanics (party flow, bumping, seating).

director of recruitment records

The director of recruitment records reports to the vp: membership. They are responsible for operating the recruitment management tool for the chapter.

president

The president is the chapter leader and the chapter representative on campus, in the community and in the Fraternity. They are responsible to the membership, advisers, Panhellenic, university, community and Fraternity. They must be knowledgeable about the Fraternity and their chapter and must be able to speak thoughtfully and intelligently. Through their knowledge, commitment, efficiency and enthusiasm, they set the example for member attitudes and actions. The chapter's success depends greatly upon how well the president accepts their responsibilities and performs the duties of their office.

Other officers

Additionally, the chapter can appoint other members to the recruitment team to help plan and implement recruitment. Examples include event/day chairs (1-4 depending on the number of recruitment rounds), matching committee chair, rotation leader and spirit committee. Chapters should customize their recruitment team to meet the needs of their chapter and campus. Please note that these additional team members do not serve on EVC. Additional EVC officers must be listed in the chapter's bylaws and standing rules and be approved by the chapter's RCS/CAC/NCC.

Officer Descriptions: Advisers

advisory team chair (ATC):

- Ensures chapter officers and members understand and adhere to Fraternity policy, procedures and requirements
- Serves as a voting member of EVC
- Maintains confidentiality
- Upholds the duties of Evaluating Committee as outlined in this handbook
- Assists and provides guidance to the recruitment team and chapter
- Attends Additional Evaluations
- Works with the director of recruitment records on the processing and evaluation of Recommendation Forms
- Serves as liaison between collegians and alumnae in matters pertaining to recruitment
- Acts as a liaison if recruitment problems or concerns become Honor Board matters

membership adviser:

- Advises vp: membership and their directors
- Ensures chapter officers and members understand and adhere to Fraternity policy, procedures and requirements
- Assists in implementing an effective recruitment program
- Attends and participates in all recruitment planning meetings, EVC meetings, Recruitment Preparation Workshops and Additional Evaluations
- Serves on Evaluating Committee during recruitment and COB (voting member)
- Works with the director of recruitment records on the processing and evaluation of Recommendation Forms
- Serves as liaison between collegians and alumnae in matters pertaining to recruitment
- Ensures that all recruitment rules and procedures are followed
- Communicates with ATC and regional team as appropriate
- Maintains confidentiality
- Upholds the duties of Evaluating Committee as outlined in this handbook
- Is familiar with all recruitment materials found in the DG Library
- Attends meetings of the College Panhellenic when requested
- Reviews membership policies with the chapter
- Attends Additional Evaluations
- Maintains recruitment statistics for at least four years
- Uses recruitment statistics to review recruitment effectiveness and then works with the chapter to make any necessary adjustments to the recruitment process
- Consults RCRS/CRC/NCRC regarding any support needed or adjustments that need to be made for the chapter
- Ensures post-primary recruitment tasks are completed, including:
 - Sending Recommendation Forms to vp: member education
 - Submitting tasks in Anchorbase

Officer Descriptions: Other Membership-Related Officers

Although each collegiate chapter has its own EVC and recruitment team, the support system for the chapter goes far beyond the local level. As individual collegiate chapters of Delta Gamma engage in recruitment each year, they can rely on an experienced roster of Fraternity leaders to support them in reaching their recruitment goals.

Council Trustee: Membership

The Council Trustee: Membership is an elected member of Council. They are responsible for the overall collegiate recruitment of the Fraternity as well as extension of new Delta Gamma collegiate chapters.

Fraternity Director: Collegiate Recruitment Operations

The Director: Collegiate Recruitment Operations works in conjunction with the Council Trustee: Membership. They are often assigned special projects and help to oversee the recruitment of new members. They oversee the development and maintenance of MyVote. They also work with the Regional Alumnae Specialists, alumnae presidents and Recommendation Chairs to educate, organize, communicate and promote the Delta Gamma recommendation process.

Fraternity Director: Collegiate Recruitment Development

The Director: Collegiate Recruitment Development works closely with the Council Trustee: Membership. They are assigned to work with chapters who need extra assistance in the recruitment of new members and on other special projects.

Fraternity Director: Extension

The Director: Extension works closely with the Council Trustee: Membership and the extension staff at Executive Offices to research new opportunities for Delta Gamma to establish chapters on campuses and to build Delta Gamma's presence in parts of North America where Delta Gamma does not have a significant presence. They chair the Development Committee and develop strategic initiatives to achieve Delta Gamma's extension goals. They also serve as a resource for chapters on Panhellenic-related issues.

Fraternity Director: Panhellenic Development

The Director: Panhellenic Development works closely with the Council Trustee: Membership. They serve as the primary resource for the collegiate chapter vice presidents: Panhellenic, Delta Gamma Collegiate Panhellenic executive board officers, Membership team and Cabinet on Panhellenic-related issues. They provide publications, training, education and communication to Panhellenic Support Specialists (PSS) and collegiate officers and attend National Panhellenic Conference events as requested by Council.

Regional Collegiate Recruitment Specialist

The Regional Collegiate Recruitment Specialist (RCRS) is a member of your regional team and is the recruitment expert for your region. They have received Fraternity training and are prepared to assist each collegiate chapter in reaching Quota and Total. The RCRS maintains a record of the current membership numbers for each chapter in their area and is the liaison between the chapter vp: membership and the Council Trustee: Membership. They are an excellent resource for new ideas and questions pertaining to all aspects of recruitment.

Collegiate Recruitment Consultant

The Collegiate Recruitment Consultant (CRC) is an alumna recruitment expert assigned to a specific chapter to assist with recruitment for a given period. CRCs are normally appointed to help a chapter that faces challenges in recruitment. They work very closely with EVC to achieve Quota/Total.

A CRC is appointed by the Council Trustee: Membership and may assist a chapter during all or part of primary recruitment, COB, recruitment preparation workshops and more. They are a non-voting member of EVC. Ideally, a CRC will work with one to two chapters for two years or until the challenges are alleviated.

New Chapter Recruitment Coordinator

The New Chapter Recruitment Coordinator (NCRC) is a member of the new chapter support team assigned to each new chapter established by Delta Gamma. They have received Fraternity training and are prepared to assist the new chapter in recruitment operations, building a brand for the new chapter, and reaching Quota and Total. An NCRC is assigned to a new chapter for a minimum of two primary recruitment periods (about two years following the establishment). Once the chapter has reached an operational level reflective of existing Delta Gamma chapters, they will transition to support from the regional team (at which point, the RCRS will become the primary recruitment and Panhellenic contact for the chapter).

Recommendation Chair

The Recommendation Chair is an alumnae chapter officer who organizes and implements the recommendation system for the alumnae chapter or association within their area. They receive requests for Recommendation Forms from collegiate chapters and attempt to fulfill requests back to chapters.

Panhellenic Support Specialist

The Panhellenic Support Specialist (PSS) is an alumna serving as a Council-appointed Leadership member of the Delta Gamma Fraternity. They are knowledgeable of the NPC Unanimous Agreements and serve as the regional resource for collegiate chapter vice presidents: Panhellenic, chapter Panhellenic advisors, and Regional Team on Panhellenic-related issues. They handle campus-specific general Panhellenic communication (Panhellenic bylaw revisions, extension votes, Panhellenic recruitment rules revisions, local Panhellenic votes and campus documents).

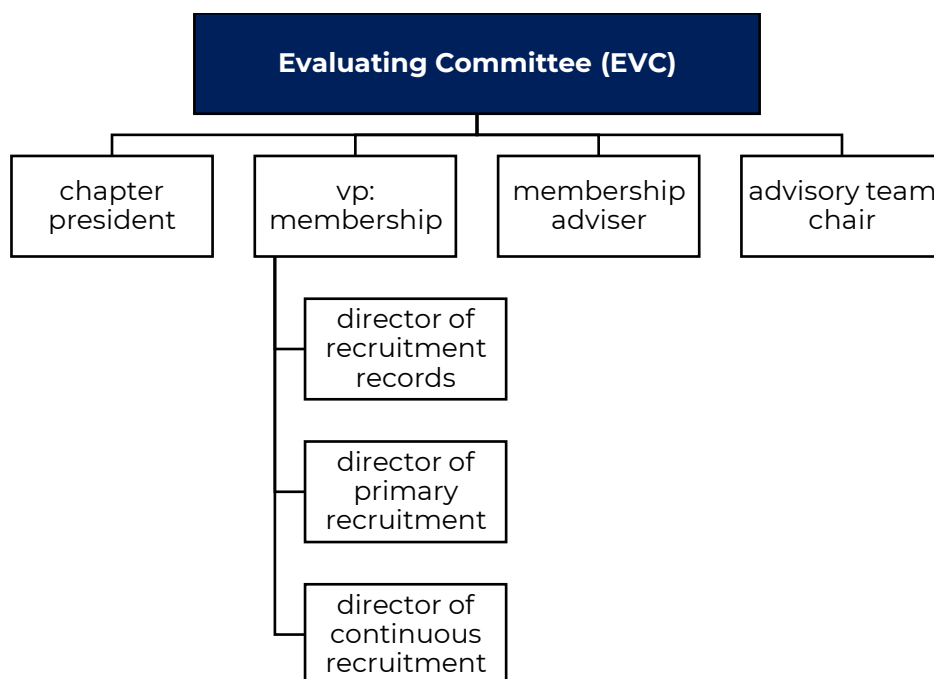
Growth and Development Staff

The Growth and Development staff are trained to serve as the recruitment and Panhellenic contacts. They are responsible for evaluating RFM reports, all recruitment, recommendations and Panhellenic questions that come to Executive Offices.

Collegiate Development Consultant

The Collegiate Development Consultant (CDC) is a recent college graduate who serves as a member of the Delta Gamma staff. The CDC is trained to serve as a consultative expert in Fraternity policy, procedures and National Panhellenic Conference regulations, as well as Delta Gamma recruitment. They visit many collegiate chapters as they travel across North America for the Fraternity. A CDC may assist in Primary Recruitment, COB, recruitment preparation workshops, prep week or other recruitment assignments. A CDC may attend EVC meetings but does not have a vote. Many chapters will request support from CDCs during primary recruitment, COB and even RPWs. If you think your chapter would benefit from the support of a CDC, please alert your RCRS/CRC/NCRC prior to scheduling.

Expectations for Evaluating Committee



Note: In deferred recruitment, outgoing EVC officers will continue to serve on EVC. The chapter's EVC is the primary administrative group of the chapter during primary/deferred recruitment and COB. As members of the EVC, the chapter president, vp: membership, director of recruitment records, director of primary recruitment, director of continuous recruitment, membership adviser and advisory team chair work together to lead the chapter to a successful realization of its recruitment goals. The committee has broad responsibilities for educating the chapter in recruitment matters, for evaluating its recruitment performance, and making decisions on behalf of the chapter.

No other collegians, alumnae or advisers may sit on EVC, with the exception of official Fraternity officers who may be attending the chapter's recruitment (e.g. Collegiate Development Consultants, Regional Collegiate Recruitment Specialist, Council Appointed Coordinator, New Chapter Coordinator, Collegiate Recruitment Consultant, Collegiate Recruitment Specialist, New Chapter Recruitment Consultant, etc.)

The committee is responsible for:

- Directing the chapter to achieve Quota and campus Total.
- Planning and directing preparation recruitment preparation workshops and prep week.
- Reviewing requests for excuses from recruitment workdays and events and forwarding any conflicts regarding recruitment fines to Honor Board.
- Directing the chapter to set appropriate goals for membership.
- Supervising the preparation of recruitment and membership standing rules, including the section granting authority to the Evaluating Committee.
- Evaluating candidates on the basis of the objects of Article II and the chapter's membership goals.
- Presenting the names of well-recommended and outstanding women to the chapter.

- Recommending the potential new member for membership, when necessary.
- Supervising the preparation of the party invitation lists and preferential list.
- Reviewing and complying with the daily Release Figure Method carry figures and flex list numbers.
- Verifying that daily invitation lists submitted by the chapter are accurate and complete.
- Keeping an accurate list of statistics regarding recruitment release figures, return rates and bid matching.
- Dealing with confidentiality with substantiated character concerns about a potential new member.
- Ensuring that all Delta Gamma and Panhellenic policies are followed.
- Utilize recruitment software to maintain a record of recruitment statistics regarding potential members who were released or who released the chapter, numbers invited to each party, number bid, number pledged, etc., for reports and future chapter reference.
- Conducting a post-recruitment evaluation with the chapter and new members if needed.
- Identifying potential new members who will be eligible for Continuous Open Bidding.
- Supervising chapter continuous recruitment efforts (led by director of continuous recruitment).
- Destroying all other Recommendation Forms unless openings for COB remain and the chapter intends to participate in COB.
- Identify Recommendation Forms that will be used to determine qualified potential new members to be considered for COB.
- Destroying any remaining Recommendation Forms at the end of the academic year.
- Assist in preparing the chapter's PR plan.
- Facilitating relationship building among members to support rotation group creation, increase engagement and build a sense of belonging within the chapter.

Bylaws & Standing Rules

All members of EVC are responsible for knowing the chapter's recruitment standing rules and enforcing them during recruitment.

ATTENDANCE: Attendance is mandatory at recruitment preparation workshops, pre-recruitment workshops, primary recruitment week, COB recruitment activities and Bid Day.

EXCUSES: Pre-recruitment workshops/recruitment week excuses must be submitted in writing to EVC at least 30 days in advance of pre-recruitment workshops. The following reasons for absences may be considered by EVC for both pre-recruitment workshops and recruitment:

- Illness verified by doctor's written excuse and critical illness or death in a member's immediate family
- Class
- Varsity athletics, university sponsored activities such as resident advisor, student government, orientation advisor, peer mentor.
- Job-related (including internship) excuses, only in extreme hardship cases
- Participation in family weddings

EVC has the final authority to approve or deny recruitment related excuse requests and may refer the matter to Honor Board if necessary. All other recruitment excuses must be submitted in writing to the vp: membership prior to the absence.

FINES: All recruitment fines will be submitted to the vp: finance within 10 days following recruitment. The fines will be handled as outlined in Article I, Section 8 of the Chapter Standing Rules. Appeals and requests for work duties will be considered by the EVC at a one-time specific meeting with adequate prior notice being given to the chapter.

AUTHORITY OF EVALUATING COMMITTEE (EVC): EVC has the authority to concentrate on potential new members who fill chapter membership goals, to break ties at the cut-off line of tabulation in elimination to event quota, to adjust daily invitation lists upward or downward to meet an RFM carry figure and/or flex list requirement, to withdraw from consideration any potential new member with substantiated concerns of low personal standards and to determine if a vote of reconsideration is necessary.

Snap Bidding/Continuous Open Bidding (COB): EVC also has the authority to offer a snap bid to any potential new member registered in primary recruitment who has previously been voted upon or to offer a bid to a potential new member in a COB period who has met the chapter membership goals and scholastic requirement to join. In the rare event that it is impossible for a quorum of the chapter to be reasonably assembled for the vote during a COB period, members of EVC may vote on the chapter's behalf. Speak with your Fraternity/Sorority Advisor to obtain a list of women eligible for snap bid.

CHARACTER CONCERNS: A member/new member may discuss character concerns **only** with EVC.

VOTING BETWEEN RECRUITMENT EVENTS and ADDITIONAL EVALUATIONS: A chapter must conduct voting in between recruitment events. Voting will consist of previously determined Likert scale range of 1-5. The option for individual members to offer private comments visible only to EVC may also be made available. Votes will be tabulated by EVC. Only members who have met a PNM during may cast a vote on that PNM. There will be no discussion during this process.

Additional Evaluations may be held after each round of recruitment and may include further voting if EVC feels there needs to be voting clarification (potential new members with the same name, etc.) and to discuss any other voting issues which EVC feels the chapter should address.

PREFERENTIAL VOTING: Members who met the PNM during preference will vote cast their vote on the fraternity approved software. EVC will tabulate the vote for each potential new member.

GRADES: Chapters should follow the Constitutional guidelines for grade requirements and new members, along with chapter-specific membership goals. Chapters are encouraged to set competitive scholastic standards for selecting new members.

CONTINUOUS OPEN BIDDING (COB): All collegiate chapters are expected to pledge to Quota and Total through primary recruitment and/or COB. A chapter not at Quota and/or Total after their primary recruitment period should focus efforts on continuous open bidding for two weeks after primary recruitment bid day unless Extension moratoriums do not allow. Following COB, the chapter should focus on membership retention. If a chapter is not at Total in the term where primary recruitment is not taking place, the chapter should focus efforts on COB for the first four weeks of the term, after the chapter should focus on membership retention. Quarter schools must discuss and receive approval from their RCRS as to which quarter is best suited for additional continuous recruitment.

CARRY FIGURES AND FLEX LISTS: The chapter will follow the carry figures given by the college Panhellenic. **The chapter must invite 100% of the requested number to the next round of events.** If a flex list is requested, the chapter will provide a flex list (plus or minus) as indicated by the college Panhellenic. The chapter must provide a minus list for all events. Any chapter that has a question about or desires to deviate from its carry figure or flex plus list must call the RCRS/CRC/NCRC for approval. If the RCRS/CRC/NCRC cannot be reached, the chapter must escalate its request by sending an email to rfmhelp@deltagamma.org.

Recruitment Terminology and Basics

Recruitment Types

- *Fall Primary Recruitment*: A designated membership recruitment period during which each sorority holds a series of organized events; membership recruitment is organized and implemented by the College Panhellenic.
- *Deferred Primary Recruitment*: The same as primary recruitment, but typically held in January or February.
- *Continuous Open Bidding (COB)*: Sometimes referred to as informal recruitment, also called open bidding; COB bids may be extended and accepted at any time during the school year other than primary recruitment. There is typically not a set Quota in COB. The COB process often is not structured by the College Panhellenic, and only chapters with available spaces in Quota/Total are eligible to participate in COB.

Recruitment Styles

Continuous recruitment (CR):

- Recruitment schedule: There is no structured schedule. Panhellenic does not set dates for recruitment or offering of bids.
- Release figures: Not used.
- Quota: Not used; chapters bid to total.

Partially structured recruitment (PSR):

- Recruitment schedule: The timing of recruitment is determined by Panhellenic. Recruitment events are scheduled with flexibility in mind so potential new members will not withdraw because of the scheduling format. Events are scheduled so potential new members can attend several events. Panhellenic sets the date for distribution of bids. (See sample schedule.)
- Release figures: Not used.
- Quota: The number of potential new members (determined at the end of recruitment) that each chapter is allowed to pledge regardless of a chapter's total membership number. Every chapter is entitled to bid to quota.

Fully structured recruitment (FSR):

- College Panhellenic determines the time and number of events and rounds, in accordance with Release Figure Methodology (RFM) recommendations. Potential new members participate in the mutual selection process. College Panhellenic determines the time bids are distributed. Release figures: RFM is used.
- Quota: The number of potential new members (determined at the end of recruitment) each chapter is allowed to pledge regardless of a chapter's total membership number. Every chapter is entitled to bid to quota.

Recruitment Terminology:

There are many terms that are specific to recruitment that you should understand, know and use as a leader of the chapter recruitment team. Here is a short list of the key terms; reference the glossary in the appendix of this handbook for a full listing of recruitment-specific terms.

Terminology	Description
<i>Evaluating Committee (EVC)</i>	Composed of your chapter president, vp: membership, director of recruitment records, director of primary recruitment, director of continuous recruitment, advisory team chair and membership adviser. Collegiate Development Consultants and officially appointed Fraternity Recruitment Consultants are also authorized to serve on the Evaluating Committee. EVC is the governing body of the chapter during recruitment
<i>National Panhellenic Conference (NPC)</i>	Made up of 26 women's inter/national member organizations, the National Panhellenic Conference (NPC) is the world's largest umbrella organization specifically charged with advancing the sorority experience.
<i>Quota</i>	The number each NPC women's fraternity may pledge on a campus during fall primary or deferred primary recruitment. Some campuses may utilize a <i>Primary Quota</i> for freshmen and, sometimes, sophomore potential new members, and a <i>Secondary Quota</i> for upperclassmen.
<i>Chapter Total</i>	The sum of the number of initiated members plus the number of new members currently in your chapter.
<i>Panhellenic Total</i>	The number, determined by your College Panhellenic, as the most desirable chapter size for your campus. NPC recommends that Panhellenic Total be reset after primary recruitment to median chapter size. Members who are off campus for study abroad for an entire year are not included. Those abroad for only a semester are included. Individual chapters are expected to reach or exceed Panhellenic Total.
<i>Legacy</i>	A legacy is the daughter, granddaughter, great granddaughter or sister (inclusive of step-relations for all) of an initiated member.
<i>Release Figure Method (RFM)</i>	Method for calculating carry figures (formerly known as release figures) and flex list numbers (for campuses using a priority-style of recruitment) during fall primary/deferred primary recruitment.
<i>MyVote</i>	Delta Gamma's recruitment management tool.
<i>Additional Evaluations</i>	An opportunity for additional voting after a recruitment round if needed.
<i>Snap Bidding</i>	The process of offering bids to potential new members during primary recruitment if a chapter does not reach Quota through the bid matching process. Snap bid recipients typically attend Bid Day with all new members.
<i>Fraternity and Sorority Adviser (FSA)</i>	An on-campus professional (typically employed by the university) assigned to oversee the operations and development of the campus' fraternity and sorority community.

<i>ICS and Campus Director</i>	Recruitment management systems often used by a college Panhellenic.
<i>Membership Recruitment Acceptance Binding Agreement (MRABA)</i>	Membership recruitment acceptance binding agreement: This is a binding agreement signed by a potential new member following the final Preference event they attend during fully structures or partially structured recruitment. A PNM agrees to accept a bid from any chapter they list on their MRABA. If they receive a bid to a chapter they list and decline it, they are ineligible to join another organization on that campus until the beginning of the next Primary Membership Recruitment period. If they do not receive a bid to membership, they are eligible for continuous open bidding.

Recruitment Basics: Legacies

A legacy relationship is defined as being the sister, daughter, granddaughter, great-granddaughter, or any “step” relation of a Delta Gamma member.

In June 2020, Council voted to change our Membership Selection Policy and remove the preferential treatment given to legacies during recruitment. This change empowers collegiate members to have the autonomy to make their own membership selection decisions as advocated by our collegiate members. This change is one of the many steps Delta Gamma is taking to ensure an equitable and inclusive experience for all members and potential new members. Potential new members who meet our legacy definition will still be considered a legacy and celebrated after a bid is extended. However, chapters will no longer give them preferential treatment and instead treat all PNMs with equal respect and dignity.

As an EVC member, you might receive correspondence from members asking questions about why their legacy relation was not invited back to Delta Gamma. Below is a template that either EVC or your adviser can use to respond to those inquiries.

Dear [MEMBER'S NAME],

We are sorry to learn of your [LIST THE FEELING THE MEMBER MENTIONS SUCH AS: HURT, DISAPPOINTMENT, FRUSTRATION] after this year's recruitment process. Your [LEGACY RELATION: DAUGHTER, SISTER etc.] is a [DESCRIPTIVE SUCH AS: KIND, POISED, WONDERFUL] young woman and our chapter was fortunate to meet them during recruitment. The disappointment you're feeling is certainly understandable.

As you may or may not know, Delta Gamma has changed the Membership Selection policy which now reflects that all potential new members are to be treated equally during recruitment, which removed prior preferential treatment and automatic first round invites of legacies. You can read more about this change by clicking [here](#). If you have questions specifically about Delta Gamma's equity efforts in recruitment, please email equityandinclusion@deltagamma.org.

During reach round of recruitment, our chapter is given a maximum number of potential new members we can invite to the following round which must be strictly followed. As you can imagine, that is a very difficult process as there are many outstanding women, like [LEGACY NAME], who were not able to return to Delta Gamma despite their accolades and recommendations. We hear your concerns and wish that it had been a different outcome for both [LEGACY NAME] and your family.

Unfortunately, we won't be able to share any confidential information as to why your [LEGACY RELATION] was released as this is confidential information to protect the integrity of the process and the privacy of all women participating in recruitment.

If you have any additional questions or concerns, please contact the chapter's RCRS/CRC/NCRC who is copied to this email. We sincerely wish your [LEGACY RELATION] the best at [INSTITUTION NAME].

ITB,
[CHAPTER] EVC
[CHAPTER EMAIL]

Release Figure Methodology

The Release Figure Method is a powerful tool for maximizing the number of women pledged during primary recruitment and achieving parity in membership numbers for all NPC groups on a campus. Through the RFM process, chapters receive customized invitation numbers (“carry figures” and “flex lists”) for each round of primary recruitment. The premise of RFM is that chapters have an ideal invitation and attendance “pool” at each round of recruitment. This allows chapters and potential new members to have a better focus on one another, which enhances the mutual selection process. The RFM has – since its inception – helped stabilize the membership numbers on numerous campuses across North America, while increasing the percentage of women who join the sorority experience. Highly trained specialists’ partner with campus professionals to administer the RFM program before, during and after primary recruitment.

Delta Gamma chapters are required to follow their carry figures and flex list numbers. If a chapter desires to invite a different number of women or alter their flex list number, they must receive prior approval from the RCRS/CRC/NCRC. Failure to receive approval from the RCRS/CRC/NCRC may result in the chapter being placed on a status for non-compliance.

Questions about RFM should be directed to your RCRS/CRC/NCRC.

RFM Reporting:

Following each primary recruitment period, the National Panhellenic Conference sends a report for each campus, sharing the RFM/recruitment statistics for Delta Gamma and then high-level statistics for the sorority community. Your RCRS/CRC/NCRC will receive the report and is able to go over your statistics with EVC upon request. All EVCs receive a Strategic Report after primary recruitment with trends from these statistics over the past three years as well as recommendations on how to improve your statistics during recruitment. You can use your RFM data to guide your overall recruitment strategies and plans for the next year. Keep in mind that any change to your recruitment format, or the addition/deletion of a chapter on campus will impact/skew your RFM statistics. Be sure to discuss any changes to your recruitment with your RCRS/CRC/NCRC when talking about your RFM report.

RFM at a glance:

- RFM was adopted in 2003 by NPC to assist in achieving parity and optimizing PNM matching during primary recruitment.
- RFM enables each sorority to invite a sufficient number of PNMs to each round of recruitment to attain Quota.
- RFM allows each PNM to investigate realistic sorority options and ultimately match with a sorority for which they have a preference.
- RFM maximizes the total number of PNMs who ultimately pledge a sorority through recruitment thus growing the entire Panhellenic sorority system on a college campus.
- RFM information is **confidential EVC information**, it should not be shared with alumnae, even if positive.

RFM Terminology

Term	Description
Format	The flow and rounds of primary recruitment, which starts with an open house event and ends with preference (example: 8-6-4-2).
Open House Pool	The total number of potential new members that participate in the first round of primary recruitment events.
Carry Figures	The number of PNMs a chapter may "carry" (invite) to the next round of events during primary recruitment. This number is determined by the RFM Specialist working with the campus.
Invite List	The list of PNMs a chapter indicates priority in inviting to the next round of recruitment events during primary recruitment.
Flex Minus List	A list of PNMs (provided in preferential order) that will be removed from the chapter's invitation list, should there be too many women accepting invitations than is needed for the next round of events. This number and the number of PNMs removed (if any) is determined by the RFM Specialist.
Flex Plus List	A list of PNMs (provided in preferential order) that will be added to the chapter's invitation list, should additional PNMs need to be added to the next round of events. This number and the number of PNMs added (if any) is determined by the RFM Specialist.
Relative Recruiting Strength (RRS)	The RRS factor is calculated using the chapter's historical returns throughout all rounds of recruitment over a three-period time. A chapter's performance during the preference round is not included in the RRS calculation; hence neither a strong nor a weak preference performance is reflected in this value. RRS should not be used as a single measure to assess overall chapter recruiting performance.
Priority Relative Recruiting Strength (PRRS)	The relative recruiting strength score of the chapter based off the chapter's priority percentages and preference performance. This measure is calculated using PNM priorities and bid list first choices from the current year's recruitment.
Function of Quota (FOQ)	The reflection of the distance from quota matched to chapter's final bid list (before quota additions). For example, if quota was 30 and the chapter had a FOQ of 1.5, the lowest matched PNM was number 45 on the bid list.
Acceptance Rate	The percentage PNMs who were matched and then invited to the next round.
Priority Rate	PNMs rank all previous attended chapter after each round of recruitment. The priority reflects the percentage of PNMs who list your chapter as a chapter they want to attend the following round.
Number of 1 st choices on the bid list	The number of women who ranked your chapter first following their post-preference selections.

RFM Basics

- No chapter may exceed the carry figure; over-inviting is not permitted in RFM.
- When strong chapters over-invite they hurt PNMs and other NPC groups on campus.
 - Chapters are not statistically able to offer membership to the surplus prospects.
 - Over-inviting hurts other chapters.
 - Too many invitations in the system makes it statistically impossible for one or more groups to achieve Quota.
- Inviting fewer women than the carry figure issued, or under-inviting, is strongly discouraged.
 - Under-inviting greatly jeopardizes a chapter's chances of matching Quota.
 - A DG RFM Specialist will be notified if the amount is significant; the situation may be escalated to regional or national officer.
- It is within the rights of each chapter to determine its own criteria for membership, and no chapter should be forced to affiliate women the group does not wish to affiliate.
- As soon as any chapter knows that a PNM will not be offered a bid, the chapter should discontinue inviting them to recruitment events.
- Delta Gamma collegiate chapters are required to follow their carry figures for potential new members for each round of events, including preference, as provided by their Collegiate Panhellenic when release/invite figures are provided.
- Chapters wishing to deviate from its given carry figures MUST receive permission from their RCRS/CRC/NCRC prior to turning in their lists. Violations of this policy may result in Council action.

RFM Flex Lists:

After each round of events, the RFM Specialist runs initial matches between your chapter and PNMs listing their preferred chapters. If the number of PNMs returning to the chapter is different than anticipated the RFM Specialist may need to utilize a flex list. A flex list is two lists of potential new members — a plus list and a minus list. These lists are used to help optimize the invitations issued when a priority process is used by Panhellenic and provide a powerful tool that enables the RFM Specialist to ensure that the number of PNMs returning closely approximates the return number being targeted for the chapter, given what the chapter needs to have a successful recruitment conclusion.

If the number of PNMs returning to the chapter is fewer than anticipated the chapter's **flex plus list** may be used to add additional PNMs to the chapter's next round of events to ensure the chapter has an optimal chance of matching to Quota. The plus list provides a safety net in case the chapter is having an off year in that round or if campus or recruitment conditions change. The plus list allows the RFM Specialist to ensure the number of PNMs needed in a specific round (to ultimately match to Quota) are attending the chapter's events.

If a chapter does not provide a flex plus list, the RFM Specialist can't adjust the numbers in order to assist the chapter. Because of this, the chapter's chances of matching to Quota could be significantly impacted. The overall system is negatively impacted by not inviting the correct number of PNMs.

If the chapter shows unexpectedly high returns after the initial match, the chapter's **flex minus list** may be used. If the chapter does not need to invite all the PNMs on their -carry list to have enough PNMs attend their next event and keep the chapter on track to reach Quota, the RFM Specialist removes PNMs from your list in the order you have listed them. For the sake of the PNMs and the other chapters, these extra women are released so they can explore other options.

If a chapter does not provide a flex plus list, the chapter ends up hosting PNMs that they have no interest in pledging and the RFM Specialist can't place PNMs at chapters where they truly have a chance of pledging. This defeats the overall RFM system by not inviting the correct number of PNMs.

Delta Gamma's must follow the carry figure and flex lists given by the RFM Specialist unless permission is granted from the RCRS/CRC/NCRC.

How do Flex Lists work?

After each round of events, the RFM Specialist runs initial matches between your chapter and PNMs listing their preferred chapters. If the number of PNMs returning to the chapter is fewer than anticipated the chapter's plus list may be used to add additional PNMs to the chapter's next round of events to ensure the chapter has an optimal chance of matching to Quota. The plus list provides a safety net in case the chapter is having an off year in that round or if campus or recruitment conditions change. The plus list allows the RFM Specialist to ensure the number of PNMs needed in a specific round (to ultimately match to Quota) are attending the chapter's events.

- Examples of campus/recruitment conditions may include a change in format or adding or removing a chapter from campus (or even an upcoming extension, taking place after primary recruitment).

Scenario: Flex Lists

The RFM Specialist has determined that to make the anticipated Quota, Omega Omega chapter needs 150 PNMs to attend the next round of recruitment. Omega Omega is advised (by the RFM Specialist; note: these numbers will be shared through the campus recruitment management system) to invite (carry) 200 PNMs to the next round. Why 200? Because based upon the chapter's average acceptance percentage, the RFM Specialist is anticipating 150 PNMs will accept. Omega Omega is also asked to provide a plus 30 and a minus 30 flex lists (in case the number of "accepting" PNMs runs higher or lower than previous percentages). Again, remember that the goal is to have 150 PNMs attend the next round!

- The plus list includes the next 30 PNMs the chapter would invite to the next round if they could invite more than 200, in preferential order.
 - In other words, if the RFM Specialist determines that the chapter needs to invite more than 200 PNMs to meet the goal of 150 in attendance, these are the PNMs they would add.
- The minus list includes the 30 PNMs the chapter would release from its list of 200 if its carry figure were lower, in the order it would release them.
 - If the RFM Specialist determines that the chapter should be inviting fewer than 200 (to reach 150 accepts), these are the 30 PNMs who would come off the list.

RFM Strategy:

- A chapter's Relative Recruiting Strength indicates a chapter's ability to pledge/recruit the women who want to pledge Delta Gamma on Bid Day.
- A high RRS (those closer to "1") indicate a chapter is sought after by a large pool of PNMs, and from those PNMs interested, the chapter can identify candidates meeting their recruitment goals and effectively recruit those women over the period of primary recruitment.

- A lower RRS indicates a chapter's need to focus more on recruiting women who want to be Delta Gammas – to focus on women who they are likely to pledge, not necessarily women they aspire to pledge. Your chapter's RCRS/CRC/NCRC can help provide impactful strategies to help your chapter improve your RRS.

Retention

Retention is the ability to keep members engaged in our sisterhood. It is the strength of the tie that keeps them involved in Delta Gamma. The recruitment of new members is important, but equally as essential is meeting the needs of our current members and providing the membership experience they seek. This task is larger than any one officer, though the director of continuous recruitment serves on this committee. To learn more about the Retention Committee, please view the [Retention Committee Handbook](#).

Many officers serve on this large committee, but there are also other officers who do not that may be critical to the retention of chapter members. It is essential that this committee share its findings and recommendations (including the rationale behind them) widely to ensure collective action can be taken to promote a strong connection between individual members and the organization. Transparency is key. Committee members are strongly encouraged to connect with the general membership to engage in dialogue about how they can help retention efforts. Retention involves every single member as agents of change and inclusion.

College Panhellenic & FSA

Most campuses have a professional with the responsibility of advising the fraternity/sorority community. Sometimes this person is responsible for advising the fraternity/sorority community as well as many other organizations. On a lucky few campuses, there is more than one professional to advise different aspects of the fraternity/sorority community. They may be known as a Fraternity/Sorority Advisor (FSA) or a Greek Advisor. Whichever model your fraternity sorority professional fits, you will soon be working closely with them. Recruitment involves some of the college or university's most precious resources – its students – and the FSA is the campus professional responsible for overseeing this complex process.

Most likely, you will interact with your FSA through a Panhellenic recruitment forum. Typically, the Panhellenic officer responsible for recruitment will call meetings with the recruitment officers from each chapter to coordinate recruitment for the sorority community. Sometimes this group discusses all the issues and votes on recruitment topics. On other campuses, the recruitment group presents their recommendations to the campus Panhellenic delegation to be approved. It is important for you to work closely with your chapter vp: Panhellenic, keeping them informed of recruitment issues. You will likely discuss:

- Dates for primary recruitment.
- Style of recruitment.
- Type of recruitment management system (for example, ICS or Campus Director).
- Event parameters (length, format for each round, refreshments, etc.).
- Recruitment marketing ideas.
- Judicial procedures for recruitment infractions.
- Revising Total.
- Discussion of Panhellenic extension.

Just as with your chapter's bylaws and standing rules, decisions made regarding recruitment (whether voted upon by each chapter's recruitment officers or the Panhellenic officers) are the rules that will govern the next recruitment period.

To prepare for Panhellenic recruitment meetings, you should be familiar with the following documents:

- Previous year's College Panhellenic recruitment rules.
- Total setting method.
- Judicial process.
- Your College Panhellenic Bylaws and Standing Rules.
- [NPC Manual of Information](#) (especially the Unanimous Agreements, Recruitment Recommendations and the section on Membership Recruitment).
- Your chapter's event plans from the previous year.
- Panhellenic recruitment statistics from the previous recruitment.
- Chapter bylaws & standing rules specifically relating to recruitment.

Below, you will find a sample Recruitment Rules Worksheet template. It is important as the vp: membership, to understand and apply these guidelines when preparing for recruitment. Recruitment rules are important because they maintain and promote a healthy and positive culture while minimizing risks. Feel free to work through this with your chapter's vp: Panhellenic to ensure your chapter is abiding by the rules and understanding them.

Recruitment Rules Worksheet

Name of School	
Your Name	
Date Reviewed	

Use the below table to guide your review of the submitted Recruitment Rules.

Yes	No	
		Rules include Code of Ethics.
		Rules follow the NPC Recruitment Rules Template.
		Statement of Positive Panhellenic Contact and Promotion of the Sorority Experience is stated exactly as the template.
		Statement of Adherence to NPC Unanimous Agreements and Policies regarding recruitment stated exactly as the template.
		Statement of Values Based Recruitment is stated exactly as the template.
		If there are additional points under Values Based Recruitment, are they complimentary to the original intent and carry similar message?
		Statement of Membership Recruitment Acceptance Binding Agreement (MRABA) is stated exactly as the template.
		Statement of Automatic Reset of Total is stated exactly as the template including selecting their method of calculating Total.
		CPH adds more rules and policies into this same document.
		CPH add more rules and policies into a separate document such as an Addendum or Standing Rules.
		CPH adds details that change, such as dates, rounds and fines, to the main document.
		Rules are repetitive and overlap.
		Recruitment Rules are over 10 pages.
		Recruitment Rules are difficult to follow and understand.
		Recruitment Rules have negative tone (mainly "Thou Shalt Not").

Please provide any positive feedback:

Please list any items that contained incorrect information and, if possible, note where to find correct information.

Please list any recommendations for change. Include both short-term fixes and long-term steps.

You have a dual role in these recruitment meetings. You need to make the best decisions for your chapter while keeping in mind the best interests of the Panhellenic community.

Working with Your FSA/Panhellenic:

Your campus FSA is an important person! Develop a productive relationship by:

- Introducing yourself and your team
- Checking in on a regular basis
- Using your FSA as a resource
- Being open to comments and suggestions
- Asking questions

What will you gain from this relationship?

- A personal connection
- Improving your FSA's perception of your chapter
- A mentor
- Insight into your chapter's past recruitments
- Ideas and perspectives to consider for the recruitment you are planning

What does your FSA know?

- Your chapter history; they can provide valuable background information about your chapter
- How your recruitment compares to other chapters on your campus
- Both the "what" and the "why" of Panhellenic recruitment rules
- What PNMs are looking for
- The type of students the university is aiming to attract to the university
- Information on what has been successful/not successful for other Panhellenic chapters on campus

Remember to ...

- Be responsive and timely to requests from your FSA
- Give them a "heads up" if needed
- Invite your FSA to lunch, dinner or a program
- Consider the welfare of other chapters as well as your own
- Say thanks! A handwritten note, homemade treats, flowers, etc.

Recruitment Counselors (sometimes called gamma chi, rho gamma, gamma rho, etc.)

Selection:

It is in Delta Gamma's best interest to have members serving in this very important role during recruitment. It is vital that the chapter does not have contact with members serving as RCs during the recruitment period and/or following any Panhellenic rules associated with contact with RCs. Different Panhellenic Councils/Associations select RCs in different ways. If you don't already know what the process is on your campus, find out. Some of the selection processes include:

- Each chapter selects a certain number of chapter members to serve as RCs. If this is the case on your campus, be sure to identify chapter members who can disaffiliate from the chapter and who are willing to put the PNMs best interest first.
- Each chapter identifies a certain number of candidates from which Panhellenic selects the number they need, ensuring that all chapters have representation.

- Panhellenic accepts applications from any interested sorority members and selects the best candidates. This process may not ensure that all chapters will be represented by RCs.

Recruitment Counselors

After Recruitment:

When the chapter members serving as RCs return to the chapter after recruitment, plan a special recognition welcoming them back to the chapter. It can be difficult for both the chapter and the members serving as RCs to reunite. The recognition reminds the chapter members and the RCs about the special role these members were in during recruitment. They missed out on many shared chapter experiences during recruitment, while learning a great deal about Panhellenic recruitment and assisting PNMs through the process. While serving as RCs, these chapter members are exposed to what the other chapters are doing for recruitment and hear positive and negative comments about all chapters. This can be challenging information for chapter members to deal with. Sometimes, RCs return to the chapter ready to change things due to this new insight they have gained. Sometimes chapter members are frustrated that “their” RCs did not ensure a PNM returned to DG.

EVC should plan to meet individually with each member serving as a RC after recruitment is over. EVC can learn a great deal about overall impressions and comments from the PNMs, keeping in mind that no PNM names would be shared respecting PNM confidentiality. These individual meetings validate the role that the chapter member played and acknowledges that they learned some insights into how the chapter is perceived. It is also an opportunity for EVC to reconnect the RC to the chapter.

Panhellenic Support:

- Your chapter can utilize the Panhellenic Support Specialist for your Region for more support. This specialist works directly with the vp: Panhellenic in their region. Their email is PSS(region#)@deltagamma.org.

Officer Transitions

A thorough and intentional transition sets officers, evaluating committee (EVC) and the chapter up for success. Developed with EVC in mind, the EVC Transition Workshops create a place for reflection, collaboration, learning and strategic improvement. For resources for EVC transitions, please review the [EVC Transition Workshops](#) here.

Individual Officer Transitions:

Note: In deferred recruitment, outgoing EVC officers will continue to serve on EVC.

Incoming and outgoing officers should meet to complete their individual transition meetings. This time should be used to review the responsibilities of the office per the Collegiate Chapter Officers Manual (CCOM), Recruitment Confidential, and other chapter specific details related to the position. Individual officers should meet for approximately 2-3 hours and can be scheduled as 1 or 2 sessions. For more information on expectations and responsibilities for individual officer transitions, please refer to the [Changing of the Tides](#).

EVC Transitions:

Part I: EVC Post-Recruitment Guided Reflection

Attendance: All outgoing EVC officers, advisory team chair (ATC) and membership adviser

Timing: To be held within four weeks after the conclusion of the primary recruitment period, before slating begins or immediately following bid day for deferred recruiting chapters

Purpose: Assess and reflect on the primary recruitment period in order to provide direction and strategy for the following year

Part 2: Evaluating Committee Transition

Attendance: All incoming EVC officers, advisory team chair (ATC) and membership adviser; outgoing EVC officers to attend the 45-minute section halfway through the workshop

Timing: Following part 1, individual officer transitions and the Formal Transition Workshop; ideally scheduled within a few days of the Formal Transition Workshop (or after recruitment for deferred recruiting chapters) and can be scheduled as 1, 2 or 3 sessions

Purpose: Gain the necessary skills to work together as an EVC and set commitments that will improve the chapter's recruitment efforts

Please be sure to share:

- Any recruitment software access as an admin user to the new EVC member
- Any important strategic documents like the Strategic Report, Recruitment Assessment results, and CDC pre-recruitment/recruitment visit reports
- Any pending Recommendation Forms for next year's PNMs or potential COB new members
- Any tips or notes EVC collected the past year
- Any vendors that Delta Gamma has historically used
- An EVC timeline or EVC agendas

EVC Planning & Strategy

Marketing your chapter

Limited in-person interactions mean that chapters will need to change their previous social media and marketing plans as PNMs likely won't have the ability have their questions answered in the ways PNMs may have last year. In addition to that, PNMs have different questions this year prior to recruitment than the previous years. EVC should work with their vp: communications to ensure that communications plans are adapting for the current needs. In order to assist chapters, consider the following resources.

Join a Sisterhood: Positive Panhellenic Contact

Promotion of the Sorority Experience (2020) – NPC Policy

All sorority women including collegians, alumnae, College Panhellenics, Alumnae Panhellenics, inter/national organizations and the National Panhellenic Conference should actively promote the overall sorority experience and membership opportunities in organizations. This should be done through all forms of communication (e.g., print, digital, in person) in the spirit of Panhellenic unity and desire to reach out to all women to share the opportunity for sorority membership. College and Alumnae Panhellenic rules should not infringe on the rights of individuals, chapters and/or organizations in the content or forms of communication to promote the sorority experience.

Here are some ideas on how you and the alumnae near you can promote Delta Gamma's message to encourage PNMs to join a sisterhood.

1. Post Delta Gamma's sisterhood video to your social media and write a caption about the unwavering bonds you've found in sisterhood!
2. Connect with high school seniors or unaffiliated college students to share the benefits of joining a sorority during a time that has left many feeling isolated. Sisterhood is relevant now more than ever!
3. Tell your sisterhood story! Now more than ever, PNMs need to hear the value of sisterhood. Talk about why you joined a sisterhood and how it has impacted you.
4. Promote the recruitment registration for the campuses near you.
5. Encourage potential new members to follow their College Panhellenic and chapters on social media. See our list of Delta Gamma chapter Instagram accounts.
6. Promote our new recruitment website. Share <https://join.deltagamma.org/> so PNMs can find out more information about joining Delta Gamma.
7. Share Delta Gamma's posts! Our Fraternity is providing support and sisterhood during this time with programming, mental wellness tips, and personal connection opportunities. Help our message reach further by sharing those posts on your personal social media.
8. Follow Delta Gamma on Facebook, Instagram, and Twitter to stay updated on what is happening within our Fraternity.

Social Media Considerations

Now more than ever, Delta Gamma chapters need to be intentional about our social media. Before posting on chapter accounts, please consider the following:

- Is there a larger social/cultural/political movement happening that would take precedence over your post and/or make your post appear ignorant or oblivious?
- Are images on your social media diverse?
 - Both in their reflection of membership representation, and also in their content?
- Have you highlighted the way your chapter connects with alumnae to showcase lifetime engagement in Delta Gamma?
- Do your posts show variation between staged and candid photos?
- Do the images look authentic?
- Are you representing all aspects of your chapter and Delta Gamma values?
 - Educational and Cultural Interests
 - Philanthropy
 - Social Responsibility
 - Friendship
 - Character
- Have you made a larger social media plan?
- Have you had a few sisters and/or the communications adviser review the content to make sure that it will be perceived in the way you intended?
- If asking sisters to review, have you made sure to ask a diverse set of sisters?
 - Consider diversity of interest, year in school, hometown, major, race, body type and background.

Here are some considerations for your chapter's social media content:

- Share a wide variety of stories
 - Include unique and diverse stories of sisters who: might be joining a sorority later in their college experience (transfers, etc), work to pay for college/dues, first generation college students, women who don't see a sorority as the only way to make friends, etc.
- Focus on conveying the value of joining
- Incorporate personal/chapter examples of Article II values
 - How our chapter is living these values
- Share personal experiences
- Acknowledge financial considerations
- Address diversity/equity/inclusion
 - You can utilize Delta Gamma's statement on inclusivity, recent initiatives, etc.
- Add in quotes from sisters
 - Why it's important to them/why they joined?

- Ask for stories from recent graduates
- Use your campus and Panhellenic hashtags
- Follow other DG chapters on your campus to get new ideas
- Utilize Delta Gamma EO Instagram and find saved story templates (find it in the highlights)

TikTok

With a large number of PNMs on TikTok, consider finding creative ways to use what is trending on TikTok to create your own marketing of Delta Gamma. This is a great way to allow chapter member to participate in marketing Delta Gamma on their own account as well as a tool for your chapter to use for your chapter account. Please note that any TikTok creation should feel organic and real! It's not important that these videos look "perfect" as viewers are interested in seeing authentic content.

Vimeo

Use Delta Gamma's videos! Delta Gamma has several videos your chapter can use to engage with PNMs and help them learn more about the values of Delta Gamma. Find these videos [here](#).

Updating your Chapter Website

With all that is changing, it's more important than ever to assess your chapter's current website through the view of a PNM. What information will they need to see? What information will they be looking for? How can our content make them feel like Delta Gamma is a place they could belong?

Here are some areas you may want to work with your vp: communications to update:

- President's letter (tip: read it out loud to a sister after written to make sure it sounds natural and like you)
 - Incorporate examples of how your chapter is living out Article II values
 - Share a personal experience in the chapter
 - Acknowledge financial considerations
 - Address diversity/equity/inclusion - our statement on inclusivity, recent initiatives, etc.
 - Include quotes from sisters: why it's important to them/why they joined
- Updated recruitment information
- Update all email addresses
- Include financial transparency (not just amount, all that is included)
- Update the calendar so PNM can see all the fun things they can be doing (even with remote events if that is what is happening)
- Link Instagram to your website
- Update pictures
- Add the work you do to support other organizations in the spirit of "do good"

How to Engage with Potential New Members

There are a lot of opportunities to engage with new members in ways that were not previously available. However, there are also unique challenges to this situation. This section is designed to help you navigate forming personal connections with these women and will hopefully help to get you thinking about new ways of marketing all that DG has to offer! This should be shared out to all members of your chapter!

As you start to communicate with these potential new members, remember that you can communicate with them in any number of ways, including email, text, social media, direct messaging, and meeting in person. We encourage you to reach out directly to PNMs by following them and interacting with them on social media. It's important that members who know PNMs are connecting with PNMs instead of only having EVC or your chapter's account reaching out.

Remember, we want you to be excited about promoting Delta Gamma! However, this should not come at the expense of the spirit of Panhellenic unity. This means that you should be highlighting the benefits of joining a sisterhood while sharing about Delta Gamma, and not criticizing or speaking poorly about other organizations.

Tips & Ideas

- Consider utilizing your chapter's social media to post a weekly "WhyDGWednesday" to share stories about members' experiences as well as answer questions. This is also a great place to share recruitment videos.
- Consider creating a tracking document to keep track of the interactions you have with PNMs. Include the member's name who interacted with the PNM, the PNM's name, what you talked about, what platform you connected on. You may want to also include the names of other sisters you think they would enjoy connecting with.
 - You can find a free resource on organizing your process through Chapter Builder. Click [here](#) to learn more about it.
- Encourage members to add your chapter's social media handle in their Instagram bio so PNMs can see that they are a part of a Panhellenic sorority!
- Let PNMs follow members and follow them back! If members feel comfortable, this is a great way for PNMs to see more authentic content about sorority membership by seeing what members post.
- Utilize general campus hashtags as well as your Panhellenic community hashtags. This will help bring traffic to your page!
- Wear Delta Gamma shirts to classes (even virtual classes).
- Find ways in your other organizations to connect with PNMs in those groups.

How to Engage PNMs

- If members know the PNM, they should reach out first. Most PNMs aren't really sure what EVC or vp: membership means. A personal connection and reach out means much more! Utilize the "Sharing PNM information" guide to find the most efficient way to share which PNMs are interested in recruitment. Additionally, reach out to PNMs who are on that list as well.

- Remind members that they can talk about the benefits of membership in a sorority and also promote positive Panhellenic relations!
- Be sure to utilize the method of communication that feels most comfortable to the member. While some members may feel more comfortable with text or email, others may feel more comfortable with direct messages on Instagram.
- If a member of EVC wants to connect with a PNM, be sure to share why you are connecting. Again, titles may not be an area they understand so you may want to skip the title and get straight to the connection!
- After a member connects with a PNM, consider having a member of EVC connect with the PNM as well!

Below are some sample text scenarios. It is crucial that this message is *genuine* and *authentic*, so **please rewrite and adapt this messaging as necessary to better suit your voice** and the culture of your campus and chapter. You may want to find a sister to share your messaging with and ask for feedback to make sure the tone sounds like you!

Sample Text (should not be copied and pasted as is)

1. Hi [PNM name]! I noticed that you are planning on attending [name of school] this year! Congratulations, you are going to love it! I'm not sure if you are considering joining a sorority, but I'd encourage you to think about it! I've had a really meaningful experience in Delta Gamma and would love the opportunity to be a resource for you or answer any questions you may have about recruitment or the Fraternity/Sorority Life experience in general!
2. Hi [PNM name]! I noticed that you are planning on attending [name of school] this year! Congratulations, you are going to love it! I'm not sure if you are considering joining a sorority, but I would love to chat with you about it and answer any questions you may have!
3. Hi [PNM name]! I hope you are getting excited about attending [name of school]. I'd love to tell you a little bit about my sorority experience! In Delta Gamma I have found true sisterhood, meaningful service opportunities, opportunities for my future, as well as a deep connection to the community here at [school name]. I think the sorority experience is such a valuable part of my college experience. If you want to know more about sorority life, I'd love to tell you about my recruitment experience and answer any questions you may have!
4. Hi [PNM name]! I'd love to take a minute to share with you about how meaningful my experience in Delta Gamma has been! By joining my sorority, I've gained a sisterhood that truly lives its values. I would love the opportunity to introduce you to some of my sisters or answer questions you have about the value of sorority membership.

Continuous Recruitment

Continuous recruitment is just that, continuous! It is not defined by specific time periods or limited to when the chapter is holding recruitment events. Continuous recruitment is the concept of continually showcasing Delta Gamma's brand on campus. Continuous recruitment ensures that members are always on the lookout for unaffiliated women on campus that share Delta Gamma's values.

When your chapter is not recruiting, EVC is responsible for reminding chapters about continuous recruitment and facilitating conversations during chapter meetings about how to best enhance continuous recruitment throughout the year. Contact your RCRS/CRC/NCRC to discuss goals surrounding COB.

Continuous Open Bidding (COB) is a process designed to help collegiate chapters reach Total. A chapter is eligible for Continuous Open Bidding if they did not achieve Quota **OR** are not at Panhellenic Total. A chapter may be above Total after bid matching, but if the chapter did not match to Quota, it may still COB to Quota if it has still not reached that number. COB is more important than ever as it helps chapters reach Total which is imperative for member experience, chapter budgeting and overall livelihood. It's important to note that having the opportunity to COB is not a result of a poor recruitment performance.

Recently, Panhellenic Total has been recalculated every semester or twice a year for quarter schools. You may be over Total after primary recruitment and below Total the following semester. This could happen for numerous reasons. Some chapters fall under Total due to having a large graduating class, setting Total higher to allow for growth, missing quota during primary recruitment, unexpected transfers, unexpected change in dues, and/or housing changes.

Many of our chapters today are participating in informal recruitment or COB in some form due to the frequency of adjusting Total. Read more about Delta Gamma [Fraternity Policy](#) regarding COB. All chapters should achieve Quota and maintain Total to ensure a financially sound chapter, and to give women for whom primary recruitment is not a fit (e.g., athletes, working collegians) an opportunity to join Delta Gamma. Below is a list of the type of women you may meet through COB efforts.

- The woman who is overwhelmed by primary recruitment or could not attend but wants to be in a sorority.
- The woman who is curious about sorority life but was intimidated by primary recruitment, therefore did not go through.
- The women who started primary recruitment but did not complete the process either because the structure suppressed their interest or because they slipped through the cracks.
- The woman who claims they will never join a sorority but is attending events for the free food or to support a friend.
- The woman who didn't know anything about sorority life until they came to college and saw other women join.
- The outstanding upperclassmen who has not joined, yet.

COB Team

The COB team consists of the following officers:

- EVC – chapter president, vp: membership, director of continuous recruitment, director of primary recruitment, director of recruitment records, ATC and membership adviser
- director of public relations or vp: communications – they will need to assist with publicizing COB events and/or creating invitations
- vp: membership education and/or director of new members – they will need to plan new member classes
- vp: finance – they should be notified of all anticipated future costs, such as: a second new member period

- COB Committee – an identified team of members dedicated to assisting the director of continuous recruitment in planning and executing the chapter's COB strategy
 - 3-12 members
 - **Pro Tip: Sometimes the best women for COB are those underutilized in primary recruitment! Consider freeing up some of these women's time to focus on what happens after primary recruitment wraps up to ensure the chapter hits the ground running with COB.**

The COB team is responsible for the following:

- Notifying the chapter! All members should know what COB is and how the process works. The chapter can contribute and help the director with executing COB. There should be transparency with COB efforts between EVC and the chapter.
- Setting realistic goals for how many women to pledge each semester, taking into consideration Quota/Total.
- Educating the chapter on the importance of informal recruitment/COB, which
 - Strengthens the chapter.
 - Keeps the fraternity/sorority system healthy.
 - Brings additional members to fill leadership positions and share responsibilities.
 - Is more relaxed than primary recruitment.
 - Requires effort by the whole chapter to be successful.
- Keeping track of the potential members and who is recruiting them. **Pro Tip: Reward your members with small treats/gifts for providing names and doing a good job of recruiting. Keep expenses within your budget. Remember that a little recognition goes a long way!**
- Being positive and upbeat, creative thinkers. Trying new things can bring success in COB!

Preparing for COB

Names List

During RPW 1, your chapter should facilitate a names list activity. A names list is a list of contact information for women on your campus not currently affiliated with a chapter in the sorority community. The director of continuous recruitment should keep record of the names collected during that time. Should the chapter need to participate in COB, you can always facilitate a names list activity during a chapter meeting or new member meeting to gather more names as the year as progressed. This names list should be utilized by EVC to invite women to COB events. It is recommended to **always** have a running names list; in case you unexpectedly fall below Total.

How many names should be on your names list prior to COB? It is always ideal to build a bigger names list than anticipated COB members. Typically, 25-30% of the women invited will accept your invitation to attend COB, and then 25-30% of the women in attendance will accept an invite to join Delta Gamma. Here is an equation on how many women you should be adding to your names list:

- Size of ideal COB member class: (your campus total minus (-) your current chapter total)
- Number of attendees: (ideal COB member class x 4)
- Suggested # of names on names list: (COB attendees x 4)

For example, the campus total is 50. The chapter total is 40. So, our ideal COB member class is 10 women. We want 10x4 attendees at our COB events which equals 40. We want 40x4 names on our names list which equals **160**. That means if every member of the chapter submitted the name of four unaffiliated women, we'd reach our names list goal.

Ways to create a names list:

- Send a Google Form out to the chapter to complete.
 - Items to include: Delta Gamma who is filling out the form, Potential New Members name, email, phone number, year in school, Delta Gamma members they may know already, and how they meets the Article II criteria
- Utilize a chapter meeting to facilitate an activity.
 - Example: Bring notecards to chapter for women to write names and phone numbers down. Read off different criteria of women you all are looking for or where to find the women. Refer to the list below for some examples.
- Utilize a new member meeting to facilitate an activity.
 - Facilitate a similar activity during a new member meeting.

Leverage the “Where to find PNMs for COB” list below to brainstorm names of women your members may not already be aware of/may not be top of mind!

Pro Tip: Be sure to do this activity a few times a year to make sure the list is always growing and remains fresh!

Where to find PNMs for COB:

In-person

- Enrolled in classes with Delta Gammas
- Residence Halls – focus on specific buildings or floors
- On-campus involvement fairs
- Campus events such as concerts, lectures and sporting events
- Student activities– sports teams, dance teams, clubs, organizations to which Delta Gammas do or do not already belong
- Women who work, volunteer or intern with other Delta Gamma members
- Women who withdrew from recruitment or were released (check with FSA on any rules on this)
 - If you have Delta Gamma recruitment counselors, see if they know of any PNMs during recruitment that did not sign their Membership Recruitment Acceptance Biding Agreement (MRABA)

Virtual

- Campus digital platform - use these to search for and connect with women who are involved in your target clubs, majors, etc.!
 - Piazza
 - Handshake
 - Campus Labs
 - LinkedIn
- Social Media – consider utilizing quizzes, polls, sponsored posts, etc. to generate interest!
 - Snapchat
 - TikTok
 - Instagram
 - GroupMe or WhatsApp
- Have members evaluate the contacts in their cell phones and their Facebook/Instagram/SnapChat/TikTok friends to identify unaffiliated women
- Review the President's/Dean's list for students who are not affiliated
- Look at women from the same hometown or high school as a Delta Gamma

- Ask the FSA for a list of transfer students or non-affiliated students on campus
- Collect the names of women who participated in primary recruitment but did not pledge or ask the FSA for this list.
 - Request a list of women who withdrew from primary recruitment or utilized registration information to identify these women.
 - Cross reference recommendation forms received for primary recruitment for women who may not have registered to participate. Consider reaching out to alumnae who submitted these forms for a direct introduction.
- Contact alumnae – ask for names of their college-aged neighbors, baby-sitters, friends from camp, etc.

Student Organizations

- Interest clubs, non-NPC fraternities and sororities, etc.
 - Check out your school's student organizations list. Some schools even list officers and a full student roster with emails included!
 - Go to student organization meetings - say what Delta Gamma is about, does that sound like you?
 - Reach out to other orgs who value similar things and say, "We are all in this together, how can we help each other?" as a sign of gratitude.
 - Ask members who are already involved in different organizations to help share about Delta Gamma and sorority membership
 - Look for groups who typically wouldn't seek out fraternity/sorority life - first generation college students, etc.
- Student Government
 - Many student leaders run for Student Government to make a positive change on their campus, and on a lot of campuses they are often unaffiliated. Delta Gamma can provide a positive outlet for change.
 - Most schools have a Student Government roster, with emails included!
- Resident Assistants, Orientation Leaders, Peer Mentors, etc.
 - Many who serve in these roles enjoy connecting with students and being involved in different activities on campus.
 - Primary recruitment may conflict, but they may be able to join later in the semester, making them a great candidate for COB!
- Athletic Programs
 - Varsity & Club athletes usually cannot participate in recruitment during their sport schedule.
 - Many athletes also tend to join in their off seasons, making the new member period more manageable.
 - If you recruit athletes, you are recognizing that they have busy schedules during the season and need to be willing to work with them to maintain that priority, as well.
 - Another strategy is to focus on athletes who decide not to continue – i.e. decide not to play their junior year – these are great candidates for recruitment, as they usually are looking for their new home.
- Transfer Students
 - Women who transfer to a new campus are usually looking to make friends, which can be harder given they may not have the standard "week of welcome" activities that freshmen do.
 - Obtain a list of transfer students to proactively reach out to.
 - BONUS – sometimes Delta Gamma women are transferring. Proactively reach out to them to let them know about your chapter and ask if they are interested in affiliating!

Recommendations

- Faculty & Staff
 - Your professors usually have a list of students that they believe are high-caliber, hard-working, etc.
 - Ask your professors if they have any women they would recommend you reaching out to!
 - Student Activities staff - who are student leaders who are not affiliated?
- “Ambassadors”
 - Are there students in your friend circles or other student organizations that aren't interested in joining sorority life at this time, but otherwise have enjoyed getting to know Delta Gamma women? See if you can leverage them to be ambassadors and help connect you with unaffiliated women who may be interested in joining DG!
 - Word of caution - stay away from men/fraternities being ambassadors
- Alumnae
 - If you aren't already leveraging your alumnae network for Recommendation Forms, please reach out to your local alumnae chapter and Alumnae Recommendation Chair to help connect you with PNMs coming to your campus this year!
 - Are there any Delta Gamma alumnae who work on your campus that can connect you to great PNMs?

Utilizing the Names List in COB

Once you've created a names list, work as an EVC to determine who to invite. Use the “4x” rule referenced earlier to determine how many women on your list you need to invite to COB. Congrats on having your invite list finalized! Now, you need to decide who will reach out and connect with the PNMs to invite them to the COB process. Here are some tips and tricks for connecting with PNMs!

Who should reach out ...

- **If the PNM knows someone from class, an internship, student org, sport, etc.,** it's best if whoever knows them reaches out. Going through COB can be an intimidating process and having a familiar face helps ease the nerves!
- **If names are given from Panhellenic or through another avenue,** have the vp: membership reach out to invite them!
- **Leverage the tools at your (virtual) fingertips!**
 - Use digital platforms, such as evite or Paperless Post, to send professional looking invites virtually!
 - Create Facebook events and invite PNMs to attend (check your college Panhellenic recruitment rules to ensure that communicating with PNMs through social media is allowed).

What to say ...

- Personalize, personalize, personalize!
 - Double check that you are using the right spelling of their name, the correct reference to how you learned of them, etc.
 - Nobody wants to feel like you just copied and pasted an invitation. A personal note goes a long way!
- Why you are reaching out
- How you received their information (If a member, professor, alumnae, etc. gave you their information, let them know! If you found their information on a Dean's List, club roster, etc., tell them!)

- Why are you interested in them? What is it specifically about them that you think is a fit for Delta Gamma?
- Why should they be interested in Delta Gamma? What is in it for them?

Example Reach-Out:

Hi Carrie,

My name is Anna and I am the vp: membership of the Delta Gamma chapter on Test University's campus. I found your information on the Student Government website and enjoyed reading about the changes you have advocated for in order to make your residence hall a better place for other residents!

Delta Gamma values leadership and advocacy, and we are always looking for women who want to work hard to leave a positive legacy on our campus. We received the Most Improved Chapter on campus two years ago and have continued to raise our GPA, have won multiple philanthropy events, and our members have gotten involved with many student organizations that they are passionate about. Based on what I've learned about your background, I believe we would benefit from having someone like you in our chapter!

We are hosting recruitment events this week and would love for you to join to meet more of our sisters and learn more about our chapter. If you are interested, please RSVP "yes" using the evite below. If you would like to learn more about our chapter before deciding, please fill out this Doodle Poll to let us know a few times you are available this week and one of our members will reach out to set up a time to talk!

I look forward to meeting you!

Best,
Anna

If they say maybe ...

- Offer to have a call with them prior to the COB event to answer any questions they have about attending
- Remind them that attending the event is just an opportunity to explore if sorority life is for them

Hi Carrie,

I totally understand being unsure about sorority life. As a first-generation college student, I myself was unsure about going through recruitment, but ended up deciding through the process that this was a safe space for me to learn, grow and try new things. Many of our members have had a similar experience, as well.

Would you be open to a call with someone to talk about sorority life in general to better understand your hesitations and share more information on membership expectations, experiences, etc.? There's no pressure to join, we just want to help you make the most informed decision possible!

I look forward to hearing back!

Best,
Anna

If they say yes ...

- If your COB event will be a larger event vs. a 1:1 meeting, offer to connect them with someone 1:1 before a larger event. This will make them feel more comfortable “knowing someone” at the event.
- Tell them what to expect at the event - how should they prepare, what they should wear, etc.
- If the event is more than a few days from when you reached out, send a **personalized** reminder the day before letting them know how excited you are to see them!
- Note, if the event is in person, assign someone to meet them and walk them to your event so they do not have to show up alone!

Hi Carrie!

We are so excited that you are attending our COB event tomorrow afternoon! Just as a reminder, we are doing a virtual painting class, led by our sister Eva who is an art major! We will drop off a package for you at your dorm tomorrow morning with all of the supplies that you need.

See the Zoom link below to join!

After we paint, we will have breakout sessions where you will be paired with two of our sisters to learn more about their experiences and get a chance to ask any questions you have. They will also ask you questions about you, what you are passionate about, what you want to accomplish if you join a sorority, and generally get to know you better :)

Let me know if you have any questions in the meantime!

Best,
Anna

Pro Tip - Don't wait for COB to start to begin to network with the women on your list! Remember, the most effective list is a list that is continuously updated. EVC should review this list throughout the year and meet with the women who do not have a pre-existing Delta Gamma connection to build that relationship.

COB Conversations

During COB events or coffee dates, the recruiter will have to do a lot more explaining of expectations because they won't have recruitment counselor that PNMs have during primary recruitment.

Depending on the size of the COB effort, EVC may want to consider hosting a quick review of COB conversations tips the chapter meeting prior to COB. At a minimum, EVC should send out an “**FAQ**” to all recruiters! Here are some things all members should cover in their conversations:

- Delta Gamma members should discuss the basics of being a member of the Panhellenic community as well as share the responsibilities and expectations of membership (such as: financial responsibilities, as well as required attendance, service hours etc.).
- Overall, conversations should be more casual in nature and allow the recruiter to dive deeper into conversations like values, scholarship, and sisterhood.
- If possible, having multiple members meet and talk to the PNM is recommended to allow members to get to know PNMs and vice versa.

- It is important that Delta Gamma members are engaging with the PNMs and facilitating conversations continuously in order to connect with the PNM on a deeper level and keep them engaged and interested in Delta Gamma. Be sure someone is always connecting with the PNM and They are not ever sitting or engaging alone.
- Find out their timeline and if They are COBing with other chapters. Time is of the essence during COB and knowing if they have other possible decision deadlines is helpful!
- Create an e-book or flyer of chapter information for your members to review with PNMs. This should include the benefits of membership, as well as the responsibilities, such as attendance and financial obligations related to membership. You'll want to be transparent with this information so potential members know exactly what will be expected of them.

COB Action Plan

The director of continuous recruitment and/or the vp: membership, with help from EVC, will create a COB action plan using the Anchorbase task called the COB action plan. This plan will be approved by your RCRS/CRC/NCRC. While it might be tempting to jump in planning events immediately, spend some time reading about some COB strategy below. At the beginning of each semester, the vp: membership will be required to upload their current chapter statistics to Anchorbase. The RCRS/CRC/NCRC will evaluate these statistics and help you implement the needed COB action plan.

To prepare for all potential outcomes, EVC will create three different action plans. One will be for recruiting 1-3 members, one will be for recruiting 4-9 members and finally, one for recruiting 10+ members. Prior to filling out this action plan, all potential COB events and a potential COB bid day should be added to your Anchorbase calendar. Below you will see the differences between recruiting different COB class sizes. Please utilize this grid as well as the sample calendars when creating your action plans. You will also see sample action plans below each calendar. It's highly recommended that you meet each potential new member at least three times, so plan your events accordingly.

Decide when you will hold COB events and for how long. Remember to consider the new member period when you are planning your COB. If Quota/Total is not reached, one or more additional efforts can be scheduled throughout the school year. The number of COB periods, the length of the efforts and the number of events in each effort must be customized to meet your chapter's needs and calendar. Work with your membership adviser and RCRS/CRC/NCRC to plan for and execute an appropriate COB for your situation.

COB Class Size	1-3 New Members	4-9 New Members	10+ New Members
Structure	Least structured	Moderately strategic	Most structured and strategic
Invitation Style	Text or social media message, phone call or in person	Text or social media message, email, in person	Facebook invite, paper or electronic invitation, text or social media message, in person
Voting Procedure	EVC makes decisions with input from chapter members who know or have met the PNM.	Depending on the structure of events, EVC could make decisions, or a vote could be taken.	Utilize interaction voting after COB events on MyVote and hold Additional Evaluations (if needed).
Chapter Participation	COB Committee and EVC	COB Committee and EVC	Appoint teams: <ul style="list-style-type: none"> • Bronze Team: Your best recruiters who will attend all events • Pink Team: Less-experienced recruiters, such as newly initiated members who are very enthusiastic; assign them to attend certain events or pair them with someone from the Bronze Team • Blue Team: Behind-the-scenes workers, responsible for decorations, nametags, invitations, etc. (Members who have class or work commitments are good for this team.)

COB 1-3 new members:

Event Ideas: Challenge yourself to create experiences that will intrigue PNMs and make them want to come learn more about Delta Gamma and your sisterhood! Here are a few ideas that could be held in personal or virtually:

- Coffee Dates
- Dinner, brunch
- Study break with snacks
- Invite to sisterhood events
- Individual Zoom meetings and/or 1-3 members with a potential new member
- Outdoor activities such as walks or runs
- Invite to sisterhood events or chapter meetings.

Be sure that each event allows attendees the opportunity to talk and get to know one another. For instance, if your chapter hosts a virtual yoga session, be sure to build in time for conversation after.

Sample Anchorbase Action Plan: If Omega Omega chapter is below total by one to three members after primary recruitment, we plan to reach out to our Collegiate Panhellenic Council for the list of women who pulled out of primary recruitment. EVC will also attend NMM Week 1. At this meeting, they will explain what a names list is and create a names list with the new members. We will also use our continuous names list the chapter fills out through a Google Form. On Sunday, we will reach out to PNMs and invite them to coffee or ice cream.

One member of EVC and one member of the COB crew will be at each coffee date. Coffee dates will be complete by Wednesday, September 1st. EVC will be held Wednesday evening and bids will be hand delivered Thursday. Director of Sisterhood is planning a sisterhood event Friday evening to welcome the Newest New Members.

COB Sample Calendar:

Here's a sample calendar containing components of a successful COB reaching for 1-3 new members. Be sure to bring chapter members or COB Committee to Coffee Dates. This is essential to make sure the chapters voice is heard.

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Contact PNMs from names list and schedule coffee dates	Coffee Dates	Coffee Dates	Coffee Dates/ EVC meeting in evening	Deliver Bids to PNMs	Host sisterhood event for new members to attend and be celebrated	New members attend make up new member meets with vp: member education in order to integrate into current new member class

COB 4-9 new members:

Event Ideas: Challenge yourself to create experiences that will intrigue PNMs and make them want to come learn more about Delta Gamma and your sisterhood! Here are a few event ideas that could be held in personal or virtually:

- All About Delta Gamma (one of the first events could be an open house to share key aspects of what a PNM should know about joining our organization)
- Individual Zoom meetings and/or 1-3 members with a potential new member
- Coffee Dates
- Study breaks with snacks
- Outdoor activities such as walks or runs
- Yoga Class
- Invite PNMs to participate in a DG Dialogue
- Painting Party
- DG Carnival (outdoor option)
- One Special Item (ask each PNM and recruiter to come to the event with one item that represents something meaningful in their lives)

Be sure that each event allows attendees the opportunity to talk and get to know one another. For instance, if your chapter hosts a virtual yoga session, be sure to build in time for conversation after. Look for an overall concept that ties the events together into a logical interpretation of your chapter. Don't rely on random events. Even though each event may be fun, a PNM who does not already know some of your members may not be encouraged to come to a series of random events. A common theme is to mirror primary recruitment by having events focus on getting to know PNMs, sisterhood building, and service. Another idea is a "Do Good" theme featuring different events that Delta Gamma member do good through (like on campus organizations, Service for Sight volunteerism, etc.) and involving PNMs in this service.

Be creative and to develop a COB plan that will fit your chapter personality and that will appeal to PNMs! For more information on developing a theme, contact your RCRS/CRC/NCRC. Be sure to pay attention to what historically works on your campus. This may determine where events take place (a central/popular location on campus or maybe the chapter facility) and how to best publicize that Delta Gamma is recruiting on your campus.

You may adjust the schedule for your chapter, but three to four events over a 7-14-day period seems to work the best for most chapters. You can utilize coffee dates to get to know PNMs who aren't able to attend as many events due to class or work conflicts.

Don't forget that you can use chapter events that are already on your calendar as COB events. Sisterhood, philanthropy/Foundation activities, member education and appropriate social events (no alcohol or men) can and should be used as COB events. Other opportunities include Anchor Splash, Greek Week, wellness speakers and more!

Sample Anchorbase Action Plan: If Omega Omega chapter is below total by 4-9, utilize coffee dates and open house events. Due to our new member class being around 50 women, we can easily integrate 4 to 9 women into the current new member class. At the first chapter meeting after bid day, we will lead a names list activity to ensure our running names list is up to date. At the EVC meeting after chapter, we will contact the PNMs with an invite to the open house events as well as an option to sign up for a coffee date. Coffee dates will be held during the date on Tuesday and Thursday. A member of EVC and a member of the COB committee will attend these Coffee Dates. Signups will be sent out at chapter on Sunday. Director of Sisterhood is planning a game night sisterhood event Tuesday night. PNMs will be invited to that and asked to RSVP. When a PNM RSVP's, director of continuous recruitment will pair the PNM up with a member of the COB Committee to escort them to the event. Chapter members will receive points for attending events. This structure will be used for the philanthropy event, Slices for Sight, happening on Wednesday as well. On Thursday, the chapter will meet for Additional Evaluations with an EVC meeting the next day. EVC and the COB Committee will hand deliver bids on Friday and invite them to attend a sisterhood event that night.

COB Sample Calendar:

Here's a sample calendar containing components of a successful COB reaching for 4-9 new members. You will see the most variation in this type of COB. Depending on the size of a new member class on your university, you might want to hold a fully structured COB. For example, if Quota is around 50 at your university, coffee dates is most likely the better option. However, if Quota is usually around 10-15, you might want to choose a more structured approach.

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Contact all PNMs on names list and schedule coffee dates		Coffee dates; 7pm: COB sisterhood event	7pm: COB philanthropy event	Coffee dates; 7:30pm additional COB event; Additional Evaluations with chapter members; EVC meets	Hand deliver bids to PNMs; invite to sisterhood event tomorrow	2pm: sisterhood event; make up new member meeting with vp: member education

COB 10+ new members:

Event Ideas: Challenge yourself to create experiences that will intrigue PNMs and make them want to come learn more about Delta Gamma and your sisterhood! Here are a few event ideas that could be held in personal or virtually:

- Coffee Dates
- S'mores & Hot Chocolate
- Ask PNMs to take part in a scheduled philanthropy event
- Foundation service opportunity
- Invite PNMs to participate in a DG Dialogue
- Paint Coffee Mugs
- Trivia night
- Pizza Party
- Laser Tag
- Virtual bingo night
- All About Delta Gamma (one of the first events could be an open house to share key aspects of what a PNM should know about joining our organization)
- Individual Zoom meetings and/or 1-3 members with a potential new member
- Late night study break with snacks

Be sure that each event allows attendees the opportunity to talk and get to know one another. For instance, if your chapter hosts a virtual yoga session, be sure to build in time for conversation after. While hosting larger COB events, don't lose sight of making this experience feel personal for the PNMs. This helps the PNMs feel a sense of belonging and allows the chapter the get to know them better. In addition to the three to four primary events, smaller groups of members should be connecting with each PNM in a more casual setting. For instance, members could utilize coffee dates or small group video chats to get to know PNMs on a deeper level in between primary events.

Sample Anchorbase Action Plan: If Omega Omega chapter is under total by 10 or more, during the chapter meetings before COB events begin, we will lead name lists activities as well as a conversation activity. We will table on campus offering sight related study tips to students on campus to increase our PR. The COB events will span over two weeks.

On September 10, EVC and the bronze team will hand deliver invitations, as well as a text or direct message reminders for PNMs to RSVP. Director of public relations will be responsible to posting information on our events as well as vp: membership's contact information for women interested that are not on our names list.

On Thursday, September 14, we will hold a coffee house night at the chapter facility. It will be an open house; potential new members will be able to stop in and out as they please. The bronze and pink team will be in attendance.

On Saturday, September 16, there will be a tailgate for the gymnastic meet at the house. Once again, the tailgate will be open house and PNMs are invited to go to the meet with chapter members afterward.

The last open house event will be a movie night, on Monday, September 18. Snacks will be provided as well! After this event, the chapter will meet for Additional Evaluations and EVC will meet after.

On Tuesday, September 19, EVC will deliver invitations for Preference. Preference will be held at a restaurant downtown on September 20th. There will be a preference vote at the house after Preference.

Finally, on September 21, EVC and director of new members will deliver bids and inform the members of Bid Day plans on Friday night.

COB Sample Calendar:

Here's a sample calendar containing all the components of a successful COB. You can arrange the days and events to suit your chapter. This sample COB effort spanned eight days from the first COB event until Bid Day. When scheduling your events, consider your chapter calendar as well as the campus calendar. You may want to lengthen the time to 10 -14 days and spread out some of the events if there is a lot of chapter and campus activity going on. If your chapter has not reached Quota and/or Total, plan for a subsequent effort later in the semester or early in the next semester.

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Week 1	Reach out to PNMs listed on the names list for Coffee Dates and sharing about events this week	Post about event on social media; table on campus	Post about event on social media; host coffee dates	Follow up with PNMs about event; host coffee dates	7pm: Coffee House event; Additional Evaluations with chapter members	Follow up with PNMs who attended event; post about upcoming event; remind PNMs about upcoming event	Post reminder about today's event; 2pm Tailgate and Gymnastics meet event
Week 2	Post about upcoming events; host coffee dates; remind PNMs about upcoming event	5pm: Slices for Sight event; host Additional Evaluations with chapter members; EVC meeting	Share invitation to preference event to PNMs	7pm: COB preference event; EVC meeting	Hand deliver bids to PNMs; invite to sisterhood celebration tomorrow	6pm: COB Bid Day sisterhood	Post on social media excitement about new members

Increasing Positive Public Relations For COB

Delta Gamma must be visible on campus and in the community to be successful in COB. Here is a partial list of ideas that you can use to increase your visibility on campus before and during your COB effort. Pick the things that your chapter will enjoy doing and that will give you the most positive PR.

- Hold PR events, such as: serve hot chocolate outside popular campus buildings on cold days or deliver candy/cookies to underclassmen dorms during exams
- Use social media in a positive, engaging manner
 - Suggested Apps to use to create social media: Hootsuite, Report App, Pic Lab, Canva
- Make a banner to hang for the house or residence hall
- Have t-shirts made for everyone to wear and wear your PR shirts once a week on a designated day
- Dress nicely and wear your badge one day each week
- Plan a “Save your Sight” day and have a vision screening on campus for students, faculty and administration
- Pass out flyers in the cafeteria or other open areas to publicize larger COB events
- Post a sign on a car in the commuter parking area to publicize larger COB events
- Table in the student union during high-traffic hours
- Hang flyers/posters/banners around campus creating positive communication about Delta Gamma

Inviting PNMs to COB

- For recruiting 10+ PNMs, printed invitations may be a good option to invite PNMs to events and to have available at other COB events. Printed invitations should be professional, catchy and informative. Strive to create something that will make the PNM want to read it! For example: have a member with a graphic design or calligraphy background create an appealing invitation to match the theme of your events.
- If the chapter is planning on hand delivering invitations, invitations should be delivered by teams of one to three Delta Gammas. This personal touch and ability to encourage attendance and answer any questions can make or break your COB.
- Use email, text messages, and direct messages. Make sure your chapter has an up-to-date website that is informative and shows current members having fun. Email reminders following delivery of a personal invitation will increase attendance at your COB events. Consider asking members who know the PNM or the member who wrote the PNMs name on the names list to send a text message or a direct message.
- Use Evite. This is a great way to send professional-looking invitations and reminders. Go to www.evite.com to get started.
- Create Facebook events and invite PNMs to attend (check your college Panhellenic recruitment rules to ensure that communicating with PNMs through social media is allowed).
- Offer to walk with a PNM to the event or escort the PNM to the event.
- Create a booklet or flyer of chapter information. Include it with your invitation or at the first COB event. This should include the benefits of membership, as well as the responsibilities, such as attendance and financial obligations related to membership. You'll want to be transparent with this information so potential members know exactly what will be expected of them.

COB Voting

Chapters must conduct voting between recruitment events. During COB, however, it is imperative that EVC move as quickly as possible to extend bids to potential new members that meet chapter requirements and standards for membership. That said, we suggest chapters employ interaction voting to facilitate this expediency.

As provided in the Constitution, to be eligible for pledging, a candidate must receive the approval of the chapter members in the manner selected by the chapter as stated in the bylaws and standing rules of the chapter. Negative votes that are unsupported by reasons deemed adequate by the EVC or Evaluating Sub-Committee may be reconsidered. Some form of voting after COB events is required to meet this Constitutional requirement for chapter approval. However, simple interaction voting is sufficient, and neither preference voting nor additional evaluations are required during COB. Simple interaction voting is in line with the Constitution and allows EVC to move quickly. For information on how to use COB Mode in MyVote, click [here](#).

COB Reporting

The COB Statistics Report must be entered into Anchorbase as soon as you have finished the COB process for the term, including the list of new members pledged. This report is generated by including a COB Bid Day on the Master Calendar in Anchorbase. Give any Recommendation Forms to the vp: member education to upload to Anchorbase as part of the New Member Entry task.

COB and Panhellenic

You should contact your FSA if you are pursuing PNMs to join Delta Gamma through COB. Your FSA may be able to help you verify if the PNMs GPA meets the grade requirement to pledge as well as helpful information about signing the MRABA as a COB potential new member.

EVC Planning & Strategy: Primary Recruitment

All Year Primary Recruitment Preparation

Preparing member for recruitment conversation is one of the most important tasks the vp: membership oversees. While RPWs and Prep Week serves as a concentrated time to reflect, practice, and have recruitment conversations, EVC should utilize chapter meeting time to host short conversation practices throughout the year. For example, if EVC want to have members practice discussing the financial value of membership, share a prompting question and have member pair up with a member and take turns answering the question. After some time, have members partner with a new partner and take turns answering a different prompt. For example: What do your dues pay for? What isn't included in dues? How do you manage paying for dues? What's the financial worth of Delta Gamma to you? Read the [Recruitment Confidential: Conversation Manual](#) for more tips.

Primary Recruitment Strategy

Before jumping into plans for the next recruitment, EVC needs to review the evaluations from the last recruitment period. Below a list of resources to better gauge areas that your chapter excels in during recruitment and areas your chapter can use improvement in.

Recruitment Assessment:

The recruitment assessment is a questionnaire sent to members and new members of Delta Gamma to gather their anonymous feedback. Recruitment counselors (sometimes referred to as a pi chi, gamma chi, rho chi, rho gamma) are encouraged to complete this questionnaire as well. This assessment was created by Delta Gamma Fraternity and is collected by the Collegiate Recruitment Specialist (CRS) staff member. The chapter is required to have 30% of new members and 20% of initiated members complete the survey for the CRS to send the summary of results to the chapter's EVC. In addition to the receiving the results of the survey, your chapter's Strategic Report will highlight key takeaways from these results as well as strategic support that is specific to your chapter.

Strategic Report:

Each chapter receives a *confidential*, custom Strategic Report using the information gathered from RFM data. This report shares your chapter's statistics with regards to recruitment performance on your campus as well as highlighting areas of increasing and/or decreasing strengths compared to the past three years. Near the end of the report, you can find custom strategic suggestions to help increase your chapter's strength during recruitment. [This](#) report can be found by going [Anchorbase](#) > Recruitment & Panhellenic > Reports > Strategic Report.

Webinars:

Familiarize yourself with and learn more about a variety of topics from the [Collegiate Officer Webinar](#) list in the library. You can watch Q&As, panels, and trainings on topics like COB, virtual recruitment, preference, and more.

Advisers:

Your ATC, membership adviser and RCRC/CRC/NCRC are great resources to provide strategic suggestions. Most advisers and all RCRCs/CRC/NCRCs have the privilege of viewing how other Delta Gamma chapters have strategically prepared for recruitment. Ask your adviser for their ideas for preparing for recruitment conversations and recruitment logistics. Another great

way to utilize your advisers is to ask them what you can begin doing now in order to improve recruitment later.

Fraternity/Sorority Adviser:

Your campus-based professional who works with Panhellenic is another great resource to take advantage of. Your FSA has access to view your historical statistics and provide feedback that can be helpful for EVC when it comes to planning for recruitment. The FSA often hears from the Panhellenic side of things and can attest to what your chapter's reputation is prior and during recruitment. Ask your FSA how your chapter can improve during recruitment. If able, you can utilize your FSA to discuss RFM to the chapter during a meeting or RPW.

Primary Recruitment Calendar Planning

Each semester it is vp: membership's role to help vp: programming plan for the calendar the following semester. It is very important to add the dates correctly into Anchorbase. The events added to the calendar will populate tasks to keep the officers prepared for upcoming events. You can find more guidance on calendar planning for the vp: membership in the calendar planning guide found in the Delta Gamma Library.

The following events are required for each collegiate chapter calendar each semester:

- Recruitment Preparation:
 - *Recruitment-Prep Week*: This should be added as an all-day full week task. This prep week event should not be added for each individual day. If added for each individual day, Anchorbase will populate multiple agenda upload tasks. Anchored for all members participating in recruitment. Concentrated block of time in one to two weeks leading up to primary recruitment. Should be 20+ hours total. Foundation Education for Recruitment, Exploring Implicit Bias and Recognizing and Reducing Social Class Barriers to Membership must be held during Prep Week. You can read more information about what to include in the [Preparation Week Section](#).
 - *Recruitment Preparation Workshops*: These events can be added at bigger events or broken up into multiple nights. If the event is being broken up into multiple nights, you must add multiple dates. You can find more information in the [Preparation Week](#) section of this handbook.
- Primary Recruitment Events: These events should be added as all day events until vp: membership is given times by Panhellenic. If Round 1 or Round 2 of recruitment span over multiple days, please add this as an all-day event for both days. Just like prep week, it should not be added as individual events each day, as it will populate multiple tasks.
 - Recruitment-Primary Recruitment Round 1
 - Recruitment-Primary Recruitment Round 2
 - Recruitment-Primary Recruitment Round 3
 - Recruitment-Primary Recruitment Round 4 (if applicable)
 - Recruitment-Primary Recruitment Round 5 (If applicable)
 - Recruitment-Primary Recruitment Preference
- Anticipated Continuous Open Bidding: Every chapter is required to add events for an anticipated COB period. Until you have confirmed Panhellenic Total, vp: membership is required to add the following events:
 - *Scheduling-Anticipated COB event*: There should be at least two to these events on your calendar on each semester.

- *Scheduling-Anticipated COB Bid Day*: This date should not fall on the same day at Primary Recruitment Bid Day.
- Confirmed Continuous Open Bidding: If your chapter is below total or quota, it is Delta Gamma policy, that your chapter participates in COB to recruit up to Total and/or Quota. After you have this confirmation, vp: membership should delete the anticipated events and add the events that will populate the correct COB tasks.
 - *Recruitment-COB/Informal Event*: Add as many events as needed for your COB process.
 - *Recruitment-COB Bid Day*: This event should not be placed on the same day as Primary Recruitment's bid day.

Primary Recruitment Anchorbase Tasks

In Anchorbase, you can find the tasks EVC members are responsible for submitting when it comes to primary recruitment. These include: Upload Prep Week Agenda, Primary Recruitment Planning Task, and the Panhellenic Total Statistics.

- Upload Prep Week Agenda task: The Prep Week Agenda task is due 4 weeks before Prep Week and should be completed by the vp: membership. This task helps you plan and execute a successful Prep Week.
- Pre-recruitment Call task: The Pre-Recruitment Call task is due 2 weeks before primary recruitment and should be completed by the director of primary recruitment or vp: membership following your Pre-Recruitment Call with your RCRS/CRC/NCRC. This task helps you prepare for and execute a successful primary recruitment. Use the [Pre-Recruitment Call Agenda](#) to upload in the field indicated below.
- Primary Recruitment Planning task: The Pre-Recruitment Call task is due 2 weeks before primary recruitment and should be completed by the director of primary recruitment or vp: membership following your Pre-Recruitment Call with your RCRS/CRC/NCRC. This task helps you prepare for and execute a successful primary recruitment. Use the [Pre-Recruitment Call Agenda](#) to upload into Anchorbase after your call with your RCRS/CRC/NCRC.
- Reporting Recruitment Panhellenic Total task: The Panhellenic Total Statistics task is due 7 days after Total is reset during a term (twice an academic year) and should be completed by the vp: Panhellenic or vp: membership. This task helps you determine if you need to recruit more women through COB/Informal recruitment. You may need to consult your Fraternity/Sorority Advisor to obtain this information.

Engaging Chapter Members in Recruitment

During in-person and/or virtual recruitment, not all members of the chapter may be able to actively recruit new members due to logistical constraints. Additionally, recruitment requires a lot of our members' time and attention. It is important to engage all chapter members, even if they are not actively talking to PNMs. **Chapter morale headed into and during recruitment is a strong indicator of how successful a chapter will be during recruitment.**

These ideas are based upon recruitment and campus experiences that are virtual, hybrid, or in-person. This tool is meant to be a starting point for chapters to customize to fit their needs and engage their membership. EVC should have conversations around what support would be helpful and are also encouraged to reach out to other officers for what support would ensure a smooth recruitment. Additionally, talk to your sisters! They may have ideas for things they can do to help or engage one another.

- Ask members to send in footage for recruitment marketing videos and social media posts. In a virtual recruitment, ensure those not recruiting are heavily represented since PNMs will not be able to “meet” them in recruitment.
- If PNM essays or questions from registration are available from the campus Panhellenic, sisters who are not recruiting can review them and add comments to MyVote.
- Create a matching committee for members to strategically assist with matching.
- If virtual, create a technology team that can serve as the main facilitators for virtual rounds.
- For a virtual recruitment, a technology committee can be implemented to support the recruitment experience on the selected platform. This can include serving as a “host” and dividing PNMs and recruiters into breakout rooms, in addition to the unique needs of the chapter/campus.
- Ensure members are writing Recommendation Forms.
- Ask members to make match suggestions for PNMs and recruiters for recruitment events.
- Allow time at the end or beginning of a recruitment event to host a small sisterhood activity.
- Create teams to plan and execute a few sisterhood events during prep week or after recruitment rounds. They do not have to be large - some small group activities are fantastic, too!
- Have members assigned to lead energizers before recruitment rounds
- Provide chapter members a chance to give other members shoutouts for how hard they are working during recruitment.
- Host virtual or in-person speakers to share encouragement or highlight a specific skill the chapter is working to improve on.
- Give the chapter shoutouts or share highlights at the end of every day.
- Ask specific members of diverse years in school for feedback on how to better include and uplift members.

Primary Recruitment Rounds: Planning & Strategy

Voting during primary recruitment will be discussed later in this section. It's important to utilize the Voting Criteria workshops in the [resources section](#) of this handbook to not only better understand voting, but also to discuss more in depth the values of Delta Gamma and how to share stories about these values during recruitment. These workshops serve as recruitment conversations practices that will help prepare your members to have conversations aligned with Delta Gamma's values.

Virtual Considerations

If your chapter is utilizing a virtual platform for recruitment, be sure to read and review any support information. For Zoom, you can support articles [here](#).

Preference Round

Delta Gamma has a variety of preference ceremonies EVC can choose to utilize during preference. Statically speaking, Delta Gamma has seen the most success when chapters create their own ceremony or adapt some of the current ceremonies to fit more with the chapter's personality. Prior to presenting your own, be sure your RCRS/CRC/NCRC has reviewed and approved your new ceremony.

If virtual, consider pre-recording your ceremony or aspects of your ceremony.

The Cream Rose Ceremony

Recommended for chapters with access to fresh cream-colored roses and a preference/recruitment budget that will accommodate the purchase of fresh flowers.

Delta Gamma Crest Ceremony

Recommended for chapters who have access to a large-scale version of the crest (e.g., painting, banner, etc.) or able to print small versions for each PNM to hold. Please remember, chapters cannot display any ritual curtains for uninitiated members. We also recommend this ceremony for chapters who do not want individual members to write speeches.

Golden Anchor Ceremony

Recommended for chapters with small preference parties, lower preference event budgets (all supplies can be reused from year to year), or who need a shorter ceremony to accommodate Panhellenic requirements/event times to allow for more conversation.

Lighthouse Ceremony

Recommended for chapters with small preference parties, lower preference event budgets (all supplies can be reused from year to year), or who need a shorter ceremony to accommodate Panhellenic requirements/event times to allow for more conversation.

Article II Ceremony

Recommended for chapters with limited resources/budget or Panhellenic requirements that prevent giving items to PNMs during preference ceremonies. We also recommend this ceremony for chapters who would like to feature a large number of member speeches.

Hope Ceremony

Recommend for chapters that have been on campuses that have been virtual for most of the time the past few years.

The Fraternity recommends that the preference ceremony be performed at the beginning of the preference event so that the ceremony can provide a springboard for conversation between the PNM and Delta Gamma. The preference event would conclude with the PNM leaving Delta Gamma after having direct conversation and personal connection with a member. We believe ending the preference event this way leaves a lasting impression that will make them feel confident in joining Delta Gamma.

Philanthropy Round

Some Panhellenic recruitments schedule one of the rounds to include a focus on the philanthropy of each sorority. If this is the case, please be sure to refer to your Panhellenic recruitment rules for any specific rules pertaining to this round of recruitment. This can be a perfect opportunity to showcase the work of the Delta Gamma Foundation, local service projects that your chapter is involved with and Anchor Splash®, Anchor Games or other fundraising your chapter sponsors. Delta Gamma's Do Good in so many different areas and this round allows members to highlight how they Do Good as an individual and how they invest in their philanthropy as a chapter. This round should inspire PNMs to want to join Delta Gamma to Do Good through philanthropy.

While this round may allow for videos or presentations, remember to allow for ample time for conversation – this is critical! Should you choose to show a video, be sure video doesn't take all your recruiting time. Some campuses utilize this round to do a craft or activity. If you are doing a craft, be sure the craft is simple to explain and execute. Too complicated of a craft or activity may inhibit good conversation.

House Tours

Campuses with chapter houses or suites frequently include a house tour as one of the rounds of primary recruitment. As house tours typically fall during one of the early rounds of recruitment, conversations and rotations are very important. Be intentional in how the tour is conducted. Each tour guide should have a set plan for the rooms and order in which they leads the PNM. Consider rotating tour guides halfway through to allow the PNM to have time with another member. Consider having members stationed in rooms to allow the PNMs to meet additional members and learn more about them.

Be prepared with information about living in the house and chapter point systems. This may also lead to questions about finances. Make sure that your members are prepared with the answers to these questions. Answers should be presented in a positive manner. For example, if a PNM says, "I've heard that DG's dues are the highest." A Delta Gamma could respond saying, "Our dues are a little higher right now due to a recent renovation of our kitchen and bathrooms. We love the convenience of having all-hours access to an espresso machine, microwave and snacks for late night studying."

Keep in mind that it is critical that the chapter be prepared to be transparent about **dues**. We do not want to pledge women under false impressions that dues are lower than they are. If your chapter's dues remain an issue for the majority of PNMs, perhaps it's time to work with your chapter's vp: finance, COA and Regional Finance Specialist (RFS) to re-visit the chapter budget and see if there are opportunities to adjust for lower dues.

Videos

The inclusion of a video of the chapter is common during primary recruitment. Slideshows and videos can be a great way to showcase the chapter activities and demonstrate sisterhood in a visual way. They also provide an avenue to highlight the creativity and technical abilities of some of the sisters. Make sure to publicly recognize the members who designed and produced the video. This action shows how chapter leadership recognizes, encourages and supports one another. Two key aspects of the Video Round of Recruitment to keep in mind is the actual video and what the members are doing during the slideshow/video. Remember that the PNMs will be watching videos at all of chapters they visit during this round of recruitment. PNMs are always conscious of what your members are doing during the video. Are they excited about what they are watching? Are they making eye contact with other members as if to share a memory? Are they laughing at the funny parts? Are they sitting next to PNMs making a few brief comments to share insights?

Keep the following in mind when preparing a recruitment video:

- Length – Avoid going over four minutes unless your campus norm dictates otherwise
- Content – Remember, they don't know most of your members; avoid inside jokes and provide context for the photos (titles, group subjects, provide verbal cues). Be sure to highlight objects of Article II like friendship, social responsibility, education, etc.

- Combine still images with video, and the video might be from an activity (e.g., Anchor Splash) or a member sharing why they are a DG, or what they have gotten out of their membership.
- Authenticity - In relationships, conversations, and how the experience is characterized. PNMs cannot be "sold" on superficial things that don't exist. Be true to who you are as a chapter!
- Creativity – What you choose to share and how you share it reflects the character and personality of your chapter. Be intentional in how you do what you do. There are lots of samples of recruitment videos readily available on YouTube. Some are great. Some are not. Watch them and take notes of what works and what doesn't. You can also structure your chapter's video in a similar format to the branded recruitment video mentioned above.
- Music – Choice of background music can have a profound effect on the viewers' impression of what they are watching. Consider the emotional tempo the music creates and provide a variety. While it goes without saying, be sure the music is appropriate.

The video will hopefully provide additional avenues for members and PNMs to discover what is important to them and how they connect. Be sure to plan time for conversation after the showing of the video.

Chapter Preparation

Recruitment Preparation Workshops (RPW)

It's a well-known fact that a chapter's recruiting success begins and ends with how well they prepare. Think about it in terms of a job interview or graduate school fellowship interview. The more you reflect, anticipate questions, and practice your responses; the more successful you will be during that interview. A challenge for officers and advisers is how to bring creativity and excellence to the activities and trainings rather than just repeat what was done last year. For Delta Gamma, we call these training sessions recruitment preparation workshops, or RPWs.

Too many officers dive into recruitment preparation workshops without doing the necessary planning that will lead the chapter to success. For tips on how to strategically assess the areas your chapter should be focusing on, please read the above section: [EVC Planning & Strategy](#). Planning well in advance of your actual workshop is essential! In this section, you will find all you need to know for an effective and fun calendar of RPWs.

Checklist for Successful Recruitment Preparation Workshops

- **Know your stuff!** As the officers and advisers in charge of recruitment, you are now the recruitment experts for your chapter, so you need to make sure you are prepared. Read the Recruitment Confidential, discuss all aspects of recruitment with your team, ask questions and get advice from your RCRS/CRC/NCRC. Participating in recruitment is very different from leading your chapter through it!
- **Know your chapter!** Even the strongest recruiting chapter has room to improve. Use information gathered from strategic reports, recruitment assessment results, Panhellenic, new members, advisers, CDCs, alumnae and others to determine what your chapter does well and where improvement is needed. When deciding how much time to spend covering certain topics, the most time should be dedicated to the areas where improvement is needed.
- **Look at the big picture!** Don't wait until after you've completed RPW 1 to begin thinking about RPW 2. It's best to schedule all RPWs and prep week early so you can see the whole plan come together.
- **Consider different learning styles!** Our members come with diverse interests and learning styles. Consider incorporating different learning styles that can appeal to different members like visual learners.
- **Design and delegate!** Use creativity and imagination when designing your chapter training activities. Many resources are at your fingertips, so be sure to use them all. Delegate portions of the training to other experts in the chapter. Example: If you have someone who's good at explaining complicated concepts (like rotation), use that person to cover the technical details. Or utilize the director of rituals to incorporate an informal ritual during an RPW. Guest speakers can really add interest and break up hearing from the same person.
- **Evaluate your process!** Think how helpful it would be if you had access to evaluations from last year's RPWs. Don't forget to take good notes to pass along to the next group of officers and advisers.

RPW Topics

Each RPW topic comes with a facilitators guide for EVC members to review and facilitate during your scheduled RPW time. Be sure to read the cover page that has helpful preparation information prior to you hosting the RPW. You can find these guides in the [resources section](#).

RPW 1: Continuous Recruitment and Retention

This workshop is created to educate chapter members on the purpose of continuous recruitment and assist members in identifying women on campus who demonstrate Delta Gamma's values. Members will be able to identify actions that they can begin doing to increase member retention.

RPW 2: Purpose and Strategy

This workshop is designed to help members identify and communicate the purpose of recruitment. Chapter members will better understand the strengths and opportunities that their chapter has in recruitment. Members will identify ways to improve as a chapter and as an individual.

RPW 3: Living Your Brand

This workshop is designed to help members identify and solidify their chapter's unique brand. Members will be able to articulate and reflect this brand throughout the year.

RPW 4: Storytelling

This workshop is designed to help members develop strong storytelling skills to better express their 'why Delta Gamma' stories.

RPW 5: Logistics – Part 1

This workshop is designed to educate members on recruitment rules and develop confidence in rotations.

RPW 6: Logistics – Part 2

This workshop is designed to facilitate practice for the most important round of recruitment: preference.

Fall Primary Recruitment

- Fall term:
 - Prep Week
 - RPW 1
 - RPW 2
 - RPW 3
- Winter/Spring Term:
 - RPW 4
 - RPW 5
 - RPW 6

Deferred Primary Recruitment

- Fall term:
 - RPW 4
 - RPW 5
 - RPW 6
- Winter/Spring Term:
 - Prep Week
 - RPW 1
 - RPW 2
 - RPW 3

Fall Primary Recruitment-Quarter Schools

- Fall term:
 - Prep Week
 - RPW 1
 - RPW 2
- Winter term:
 - RPW 3
 - RPW 4
- Spring term:
 - RPW 5
 - RPW 6

Deferred Primary Recruitment-Quarter Schools

- Fall term:
 - RPW 5
 - RPW 6
- Winter term:
 - Prep Week
 - RPW 1
 - RPW 2
- Spring term:
 - RPW 3
 - RPW 4

	RPW 1	RPW 2	RPW 3	RPW 4	RPW 5	RPW 6
Who	All members (new members optional for retention portion)	All members	All members	All members	All members	All members
Format	Continuous Recruitment: 60 minutes + Retention: 30 minutes; may be split up and shared in an activity meeting	Purpose: 45 minutes + Strategy: 55 minutes; may be split up and shared in an activity meeting	90 minutes (cannot be split); may be done in replacement of an activity chapter meeting or combined with other RPW topics for an RPW event	90 minutes (cannot be split); may be done in replacement of an activity chapter meeting or combined with other RPW topics for an RPW event	90 minutes (cannot be split); may be done in replacement of an activity chapter meeting or combined with other RPW topics for an RPW event	90 minutes (cannot be split); may be done in replacement of an activity chapter meeting or combined with other RPW topics for an RPW event
Time	Within a month of primary recruitment Bid Day	Within a month of RPW 1	Prior to your winter break for fall recruiting chapters and prior to summer break for deferred recruiting chapters	Within a month of return from winter break for fall recruiting chapters and summer break for deferred recruiting chapters	Within a month of RPW 4	Prior to your summer break for fall recruiting chapters and prior to winter break for deferred recruiting chapters
Purpose	Designed to educate members on the purpose of continuous recruitment, emphasize retention, and create/maintain a names list	Designed to share the purpose of recruitment and identify a strategy for improvement	Designed to identify and solidify the chapter's unique brand	Designed to emphasize the storytelling skill needed in recruitment	Designed to cover the logistics of bumping and rotation groups	Designed to prepare members for the preference round

* Attendance for seniors is optional for the RPWs in the spring before their graduation. This would be RPW 1, 2, and 3 for deferred chapters and 4, 5 and 6 for fall recruiting chapters. This would not excuse seniors in deferred chapters from spring Prep Week.

Preparation Week

Recommended Prep Week Schedule Outline

When creating a Prep Week schedule, it is important to strategically decide how to best prepare your members during the weeks leading to recruitment. Delta Gamma has conversation workshops that are aligned with Article II that should be used during Prep Week!

The recommended outline is listed here. It's important to note the change to prepare for the preference round early since it is the *most important* round for Delta Gamma. It's not recommended to wait until the end of the week when members tend to be too tired to discuss the most serious round. Logistically, it makes the most sense to have the furniture set up for the Open House round right before the round begins. Additionally, if members can have a 45-minute conversation during preference, they can feel more confident to have an 8-minute conversation during the Open House round. Ideally, you would cover the content over 5 days. While some campuses may not be able to accommodate this timeline, please work with your RCRS/CRC/NCRC to find a time frame that works best for your chapter. Click on each day for the suggested outline for a 4-round recruitment:

- [Day 1: Welcome/Introduction to Prep Week](#)
- [Day 2: Preference](#)
- [Day 3: Philanthropy](#)
- [Day 4: Sisterhood](#)
- [Day 5: Open House](#)

Virtual Training Best Practices:

Preparing may look different if you have some virtual aspects of recruitment or if you are unable to gather as a chapter before your in-person recruitment events. Because of this, EVC should consider what resources EVC will be providing via email versus what EVC should plan to have members attend live in a virtual space. Something important to note is that these prep days may not need to be programmed like a fully in-person experience. Consider sending information in waves and spreading presentations out instead of cramming it into one week. Here some additional things to keep in mind when having virtual trainings:

- No more than 40 minutes per presentation/topic
- Incorporate knowledge checks (kahoots, polls on zoom, email in answers, etc.)
- Incorporate pair and shares using breakout rooms
- Share links to other documents at the end of reflections/activities for those who finish reflections/activity early
- All members should be muted unless talking
- EVC should instruct member to utilize Zoom chat for questions
- All members to have video on during a Zoom meeting in order to promote engagement
- Co-facilitate when possible (utilize advisers, other members of EVC, or relevant members of CMT/JCMT)
- No eating during meeting as this can be distracting
- Members should use speaker view during informational presentations
- Turn on "Host only" for chat function unless using for an activity

Mandatory Belonging, Equity, Inclusion, and Diversity Trainings During Prep Week:

Delta Gamma's know that the pursuit of doing good is never done. Providing relevant and educational trainings for members allows Delta Gamma to equip our members with the tools to use our collective power to strengthen our do good sisterhood.

In your prep week schedule, find a time to incorporate **at least one** of these important and necessary small group discussions. All Delta Gamma's participating in recruitment should actively attend, listen, reflect, and participate in one of these trainings.

Inclusive Communities: Implicit Bias

- Members on their own watch the 58-minute training video and complete the individual reflection questions prior to prep week, EVC must send this link out ahead of time.
- In small groups, members discuss the small group prompts for 30-45 minutes during prep week.

Rethinking Member Recruitment and Retention: Recognizing and Reducing Social Class Barriers to Membership

- Members on their own watch the 63-minute training video and complete the individual reflection questions prior to prep week, EVC must send this link out ahead of time.
- In small groups, members discuss the small group prompts for 30-45 minutes during prep week.

Tokenism and Bias in Recruitment

- **Members will watch this 43-minute training together during prep week and complete reflection questions throughout the training.**

Prep Week Best Practices:

- Set aside time to practice conversations for each round in real time. If members will need to have a 45-minute conversation during preference, members should practice conversations for that length of time.
- Be thoughtful about how you allocate time during prep week. While this may vary chapter to chapter, it's best to spend about 25% of prep week running through the mechanics of recruitment (like singing, bumping, etc.), 50% on conversations, and 25% on fun activities/sisterhood activities.

Financial Transparency in Recruitment

As Delta Gammas, it is important we are transparent about the financial commitment of joining our sisterhood to potential new members. As you prepare to discuss the financial commitment of Delta Gamma, consider giving a short speech to open up the conversation. In the same way Delta Gammas use speeches during preference to help tell the Delta Gamma story, financial transparency speeches can be used during primary recruitment and speeches/letters can be used during COB to provide financial transparency around paying dues. Before you begin, it's important to recognize and address how differences among social class and socioeconomic status might influence these conversations. Prior to preparing for this conversation, be sure your chapter reviews the [Recognizing & Reducing Social Class Barriers to Delta Gamma Membership](#) training. This should be covered during your chapter's prep week.

For more information on what is included in your budget and statements regarding paying dues, review the [Financial Transparency Resource for Collegiate Chapters](#).

NPC Requirement for Financial Transparency

Financial Transparency (1963, 2017, 2018, 2020) – POLICY All chapters will share detailed financial information (member dues, chapter fees and assessments, etc.) with potential new members prior to extending a bid. The College Panhellenic will specify the round of recruitment in which the financial information will be shared if fully structured recruitment is utilized.

Understanding our dues compared to other organizations':

The term or summer before recruitment starts, gather the information about how much each organization participating in sorority recruitment will be showing as dues. If you cannot find this information for the coming year, you can rely on last year's financial transparency worksheet that your Campus Panhellenic put together.

- Compare your chapter's dues to the other organizations participating recruitment.
- If DG is on the higher side of these dues, be prepared to explain why to PNMs. If you are not sure why, discuss with your vp: finance and their adviser to understand NOW. Some reasons could be: we just bought a beautiful new house, we are all inclusive while others ask you to pay for social events as you go, we have meals three times a day, seven days a week and others don't include food, etc. Whatever is differentiating us will be something you need to educate recruiters on in case PNMs ask during recruitment. You should incorporate the reasons for our dues differences into the speeches discussed below.
- It may also be helpful to explain differences in DG dues and fees for a new member vs. an Initiated member. Delta Gamma new members pay 3 one-time fees during their first year of membership. These fees include: New Member fee, Initiation fee, and House Corporation Fee. These fees cover fraternity-wide new member programming, costs of Initiation/rituals handbooks and materials, a life-time subscription to the *ANCHORA*, and a life-time membership to the chapter's House Corporation.
- If DG is significantly higher than the other groups on campus and you think this is hurting our recruitment efforts, bring this to the attention of your chapter president, vp: finance, your adviser, and their advisers to make a longer-term plan to come more in line with the rest of the groups on campus.

If your campus does not have a designated day to discuss finances, consider the following:

- Incorporating finance conversations early in your primary recruitment. It is important that we give PNMs a chance to understand our dues and ask questions if they have any. See the section below **Preparation for all recruiters in finance conversations** and determine which day would be best to train your recruiters to cover this topic.
- For continuous recruitment or COB opportunities, attach a personal letter/speech (see below for speech examples) along with any handout or graphic showing your chapter's dues.
- Share dues information via Instagram before your recruitment starts. Some ideas are
 - have DGs share their finance stories on Instagram along with pictures of DGs working together.
 - record a video covering the "Cost of Membership" section below; you can have several officers pop in to talk about events coming up that they are working on.
 - share, if your chapter is comfortable, data on what percentage of women in your chapter pay for some or all of their dues by themselves and what percentage of current members receive financial aid to pay for school.

If your campus has a designated day to discuss finances, consider following this format:

The vp: membership says, “We are going to hear from Hannah Delta Gamma about their experience with finances in DG”.

Financial transparency speech:

- Ask a member to adapt and read the sample speech or have a member write their own speech. Remember, the more personal and true the speech is, the more it will resonate as authentic with PNMs

Cost of membership:

Consider asking the vp: finance and director of new members to share the dues information

Vp: finance says, “Thank you, Hannah Delta Gamma. Now that you’ve heard from a member about the value of being a part of a dues paying sisterhood, we’ll now discuss what our dues cover. Our dues pay for one-time new member fees, operational needs, rent & meals [if applicable], housing/meeting/storage space for our chapter, and a lot of events and development opportunities. We know that many of our sisters pay for some or all dues themselves and need to budget for the costs of participating in DG. To be as transparent about our costs as possible, our dues are all inclusive. This means you won’t be asked to pay for formals or other events as they approach. We’ve already covered the costs of those events through the budget so there aren’t any expensive surprises. This might make our dues upfront look more expensive compared to other organizations on campus, but at Delta Gamma, you won’t ever have to worry if you can afford to attend our sisterhoods and socials.”

Use this time to share any upcoming new member programming and events for the term.

Director of new members says, “I’m so excited to share with you all some of the events and programming we have planned for the new members and members of our chapter this year” and explain some specific events.

Vp: finance says, “Now that you have a sense of what we have planned for this year, here are the dues. Being a new member at Delta Gamma costs \$XX for the year, but we do not require you to pay all of this at once! For new members, our dues are \$XX a year or \$XX a term or \$XX a month. For already initiated members, our dues are \$XX a year or \$XX a term or \$XX a month.

Transition conversation:

Vp: membership says, “Now, we’ll let you get back to your recruitment conversation. The Delta Gamma you’re talking to will share a little bit about some of their favorite activities their dues have sponsored and allow you an opportunity to get any clarifying information you need.”

See below on how to prepare your members for what to say in these conversations as well as finance questions members should be prepared to answer.

Preparation for all recruiters in finance conversations:

Tips for recruiters to tell their own finance story:

- Details! Tell us the names. Name specific events and memories.
- Recall emotions that could help share your story in a relatable manner.
- Be honest. Your story is impactful, especially when you share the good & bad.
- Explain the benefits you’ve gotten because of your membership.

Here's some sample sentences to get you started.

- Dues have afforded me the opportunity to...
- One of my favorite events we held last year was...
- I am really looking forward to attending...
- One of the unexpected benefits I've gained through Delta Gamma has been...
- I see values in paying my dues because...

Answering Questions About Dues:

If you don't know the answer, be honest! Let them know that you're not really sure and encourage them to ask their recruitment counselor. If it's a Delta Gamma specific question, try to flag down or message a member of EVC. If that's not possible, let them know that during new member meetings, the vp: finance walks through the process at length to ensure everyone feels equipped to pay their dues.

Do you pay your own dues? No, but I am close friends with Anna who does, and I have seen how they manage everything like... *[share insights here]*. I've learned so much from them about personal finances!

Why are your dues more expensive than XYZ sorority? It is hard to compare the sororities on an apples-to-apples basis as some include more things than others, like we discussed. At the end of the day, it's more important to me if DG's dues are worth it for me and the benefits, I get from being in this sisterhood definitely make it worth it. *[This would also be the place to train your members on why our dues may appear more expensive than others beyond being all inclusive. See the **Understanding our dues compared to other organizations'** section above.]*

I'm thinking of studying abroad during college. What would that mean for DG dues?

Many Delta Gamma members choose to study abroad, participate in an internship or a school related program that takes them away from campus. [Can also use this as an opportunity to highlight any study abroad programs recent members have participated in, internships, and/or student teaching or clinicals that recent members have been involved in]. When these experiences take members away from campus or impact their ability to participate in chapter events regularly, members are granted Excused Status and their chapter dues are adjusted and reduced for the semester.

What happens if I can't afford my dues after joining? Paying dues is an important part of DG membership. Financial transparency is important to us so that we can set all members and potential new members up for success. DG dues are created in an all-inclusive format to assist with budget planning. Members who struggle to pay dues meet with our chapter's Honor Board to discuss options based on the individual situation in a confidential setting.

Does DG offer scholarships for dues? Due to tax reasons with the IRS, DG isn't able to offer scholarships to pay for dues and fees directly. However, the Delta Gamma Foundation has a variety of scholarship opportunities to help with tuition costs. [Does your chapter have any specific scholarships set up for members of your chapter? If so, this is a great time to highlight them!] All DG members are eligible to apply for DG Foundation Scholarships. These scholarships are open each year and are another way to help reduce your expenses while at school.

How are DG dues determined? Would they change throughout membership in the chapter? There are some parts of our dues that all DG chapters pay - those are things like the membership fee to Delta Gamma as a whole. However, many parts of our dues are driven by our chapter because they cover the cost of our chapter events and programming. Our chapter's vp: finance works closely with chapter officers to create our budget based on our chapter's goals for the next year. They will present this budget and we vote to approve it as a chapter. Costs of membership may vary slightly year to year, but the goal is to ensure any increases do not exceed 5%.

Am I automatically disqualified if I know these dues are too high for me? In DG, we do not determine which PNMs can or cannot pay dues. We know that some of our members didn't have financial support from their parents or support system to help with dues, but they were able to work out other ways to pay for membership. It is also important that when you are considering each sorority on campus that you make sure you understand what your dues will and won't cover at each. You can ask questions if you need more information about that while you are at their event or you can ask your Recruitment Counselor if that is more comfortable for you. As we said, we are all-inclusive on purpose so that it is clear up front what the costs will be for you to have the full DG membership experience everyone else in the chapter has. After considering all this info, you should talk to your Recruitment Counselor about what to do in terms of how to make your selections after today.

I can't afford your dues, what should I do?

There are many PNMs who are in your same boat. First, I urge you to consider what we discussed today, that there are members who work to pay for their own dues and think this membership is worth it! It is also important that when you are considering each sorority on campus that you make sure you understand what your dues will and won't cover at each. Ask questions if you need more information about that either while you are at their event or you can ask your Recruitment Counselor if that is more comfortable for you. As we said, we are all-inclusive on purpose so that it is clear up front what the costs will be for you to have the full DG membership experience everyone else in the chapter has. After considering all this info, you should talk to your Recruitment Counselor about what to do in terms of how to make your selections after today.

Financial Transparency Speeches:

Financial Transparency Speech #1

By Madie Bellante, Gamma Alpha Alumna, 2021

In the interest of being transparent, I am going to be as candid as I can about the financial responsibility of being a Delta Gamma. The honest, swear on my life truth, is that yes, there is a financial cost to being a member of Delta Gamma. And this cost can be difficult, especially for those women who pay for their dues on their own, or at least partially. This challenge is real and true, but I also want to make the point that, in my humble opinion, the financial responsibility is worth it. Why? Because of the value of this experience.

Think about it this way: the iPhone is the most expensive smartphone on the market. But even so, I don't ever consider purchasing a different type of cell phone. Why? Because the iPhone has tremendous value to me. Throughout my life, even when I really needed to save money, I never considered switching to a different kind of phone. This monetary expense is worth it to me because of the value I place on it. When I hear of women resigning from sorority life, I often hear them say things like, 'I couldn't afford dues anymore', and while I think this can sometimes be true if something has drastically changed in their financial situation, I think often, what we're really seeing is a shift in value.

We are seeing someone who once happily paid the monetary cost in exchange for these experiences shift to be someone who no longer values those experiences, and therefore does not think that they are worth the money. We are willing to make sacrifices for the things we value if we value them highly enough.

Coming into college, it was a given that my parents would be able to help me pay for my Delta Gamma dues, the cost of living in the house, my meal plan, etc. I was very grateful that they were able to help me have these things without worry. All of this changed when my father, the sole breadwinner of my family, lost his job at the end of my sophomore year. This was an enormous shock to my family, as my dad had been at his company for almost 25 years, my brother had just chosen to attend a private (and expensive) university to play football, and I was about to spend a semester abroad. A lot changed, but my parents tried their best to still give us the experiences that we were used to. But of course, this was difficult to do.

I had a choice to make here- one that may seem easy. The obvious choice was to cut costs where I could and alleviate the burden on myself by resigning from Delta Gamma. This was what made sense. This would be the simplest choice to make. But the easiest choices are not always the right ones. Simple does not always mean best.

Over the next two years, I was challenged by this change, financially, mentally, emotionally. It was difficult watching my dad struggle to find a new job at his age and even harder that I could not ask my parents for help in the ways that I used to. One of the only things that kept me afloat during this turbulent time- you can probably guess- was Delta Gamma. The thing that seemed the easiest to eliminate was actually the thing that kept me going.

Over those two years, my sisters did everything they could to help me. They listened to me, comforted me, and drove me just about everywhere because I could not afford to buy a car. My sisters picked me up from work, they took me to the grocery store, they even drove me to therapy. They never, ever made me feel like a burden or like I was asking too much when I reached out for help. They actively loved me in the way that only sisters can, because that's what family does. I am so thankful that, in a time when I needed people who loved me, I decided to value my family.

Let's go back to that iPhone analogy. I would likely never consider switching to another phone, even if I really needed to save money. But not because the iPhone looks a certain way or feels a certain way- I use the iPhone because of its features. I like the camera quality and creating shared photo albums with my friends. I enjoy texting on iMessage and saving events to my iCal. I value my smartphone not for the look and feel of it, but because I use the features.

When we talk about Delta Gamma, financial transparency and squeezing the most out of your experience, my biggest piece of advice is this: use the features. Reach out to your sisters for help and extend that same hand when they need it in return. Run for a position that allows you to make friends outside of your immediate circle or even your member class. Gain mentors and role models by cultivating relationships with advisers and alumnae. Get involved with Delta Gamma after graduation and meet even more amazing women that could one day offer you a job, become your new best friend, or just show you around a new city when you're far from home.

For me, Delta Gamma employed me after graduation. I was able to do a job I loved and meet some of my closest friends while traveling all across North America without worry for almost a whole year because of Delta Gamma. And when I was finally able to buy myself a car all on my own, it was the money that I made at my job at Delta Gamma that I used to do so.

There is a cost to being a member of Delta Gamma.

There is a cost to most things in life that require membership and lifelong benefits.

Remember to be honest with yourself about what you choose to value, and the decision to value your friendships and your sisterhood will always be an easy one.

Financial Transparency Speech #2

As a Delta Gamma member, I've had the privilege of a lifetime to get to wear and represent these Delta Gamma letters. I knew I wanted to join a sorority in order to build friendships and find a support system throughout college and beyond. I knew I'd be encouraged, held accountable, celebrated, and exposed to so many opportunities. I also knew that this experience wouldn't come for free.

I was confident and determined that this was an experience that would go on to benefit me in ways I couldn't imagine which meant I needed to make it work to be able to afford dues. While studying for school, joining other student organizations, and taking on leadership roles, I have also held a job. This job hasn't only helped fund my necessities, but it has also funded an experience that continues to impact who I am as an individual.

When I wanted to splurge on an Amazon purchase, I tucked those dollars away thinking of sitting in chapter meetings with Jessica learning about ways I could give back and serve the visually impaired community. When I wanted to DoorDash another easy meal, I prepped the groceries I already had, thinking of the car rides with Myra where they encouraged me after a disaster of a day and helped me get back on the road towards my dreams. When I wanted to be on that big Spring Break trip, I showed up to the office instead thinking of the lessons I learned of leadership, communication, and teamwork when I attended that Delta Gamma conference.

Working and paying for my dues in this organization has required some sacrifice, but each time I have to say "no" to something I've been able to think back on what I said "yes" to. I said yes to unconditional friendships, educational opportunities, a group of people who will have my back, my own personal development, leadership experiences, and the beginnings of a lifetime of being surrounded by Delta Gammas in every high and low.

Because Delta Gamma's dues are all inclusive, I know what I need to be able to afford from the very beginning. I don't have to worry about being able to afford formal later on in the year because I've paid my dues that encompass all our activities. I can be excited about our upcoming sisterhood retreat because I know the cost to attend is covered through my dues. When I'm selected to be a leader, I don't have to fret over the cost of attending the leadership conference because Delta Gamma has already budgeted for my attendance. When my friend asks me to join in on their intramural volleyball game, I say yes because my dues have paid for my participation. Even if I can't really serve the ball all the way to the net. All-inclusive dues mean you pay for all the opportunities which encourages you to attend as many events and sisterhoods you are able.

To wrap us up, what I want you to ask yourself when you're thinking of the financial investment of Delta Gamma is this: What would I be willing to pay for the support, network, and personal development given to members in college and throughout their lives? Being a member of Delta Gamma is investing in your future self.

The dues you pay for the experiences you get to have is preparing you for job interviews, grad schools and professional networking. And when you're a senior and put on that cap & gown, you'll look back and be thankful for the investment you made today.

Voting and Evaluations

Pre-Scores Before Voting

Delta Gamma's pre-score, the Anchor Score, provides the opportunity to pre-score PNMs based their PNM profile that they created during recruitment registration. Anchor Scores are required. Anchor Scores allow chapters to establish objective scores for each PNM to ensure every PNM is evaluated consistently. This assists EVC to eliminate any bias in our pre-score evaluation. Additionally, it helps ensure no key information is missed in decision making given the short amount of time to get to know a PNM, especially during initial rounds.

The components used in Anchor Scores are academics, recommendations, and involvement. Each are weighted equally. As a chapter and EVC, determine the aspects that would lead to a specific score. Then, EVC will score each PNM prior to recruitment on these aspects. If your chapter has reservation about using the Recommendation Forms criteria, please connect with your RCRS/CRC/NCRC.

Academics	Recommendation Forms	Involvement/ Potential Contributions
<ul style="list-style-type: none"> • Weighted at 1/3 of Anchor Score • Includes GPA, AP Courses, SAT/ACT scores, etc. 	<ul style="list-style-type: none"> • Weighted at 1/3 of Anchor Score 	<ul style="list-style-type: none"> • Weighted at 1/3 of Anchor Score <ul style="list-style-type: none"> • Includes sports, organizations, groups, athletics, work experience, leadership

Virtual Considerations for Anchor Score:

Some College Panhellenics require that PNMs record a video of themselves answering a set of questions or creating a PowerPoint slide that will be utilized as an introduction to all Panhellenic chapters on campus. This may happen for Round 1 or the Open House round.

Consider asking chapter members, members of a Delta Gamma alumnae group or friends of Delta Gamma to submit sample videos to EVC so that the chapter can practice their virtual evaluation during Prep Week.

Delta Gamma recommends that an equal amount of PNM introduction videos are assigned to each bump group/small group recruiting group. Each member of the bump group should watch the PNM intro videos on their own time and will then submit their votes via MyVote. EVC must monitor the voting to ensure that all PNMs receive votes during this round. This means the director of recruitment records should "open" this round once videos have been distributed to bump groups.

Be sure to give members clear guidelines on how to complete this task, as well as a deadline by which to submit their votes. At this deadline, the director of recruitment records should "close" the round. Ensure that this deadline gives EVC enough time to complete their work prior to any Panhellenic deadlines.

Consider scheduling a time during which all chapter members will watch their assigned PNM videos. Setting aside this time block will create a virtual recruitment/sisterhood experience and will help EVC to mitigate any technology issues that arise at one time.

Voting

Voting is a key component to a successful recruitment. Voting gives each member a voice and a forum to express their aspirations for the chapter membership. We hope that each collegiate member understands the importance of their vote and that their individual opinion is valued and essential in the selection of new members.

To ensure this voice throughout recruitment, chapters should educate themselves on the various kinds of voting that can and should take place each day or after each event. Chapters should take time during a chapter meeting, at the end of an RPW, or during prep week to address voting styles *thoroughly practice* each type of voting used. Voting can be extremely confusing, especially for those who have not experienced it before. Taking time to answer questions and making sure that all members feel comfortable with the process will help ensure a smooth voting experience throughout recruitment.

Who can vote?

During primary recruitment, only initiated collegiate members of the chapter may vote. The member must also have been present during prep week and all of membership recruitment unless they have an excused absence approved by the Evaluating Committee. New members eligible for Initiation will be permitted to participate in Additional Evaluations but may not vote. Eligibility for Initiation means that all Initiation requirements have been met, the Initiation fee has been paid, and the Authorization for Initiation from Executive Offices has been given. Other new members may not attend during discussion or voting. While new members still recruit, their thoughts can be collected by leaving comments or coming into EVC.

Types of Voting

There are two three types of voting: Interaction voting, Preference voting and Additional Evaluations. To review any policies regarding the selection of PNMs, please refer to the [Membership Selection Policy](#).

Interaction Voting:

A chapter must vote in between recruitment events. Once an event closes, the director of recruitment records, who manages your recruitment management tool throughout recruitment, will “open” that event for members to vote. Once the event has been opened, the chapter members may go through the list of women attending that event and vote “yes” or “no” score on women they either met during that event. PNMs are evaluated on a 1-5 Likert scale. Each round builds upon the number of Article II categories the chapter will be scoring on. Members should only be voting on PNMs they talked to that specific round. Women should NOT be voting on PNMs they talked to during previous rounds or knew prior to recruitment. Once the next event begins, the director of recruitment records will “close” that event and votes will automatically be tabulated for EVC to review. Below is the suggestion format, though if philanthropy is discussed during a different round as listed below, please include social responsibility to that round’s criteria.

Campuses with three rounds of primary recruitment vote on the following criteria

- Round 1: friendship, educational and cultural interests, and character
- Round 2: friendship, educational and cultural interests, character, and social responsibility

Campuses with four round of primary recruitment vote on the following criteria:

- Round 1: friendship and educational and cultural interests
- Round 2: friendship, educational and cultural interests, and character
- Round 3: Friendship, educational and cultural interests, character, and social responsibility

Preference Voting:

Each PNM will get two scores during the preference round, both on a 5-point scale. *Only* the chapter members who talked to them during preference will be scoring PNMs during the preference round. Remember that as EVC creates the bid list, EVC should be looking at all scoring throughout the week. The voting criteria is:

Does the PNM want to be a Delta Gamma?

1. No. They want their other choice
3. Undecided or weighing both options
5. They want to be a Delta Gamma

How much do we want them to be a Delta Gamma?

1. They should be low on our bid list
3. Unsure or I'm more passionate about other PNMs
5. We want them to be a Delta Gamma

Additional Evaluations:

Additional Evaluations can be held after each round of recruitment and may include further voting if the Evaluating Committee feels there is vote confusion (women with the same voting percentages that will require more information for EVC to decide, PNMs with the same name, etc.) and to discuss any other voting issues that EVC feels the chapter should address. All initiated collegiate members of the chapter, new members eligible for Initiation, the membership adviser (or the adviser appointed as their substitute), the CDC or RCRS/CRC/NCRC (if one is present) must attend Additional Evaluations. The advisory team chair may attend. Alumnae who are not members of the Advisory Team or a recruitment consultant may not attend. The exception would be a Collegiate Development Consultant, Recruitment Consultant or Cabinet/Council/Staff -assigned member who is present.

The vp: membership calls the potential new member's name and the director of recruitment records shows pertinent information from the Recommendation Form or PNMs registration (excluding specific GPA information). The vp: membership asks all members who have met them or previously knew them to stand and asks for three or four volunteers to speak on the PNMs behalf. As each member speaks, president monitors time for 30-45 seconds for each speaker. Members of EVC should serve as the moderator of Additional Evaluations and should remain neutral. They should not speak positively or negatively about the PNMs. If discussions turn negative, inappropriate, or begin to go too long, EVC is responsible for correcting course and steering everyone back to appropriate conversations within the correct time limits. After each member has spoken about the PNM, all members present vote on the PNM in the recruitment management software. If there is doubt about a potential member, it is important to remember that the benefit of the doubt goes to the potential new member.

If a chapter member is not sure about a potential member, it is important to invite that PNM back to get to know them better, so an objective and fair decision can be made by the chapter and EVC. The Delta Gamma Oath of Friendship, led by the president, is an especially appropriate and effective way to close an Additional Evaluations, if new members are not present.

Scoring will be on a Likert scale:

- 1: They should be low on our list
- 3: Unsure, or “I am more passionate about other PNMs”
- 5: I want them to be a Delta Gamma

Additional Evaluations Discussion:

A substantial concern about a potential new member must be shared confidentially only with EVC before Additional Evaluations. EVC has the authority to remove a PNM's name from consideration if they believe their membership will jeopardize the chapter and the Fraternity. Information about the discussion held during Additional Evaluations must not leave the room. This is private Delta Gamma business. All members must be impressed with the necessity for absolute confidentiality to protect the chapter, its members and above all the potential new member.

What should a member say?

- The member should speak about their own experience with the PNM prior to or during recruitment.
- Adjectives are a good place to start, but this should dive deeper.
- Discuss the PNM in relation to the objects of Article II.

What should they NOT say?

- This is not the place to discuss what someone heard about them or a friend's cousin's boyfriend's interaction with the PNM. This time should focus on first-hand interactions with the PNM that speak to the values of Delta Gamma.
- We also do not want to spend time talking about how “cute” or “nice” or “wonderful” the PNM is. Give specifics of WHY they would be an asset to the chapter.

COB Voting:

Chapters must conduct voting between recruitment events. During COB, however, it is imperative that EVC move as quickly as possible to extend bids to potential new members that meet chapter requirements and standards for membership. That said, we suggest chapters employ interaction voting to facilitate this expediency.

As provided in the Constitution, to be eligible for pledging, a candidate must receive the approval of the chapter members in the manner selected by the chapter as stated in the bylaws and standing rules of the chapter. Negative votes that are unsupported by reasons deemed adequate by the EVC or Evaluating Sub-Committee may be reconsidered. Some form of voting after COB events is required to meet this Constitutional requirement for chapter approval. However, simple interaction voting is sufficient, and neither preference voting nor additional evaluations are required during COB. Simple interaction voting is in line with the Constitution and allows EVC to move quickly. For information on how to use COB Mode in MyVote, click [here](#).

Virtual Voting Considerations:

Especially in virtual recruitment spaces, it is important for Delta Gammas to be aware of the way their biases impact recruitment decisions. Chapter members need to practice eliminating their curiosity about a PNMs background space, what They are wearing or what may be related to technology concerns, as these factors do not impact a PNMs qualifications to being a member of Delta Gamma.

Many College Panhellenics are requiring that PNMs to record a video of themselves answering a set of questions that will be utilized as an introduction to all Panhellenic chapters on campus. This may happen for Round 1 or the Open House round.

Consider asking chapter members, members of a Delta Gamma alumnae group or friends of Delta Gamma to submit sample videos to EVC so that the chapter can practice their virtual evaluation during Prep Week.

Delta Gamma recommends that an equal amount of PNM introduction videos are assigned to each bump group. Each member of the bump group should watch the PNM intro videos on their own time and will then submit their votes via MyVote. EVC must monitor the voting to ensure that all PNMs receive votes during this round. This means the director of recruitment records should “open” this round once videos have been distributed to bump groups.

Be sure to give members clear guidelines on how to complete this task, as well as a deadline by which to submit their votes. At this deadline, the director of recruitment records should “close” the round. Ensure that this deadline gives EVC enough time to complete their work prior to any Panhellenic deadlines.

Consider scheduling a time during which all chapter members will watch their assigned PNM videos. Setting aside this time block will create a virtual recruitment/sisterhood experience and will help EVC to mitigate any technology issues that arise at one time.

Evaluations

Evaluations are a great way to gain the chapter’s feedback and idea about how to ensure that recruitment preparation is meeting their expectations and accomplishing the goal EVC has set. Consider wrapping up each preparation activity with a quick anonymous survey or invite members of different member classes and friend groups to an EVC meeting throughout the year to gauge the chapters overall feelings and confidence with recruiting PNMs. Share any results as part of transition meetings with the incoming EVC members, but also save the summary in an electronic file and in any sort of officer binder that gets passed down. Remember, Delta Gamma Fraternity sends out a Recruitment Assessment to members following primary recruitment. Below are examples that can be customized to meet the needs of your specific campus and chapter. EVC may want to provide multiple-choice answers to some of the questions above to make the results easier to quantify and analyze. However, some responses should be left as text responses to gather comments.

EXAMPLE: Delta Gamma Recruiters:

Recruitment Preparation Workshops:

- How would you evaluate our RPWs?
- How might they be improved?
- Did you feel prepared for recruitment events?

Recruitment/COB Events:

- What was your favorite day during recruitment and why?
- What do you feel were our major strengths and weaknesses?
- What did you like best and least during each day of recruitment?
- Did recruitment seem to run smoothly? Why or why not?
- What suggestions do you have for future membership recruitment events?

Voting/Additional Evaluations:

- What was your overall feeling about the Additional Evaluations process?
- Were you comfortable with the voting system after each event?

EXAMPLE: Delta Gamma New Members:

Image:

- What were your reasons for pledging Delta Gamma?
- What did you think Delta Gamma's image was before recruitment? During recruitment?
- Were there any outstanding characteristics about Delta Gamma that made us seem different from other groups?

DG Recruitment/COB Events:

- What events did you like best at Delta Gamma? Why?
- Do you feel you met enough Delta Gammas during recruitment?
- Did you feel comfortable during Delta Gamma recruitment events?
- How could Delta Gamma improve its recruitment?

Other Events:

- What events did you like best elsewhere? Why?
- What aspects of another sororities' recruitment impressed you?

EXAMPLE: Delta Gamma Panhellenic Executive members or Recruitment Counselors:

Image:

- As an unaffiliated member, what did you learn about Delta Gamma's image?
- Were there any outstanding characteristics about Delta Gamma that made us seem different from other groups?
- What are key words you heard PNMs use to describe Delta Gamma?

DG Events:

- What positive feedback did you hear about Delta Gamma's events?
- What negative feedback did you hear about Delta Gamma's events?
- Based on the new perspective you gained as a Panhellenic exec member or recruitment counselor, how could Delta Gamma improve its recruitment?

Recommendation Forms

Recommendations can be used for all types of recruitment: fall primary recruitment, deferred primary recruitment and COB.

Recommendations are a very important component in Delta Gamma recruitment. When you begin with high standards, you will attract and pledge the best. It is an important aid to ensure that the chapter's new members meet the objects of Article II. The director of recruitment records is responsible for educating the chapter on recommendations and implementing the chapter's recommendation program.

They report to the vp: membership and works closely with alumnae and the Recommendation Chair to secure Recommendation Forms for potential members. The family of a PNM unknown to a DG should not be contacted for information.

For more information regarding Recommendation Forms, use the toolkits in the library.

[Recommendation Form Toolkit for Alumnae Groups](#)

[Recommendation Form Toolkit for FSAs and Universities](#)

[Recommendation Form Toolkit for Collegiate Chapters](#)

Confidentiality

Since Recommendation Forms are confidential, the director of recruitment records can provide a master list of PNMs for the chapter members. This information should include name, hometown, high school, and any additional information deemed necessary (except for GPA, which cannot be shared beyond EVC). This information should be available to chapter members only. Chapter members cannot view the actual Recommendation Forms. The director of recruitment records can provide a structured study of the potential member information. This can be done in small groups, games, PowerPoint presentations or by other creative and appropriate methods.

Once recruitment is completed, Recommendation Forms should be disposed of in the following manner:

- For PNMs who pledged Delta Gamma – Recommendation Forms for each pledged new member should be given to the vp: member education or director of new members to be uploaded into Anchorbase.
- For PNMs pledged to another group – destroy the Recommendation Forms.
- For potential COB candidates – file alphabetically for future use but destroy all unused forms at the end of the school year.

Completing a Recommendation Form:

Alumnae, collegians, and non-members may complete the Recommendation Form. You can find more information in the [Guide to Recommendations](#).

Receiving a Recommendation Form:

The director of recruitment records is responsible for checking mail/email boxes/Anchorbase frequently prior to recruitment and daily/several times a day (for email) during prep week for Recommendation Forms. Due to the multiple avenues, we recommend you update your communication to request Recommendation Forms be sent only via the online form.

You can learn more by reading [Using the Recommendation Forms Reports in Anchorbase](#).

Requesting a Recommendation Form:

When requesting Recommendation Forms – only PNM names should be shared in requests. Due to what may be construed as private information, no additional personal information should be shared.

Recommendation Forms may be completed by the Recommendation Chair. They receive requests for Recommendation Forms from collegiate chapters and attempts to fulfill requests back to chapters. You can find the contact information for these alumnae officers in Anchorbase.

Rotation Groups

Rotation Groups should be built the semester prior to primary recruitment in order to provide the most thoughtful creation of the group and allow rotation group bonding during RPWs. It is not recommended to build rotation groups based on friend groups.

To begin the creation of a rotation group, send out a survey to gather which Delta Gamma members would prefer to be recruiting and which Delta Gamma members would prefer to be behind the scenes. It is recommended that EVC strategically creates groups that are 90%

balanced and diverse in recruitment strengths and only 10% of the groups be very experienced recruiters. Delta Gamma chapters have seen success by having diversity in rotation groups regarding chapter morale and PNM perception. This gives the quieter PNM and more outgoing PNM the opportunity to experience all types of members in the chapter and get a clear snapshot of what membership in Delta Gamma will be like. Don't put all friends in the same rotation group because they all share the similar experiences and dilutes the diversity of experience. Be sure each rotation group has a variety of members in different years in school. If a group is of all seniors it may intimidate the PNM. Creating a variety in the group by year in school gives sophomores the opportunity to learn from the upperclassmen in the chapter and become more experienced recruiters. If you are going to have groups more than 5, groups need to be able to split into two groups for first round to ensure the chapter can get through them quickly enough

Once the rotation group is created, the rotation group should have a designated rotation group leader. The rotation group leader is responsible for guiding the rotation group through prep week, answering questions from less experienced recruiters. They are also responsible for fostering friendships between members of the rotation group and communicating with EVC about timing and additional questions/concerns.

Party Flow

The chapter's mechanics or logistics of recruitment is an important area of emphasis when it comes to preparing the chapter to execute a seamless recruitment. Mastering the timing of an event, or the party flow, is essential to ensure that the chapter is utilizing the event time to maximize member and PNM connections through conversations. Below are some sample party flow templates. During RPW 5 and 6, EVC should practice these party flow timings in order for members to feel comfortable with the timing of the round. Party flow and logistics should be covered as much as possible in chapter preparation time. Don't wait until the last week to practice this timing!

Open House Round (20 minutes)

Overall, chapters should seek to ensure that pnm's have the opportunity to meet at least two to three chapter members during open house round. Conversations should range from 3-7 minutes in length. Rotation groups should be small to ensure that full rotations can be completed within party length.

IF PRESENTATION: If you are required to deliver a short presentation during this round, the presentation should be delivered once all members are in place with their PNMs at the beginning of the party. Rotation group rotation timing should be delayed slightly on the timeline.

Large PNM Pool

Minute	
0	Party Starts/Entrance
5	All member in place with PNMs
8	Bump rotations begin
15	Exits begin

Small to Moderate PNM Pool

Minute	
0	Party Starts/Entrance
3	All member in place with PNMs
6	Bump rotations begin
12	Second Bump Rotation begins
17	Exits begin

Open House Round (30 minutes)

Overall, chapters should seek to ensure that pnm's have the opportunity to meet at least two to three chapter members during open house round. Conversations should range from 3-7 minutes in length. Rotation groups should be small to ensure that full rotations can be completed within party length.

IF PRESENTATION: If you are required to deliver a short presentation during this round, the presentation should be delivered once all members are in place with their PNMs at the beginning of the party. Bump group rotation timing should be delayed slightly on the timeline.

Large PNM Pool

Minute	
0	Party Starts/Entrance
5	All member in place with PNMs
8	Bump rotations begin
16	Second Bump rotations begin
25	Exits begin

Small to Moderate PNM Pool

Minute	
0	Party Starts/Entrance
3	All member in place with PNMs
10	Bump rotations begin
17	Second Bump Rotation begins
25	Exits

Middle Rounds (No Presentations) (30 Minutes)

Overall, chapters should seek to ensure that pnm's have the opportunity to meet at least two chapter members at the during middle rounds. Overall, conversations should be targeted between 8 and 12 minutes per PNM in these rounds.

Large PNM Pool

Minute	
0	Party Starts/Entrance
5	All member in place with PNMs
14	Bump Rotation One Begins
25	Exits begin

Small to Moderate PNM Pool

Minute	
0	Party Starts/Entrance
3	All member in place with PNMs
11	Bump Rotation One Begins
19	Bump Rotation Two Begins
27	Exits Begin

Middle Rounds (Presentations/Video) (40 Minutes)

Overall, chapters should seek to ensure that pnm's have the opportunity to meet at least two chapter members at the during middle rounds. Overall, conversations should be targeted between 8 and 12 minutes per PNM in these rounds.

Large PNM Pool

Minute	
0	Party Starts/Entrance
5	All member in place with PNMs
6	Presentation/Video
11	Presentation Complete
15	Bump Rotation One Begins
25	Bump Rotation Two Begins
35	Exits Begin

Small to Moderate PNM Pool

Minute	
0	Party Starts/Entrance
3	All member in place with PNMs
4	Presentation/Video Begins
9	Presentation Complete
17	Bump Rotation 1 Begins
27	Bump Rotation 2 Begins
37	Exits Begin

Middle Rounds (Presentations/Video) (50 Minutes)

Overall, chapters should seek to ensure that pnm's have the opportunity to meet at least two chapter members at the during middle rounds. Overall, conversations should be targeted between 8 and 12 minutes per PNM in these rounds.

Large PNM Pool

Minute	
0	Party Starts/Entrance
5	All member in place with PNMs
6	Presentation/Video
11	Presentation Complete
15	Bump Rotation One Begins
25	Bump Rotation Two Begins
35	Bump Rotation Three Begins
45	Exits Begin

Small to Moderate PNM Pool

Minute	
0	Party Starts/Entrance
3	All member in place with PNMs
4	Presentation/Video Begins
9	Presentation Complete
18	Bump Rotation 1 Begins
26	Bump Rotation 2 Begins
37	Bump Rotation 3 Begins
47	Exits Begin

Preference Round (60 minutes)

Chapter members should talk to a PNM the entire party.

Minute	
0	Party Begins
5	All PNMs in place
10	Transition to Ceremony Room/Ceremony begins
25	Transition out of Ceremony Room to Conversation Rooms
50	Closing conversations
55	Exits Begin

Primary Recruitment Execution

EVC Meetings: Checklist

All members of EVC should be present for an EVC meeting. If an advisor is unable to attend in person, the chapter should call in the EVC advisers, membership adviser and ATC. Below is a quick check list of what should be covered at EVC meeting during primary recruitment.

- Allow members to attend to share comment/concerns about PNMs.
- Discuss the day and any adjustment that may need to be made for the following round of recruitment.
- Review carry figures from Panhellenic.
- Review votes and comments from PNMs.
- Make invite and release decisions on PNMs.
- Create flex plus and flex minus list.
- Enter selections into campus recruitment management tool.
- Track PNMs who resigned from the recruitment process for potential COB or snap bid list.
- Build snap bid list.
- Email or text recruitment statistics to RCRS/CRC/NCRC.

EVC Meetings: Conversation Tips

When a member comes to EVC to discuss a PNM, all EVC members should be in attendance. During this time, one member of EVC should be taking notes of what the member has come to discuss. While EVC may be multitasking during the meeting, EVC should be certain to give the member their full attention when they come in to discuss a PNM. Use the below as a guide to lead an EVC meeting with a member coming in to discuss a PNM.

- Who are you hear to discuss?
- Which object of Article II do they excel at/do they not meet?
- How do you know this information?
- Could you see this member finding friends in this chapter? Who should they be paired with during the next round if they return?
- As you know, EVC takes these comments very seriously. However, that does not mean the PNM will automatically be released or asked back based off this discussion as we have a great deal of information to consider (including recommendations, other votes, etc.).

EVC Discussion of Member Conversation/Feedback

After the member has discussed their comments or concerns, EVC should thank the women for their time, dismiss the member from EVC, and discuss the comments privately.

- Does the Delta Gamma have reliable information or is it hearsay?
- Is it a legitimate character concern?
- Does the PNM meet other objects of Article II?
- Could we see the PNM finding friends in the chapter?
- If asked back, who would they be matched with tomorrow?

Matching

What is matching?

Matching is a strategic tool utilized by many chapters to select the best Delta Gamma members to be paired with a PNM. Matching is based off information from recruitment registration, Recommendation Forms, or previous votes/notes and used to elevate the PNMs overall experience finding a strong connection with a Delta Gamma. The director of continuous recruitment should oversee this process unless the chapter has a custom, elected officer for this task. Some chapters utilize matching committees to aid EVC in creating a strong match between the PNM and Delta Gamma. If your chapter utilizes members outside of EVC to match, be sure EVC discusses the importance and value of confidentiality in the recruitment process.

Why should you match?

- Increase the likelihood a Delta Gamma will connect with a PNM based off interests, talents, personality
- Beneficial for EVC to be aware of which Delta Gamma talked to which PNM in order to gain additional information when needed or ensure the PNM is meeting a variety of Delta Gamma members
- Matching helps ensure that PNMs are speaking to Delta Gamma's they had not spoken to before

Steps to matching:

Decide if which PNMs you want to match. Some chapters match every PNM for every round. Other chapters match all PNMs outside of the first round of recruitment.

- **Determine your matching strategy.** What kind of criteria are you using to connect the PNM and Delta Gamma? Which rounds will you match? Who will you match? Will you do rotation group matching? Will you utilize single, individual matching? Create a plan when the matches go array, someone steps out of line, etc.
- **Determine match responsibility.** Is the director of continuous recruitment solely responsible for matching? Will a committee oversee matching? How many women need to assist in matching? When will they be creating the matches? Where will they be meeting to create matches? When the matching is done, who shares it with the group? Who is lining matches up at the door? How will they keep record of previous matches?
- **Determine how to collect matches.** Will you emphasize the matching feature on MyVote? Will members sign up? How early can you decide matches for Round 1?

Matching suggestions by round:

- Open House:
 - Similar Interests, Hometown, Majors, Top Recruiter to Top PNM
- Middles Rounds (Round 2, 3, philanthropy/sisterhood, etc.)
 - Do not match a PNM to a Delta Gamma member in a rotation group they already spoke too, take input and suggestions from chapter members
 - Utilize fact finding/needs analysis - figure out what the PNM values, ask Delta Gamma members to rank their passions/values and match accordingly
 - Utilize strong matching suggestions on MyVote
- Preference
 - Family/friend relation (if appropriate), someone who they have already met through the recruitment process preferably round 2 or 3
 - Ask for requests from the chapter as to who they would like to be matched with

Building a List:

With the recruitment management software, MyVote, the chapter has a multitude of ways to gather data and make a list. With access to PNM votes, comments, tags, and notes, it may be a little overwhelming to begin to make a list. To review more information about carry figures and flex lists, read the [Release Figure Methodology section](#).

At the end of the recruitment round, you can download the voting results from the “results” tab. It’s recommended you export these into Excel. If your chapter doesn’t have the carry figure from Panhellenic yet, you can use last year’s carry figure as a starting point. Begin by highlighting or marking PNMs that would be in your carry figure and the PNMs that would be on your flex lists. EVC can view these PNMs and make any determinations needed about their order based off Recommendation Forms or EVC comments/concerns from members. EVC should also investigate members with less votes or lower scores and ensure EVC feels comfortable with their placement.

EVC can compare the PNMs that are on your chapter’s top PNM list (sometimes called Captains List or Dream Girls) to see where they are listed. From your exported MyVote list, you can highlight or mark these top PNMs. Next, the PNMs that got fewer votes, or a fewer score should be indicated to clarify that they were a top PNM, but got less votes, meaning that their ranking was lower in the chapter’s eyes.

EVC may also choose to evaluate the tags of a PNM to make their list. Sort your tags into bronze, pink and blue. Highlighting the row with the corresponding color will allow for you to visually separate them between the parties and keep everything in alphabetical order. What should you prioritize? If you are making larger releases after a round, consider evaluating the women that were tagged bronze. Then look to pink and blues if you need to invite more women back. If you will likely be carrying the pool, focus more on the women that were tagged blue. This will help you narrow down any character concerns or women that do not meet DG’s standards/values.

Quick tips about list building

- Round 1 releases should be women that do not meet the membership requirements or have a “do not endorse” recommendation.
- PNMs who you do not believe will likely pledge Delta Gamma should be released prior to the preference round.
- Any PNMs that the chapter does not wish to pledge should be released prior to the preference round.

Snap Bids

Snap Bidding is a process designed to help collegiate chapters reach Quota. If a chapter does not match to Quota during the primary recruitment bid matching process, NPC provides the opportunity for the chapter to “snap bid” women prior to Bid Day. The timing of when this process takes place is determined by the Panhellenic and typically begins at the completion of bid matching. Should a Delta Gamma chapter not match to Quota during primary recruitment, the EVC will work with the Panhellenic to submit a snap bid list.

A **snap bid list** is comprised of women who were on Delta Gamma’s bid list but **did not match** or **withdrew from primary recruitment prior to signing the MRABA/bid card**.

Women who accept snap bids participate in Bid Day with all new members.

Virtual Logistics:

If utilizing a virtual recruitment, preassign the first pairing of PNMs with Delta Gammas via the CSV file when creating your Zoom meeting. Most commonly, Panhellenics will use the same Zoom link for a chapter for multiple events. If so, follow the steps below:

	A	B	C	D
1	Pre-assign	Email Address		
2	room1	test1@XX.com		Delta Gamma Member
3	room1	test2@XX.com		PNM Event 1
4	room1	test3@XX.com		PNM Event 2
5	room1	test4@XX.com		PNM Event 3
6	room2	test5@XX.com		
7	room2	test6@XX.com		
8	room2	test7@XX.com		
9	room2	test8@XX.com		

Pre-Assigning the first break out room is the most important part. This will be the only way your members are automatically in their first pair. If you do not do this, you will have to manually assign them during the party. Preassign PNMs and members to Breakout Rooms for the entire day. This means that you will put the Delta Gamma member in a specific Breakout Room as their designated spot, and all the PNMs that are matched with them should go beneath them. Only email addresses that are inside the Zoom event will pull into the Breakout Rooms. So, it will have no effect on the PNMs from the later events who may not be in attendance yet. This also means that if Delta Gamma Member 1 in the screenshot above had Event 3 off (they were set to take a break Event 3) then you would just remove “PNM Event 3” and that member would be without a PNM.

Troubleshooting tips for if pre assignment is not working:

- The problem can come from starting your event before all Delta Gamma members are in the Waiting Room. Admitting them into the meeting before everyone is present can make the Breakout Rooms “recognize” the available emails and then not update as members continue to join the event.
- Once all your members are present you should be able to make the Breakout Rooms revert to the preassigned Breakout Rooms. This is also how you should reset the rooms after every event is completed.
- If you have enough time before your events start you can go through and manually check your Breakout Rooms and cross check them with your saved CSV file on your computer.

Steps for bumping:

- All Delta Gamma members must be made Cohost for the meeting. Do this by hovering over the members video box and clicking on the horizontal three dots and then clicking “Make Cohost”. This gives members the capability to move themselves into different breakout rooms. Making members Cohosts also gives members the ability to lock the meeting, share their screen, remove people, and adjust other participant’s breakouts. **It will be up to EVC to establish the importance of not altering the Zoom settings.**
- Once members are Cohosts, they will be able to move themselves to a predetermined Breakout Room. To streamline the process, you should make a predetermined list of which Breakout Room the members will enter beforehand. This list should be easily accessible to EVC and to the members.

- Here is an example of the predetermined list of which Breakout Room the members will enter. In this example, the match is based only on the first pairing. If you want your bump to be matched throughout the second and third bump, you will need to plan accordingly with your matching team. In this example, the chapter has 2 Delta Gamma members and 2 PNMs per breakout room.

Breakout Room 1	Breakout Room 8
Amber McCarley	Amber McCarley
Megan Cobb	Megan Cobb
Breakout Room 2	Breakout Room 9
Ashley Feighery	Ashley Feighery
Lawson Colgate	Lawson Colgate
Breakout Room 3	Breakout Room 10
Hailey Hudson	Hailey Hudson
Talia Tomson	Talia Tomson

Breakout Rooms 1-3 consists of what would normally be one bump group split into 3 rooms. For this example, imagine you are Amber McCarley:

- You will be preassigned to Breakout Room 1 via the CSV file uploaded by the Zoom host/technical team.
 - When you are signaled to move by the host, members will open the “Breakout Rooms” button at the bottom of the Zoom screen. From there you would scroll through the Breakout Rooms until I get to Breakout Room 8. You would then click “Join Room”.
 - This would be a successful bump.
- Signaling the bump:**
 - The main host will send a message to all Breakout Rooms by selecting the “Broadcast to all” button in the Breakout Room navigation box.
 - Example of message: “We are so happy you have had the chance to chat with a few of our amazing sisters, we cannot wait for you to meet a few more”
- Important Settings for Your Meeting:**
 - Enable Waiting Room
 - Enable mute participants upon entry
 - Enable Host and participant video
 - Disable automatically move participants to Breakout Rooms
- Important Settings for Members:**
 - Members must allow Breakout Rooms in their account settings.
 - Some campuses allow only school verified emails enter Zoom meetings
 - If members have trouble, have members clear users’ cookies, and sign out completely and log back in
- Zoom Notes:**
 - Some Mac laptops and some older computers are not compatible with Zoom backgrounds so do not require all to use them
 - Co Hosts/Hosts cannot vote in Zoom polls. So, if you are planning on utilizing one in your event, your own members could not vote.

- It is recommended to utilize a Cohost with nothing but Zoom and possibility a chapter video open on their computer so that the video has the least amount of lag possible. All members turn their camera off during a video presentation.

General Zoom Tips

- **Engage with your participants.** Ask questions in the chat box, actively respond to the Q&A pod, pay attention if anyone raises their hand, and make time for your participants to speak out loud. As the host, you can control when your participants can use their microphone using the Participants function.
- **Utilize Passwords.** Utilizing [passwords for your meetings and webinars](#) can ensure that only the individuals you want to participate are able to access the Zoom room.
- **Appearance matters.** Clean up your background (what is visible behind you) to ensure that it's all appropriate, not distracting, and doesn't negatively impact the video. Check your lighting conditions. Consider wearing neutral, solid-colored clothing and avoid black, white, or striped clothing. Lastly, be aware of your behavior. When you are on video, people can see what you are doing at all times.
- **Join from a location with a strong and stable internet connection.** Reduce background noise by going to a private space. A wired connection is best. If you are using WiFi, then connect from your home or office. Public locations can be spotty.
- **Be on time.** Plan to arrive a little early and be ready to start at least five minutes before your scheduled meeting, so you can run another tech check.
- **Remove Participants.** As needed, participants can also be removed from a meeting by the host using the in-meeting tools.
- **Be aware of lighting.** Ensure that when your camera is on, your face can be clearly seen and is not shadowed by outdoor or indoor lighting that makes it difficult to see you. Soft, direct light that is in front of you should be best.
- **Be mindful of camera angle.** You want to feel confident, so be sure to set up your camera to ensure you do! Keep your distance from the camera but do your best to fill the frame.

Post Primary Recruitment

Continuous Open Bidding (COB)

Once recruitment is complete, the College Panhellenic has 72 hours to reset total. The metric to how your campus resets Panhellenic total can be found in your Panhellenic bylaws and standing rules. If your chapter is below total, your chapter has the opportunity to recruit more new members into your sisterhood.

Continuous Recruitment

If your chapter is at or above Panhellenic total, your chapter will be unable to participate in COB. However, your chapter has the opportunity to participate in continuous recruitment all year. To review more about how to strategically plan continuous recruitment efforts, see the [Continuous Recruitment section](#).

Recruitment Assessment

After primary recruitment bid day, your chapter will receive a link to the Post Recruitment Assessment: Members and the Post-Recruitment Assessment: New Members questionnaire. The survey takes participants on average 4-5 minutes to complete. Your chapter must have 20% of initiated members and 30% of new members complete the assessment.

While this is the minimum required to provide EVC data, it is highly encouraged to have as many members and new members as possible complete the survey to ensure accuracy.

In order to increase completion, consider sharing the survey in chapter reminders that are sent via your chapter's online platform. Another successful way to increase participation is to ask members to bring laptop/cell phone to meeting and use the first few minutes of the meeting to have everyone complete the survey. To read more about the purpose of this assessment, review the [Primary Recruitment Strategy: Recruitment Assessment](#) section.

Preparing for EVC Transitions

Once primary recruitment and COB has ended, the need for EVC still continues. While specific EVC officers will facilitate the remaining RPWs for the term, EVC should still be promoting the ideals of continuous recruitment to the chapter.

Once you near the end of your term, EVC should meet together to create and review an action plan for transitioning the upcoming EVC. EVC officers learn an abundance of skills and knowledge needed to execute a successful recruitment. In order to continue that momentum and effort your EVC gave to the chapter during primary recruitment and COB, EVC should work together to ensure transitions are thorough. To read more about EVC transitions, review the [Officer Transitions](#) section.

Resources and Policies

Policies

[NPC: Manual of Information](#)

[Collegiate Recruitment Policy](#)

[Membership Selection Policy](#)

Resources

[Recruitment Conversation Manual](#)

[MyVote Resources](#)

[Voting Criteria Workshops](#)

[RPW Facilitator Guides](#)

[Collegiate Officer Webinar](#)

Appendix A: Preference Ceremonies

The Cream Rose Ceremony

Items needed: Pink, yellow and red roses (1-2 of each) in a vase with additional cream roses which is on a table in front of the speakers. Cream roses for each PNM. (Each speaker holds the colored rose They are referencing when speaking then adds them to the cream roses in the vase when their speech is finished.)

Speaker 1: Throughout the ages, when we have wanted to speak of emotion and feeling and found words were not strong enough, we have sent flowers to carry the message for us. For flowers, fresh and fragrant speak more eloquently than words can ever hope to do. The Delta Gamma flower is the rose, chosen for its beauty and delicacy. The color of our rose is cream, symbol of goodness and hope: the goodness of our mission and the hope for the future. At this time, we in Delta Gamma wish to share our love for one another with you by asking you to join in our cream rose ceremony.

Speaker 2: I would like to share with you what Delta Gamma offers and can mean to you...what it means to us. I can think of no better way than through this lovely multi-colored bouquet of roses. Contrary to many existing beliefs about the sorority experience, individuality is never lost by being a part of Delta Gamma. Just as there are many fragrances and hues in one bouquet of roses, so there are many different women who make up Delta Gamma.

Preference Song #1

Speaker 3: The pink rose reminds us of the opportunities offered by Delta Gamma to develop into the best version of ourselves, women prepared to achieve dreams that others see as impossible. The constant working with others in on and off-campus activities is a real testing ground for leadership. Delta Gamma encourages and stimulates us to become the exceptional person in life. It is an opportunity for initiative and creativity, which we, as Delta Gammas, could have found no place else on earth.

Featured Speaker #1

This sister should speak on how Delta Gamma has contributed to their personal growth.

Speaker 3: The yellow rose represents an opportunity for service beyond self. Our service to the community is one way that we share Delta Gamma's values with the world. In Delta Gamma, we know doing good is more than just our motto - it is our way of life. Our service through Delta Gamma fulfills the promise of our Founders to bring hope to every life we have the privilege to touch.

Featured Speaker #2

This sister should speak about the impact of Service for Sight or the DG Foundation on their experience.

Speaker 3: The red rose exemplifies the cooperative effort and spirit I have seen so many times in Delta Gamma. Many experiences in life depend upon the efforts of a group and getting along with others. Delta Gamma is a group that believes in unity but encourages your own individuality; that believes in cooperation but encourages individual potential. In Delta Gamma, we are ourselves, together.

Featured Speaker #3

This sister should speak about developing sisterhood relationships.

Speaker 4: The cream rose, which you hold in your hand, is the primary rose in any Delta Gamma bouquet. It is our symbol of sisterhood and friendship. Its elegance and richness bind the others into a complete and beautiful whole—yet never allow the individuality, the uniqueness of each rose, of each petal, to be overshadowed or hidden by its own beauty. The total experience of living—of life itself—will not all be found in Delta Gamma. We do not pretend to possess that. But, the doors, the channels to all of it are here. And, as Delta Gammas, we may choose as many as we would like to pass through, as individuals alone, on our own, or together with a sister. The decision is always our own, guided by the goals and ideals of Delta Gamma which we, ourselves, have established.

Preference Song #2

Speaker 1: We all had friends before we came together. Now I have come to know their friends and they, mine. I am an individual. My first responsibility is to myself: to learn, to mature, to become an adult in the full sense of the word. But I took on a responsibility when I accepted membership in Delta Gamma. As they help me, I help them. I help them, because I love them, I care about them, I'm proud of them. They chose me and I chose them and because of this mutual selection, I feel an extra sense of loyalty to them. They are more than my close friends, because I chose to call them my sisters. We wear our golden anchor badge to show the world who we are, but we are much more than a pin, a name, and a title. Not all of you will choose to be Delta Gammas, but for those of you who will join us tomorrow, I can promise you friendship, sincerity, and sisterhood that will last not just during your years of college, but forever. I have learned through experience that these are the most beautiful and treasured times, and they are found here in Delta Gamma.

We would like for you to carry the goodness and hope of our cream-colored rose in your heart as you leave tonight. We hope it will grow and return to us again. As you leave tonight, please place your cream rose in the vase in the hope that you will return tomorrow. We leave you with hope in our hearts that you'll always be anchored in friendship that will support and sustain you throughout your life.

Exit Song

Delta Gamma Crest Ceremony

Items needed: Large-scale version of the crest (e.g. painting, banner, etc) or able to print small color copy versions (consider cutting out and mounting on rigid colored board to make them more substantial) for each PNM to hold. Please remember, chapters cannot display any ritual curtains for uninitiated members.

If PNMs will hold the crest, a decorated table, which may also include a basket or bowl to place the crests, will be needed when exiting.

Director of Rituals:

Good evening to all of you. My name is (director of rituals name) and I am the director of rituals for our chapter. On behalf of all the sisters of Delta Gamma, I would like to welcome you to our preference event today. As you know, preference is the last event of the recruitment period, and by now we hope that you have become as comfortable with us as we have become with you. By this time tomorrow, recruitment will be over. All of you will have made your decisions, and all the waiting will be done. As you ask yourself whether Delta Gamma is the right place for you, we hope that you will find the answer in your heart to be a resounding "yes."

President:

Today is a day filled with hope - hope for a sisterhood that can only be found in this type of experience. Our hope for you is that you feel how unique and meaningful our Delta Gamma sisterhood and friendship are to each of us. That friendship is now extended to you. Delta Gamma will always be here when you need her, and you will be there when she needs you. We feel that we have a paradise here because Delta Gamma gives you a feeling, a friendship, a place you can make your dreams come true.

Preference Song #1

Director of Rituals:

Each of you holds/can see our crest, the symbol at the very heart of Delta Gamma. While the meaning of our crest is known only by initiated members, we want to share a glimpse of that meaning with you, our potential sisters, in hopes that it will help you know more about who we are - our sisterhood, our mission, and why we chose Delta Gamma.

Speaker 1: The cable around our anchor is symbolic of the very heart of Delta Gamma friendship - it is what binds us all together. A Delta Gamma is the friend behind you; They are a friend still unknown. She belongs to a community of individuals united through friendship. A Delta Gamma celebrates you in times of joy and supports you in times of struggle. They are your ever-present champion. The cable links collegiate and alumnae sisterhood and proves membership is not only for college days, but also for life. Membership in Delta Gamma means a link with the past, a part of the present, and a hope for the future.

Speaker 2: The three stars at the center remind Delta Gammas that our educational achievements, service endeavors, and leadership serve as shining, public examples of the values of our Fraternity. We realize the primary reason for our presence on campus is the advancement of our education and opportunity to give back to the communities around us. As our Founders did more than 140 years ago, we consider our Fraternity a means of enhancing our college careers and our lives, which could not be gained through academic curriculum alone.

Speaker 3: The shield on the anchor represents Delta Gamma as a home for its members - a home that will shelter and protect you. It provides the opportunity to meet, understand and

respect others. We offer you the closeness of a precious family relationship. This home provides a quiet place for serious times and a happy place for lighter moments. Through our doors pass individuals, offered the opportunity through Delta Gamma to become the best version of themselves. Delta Gamma is a home away from home.

Speaker 4: The cream-colored rose serves as the crown of our crest. Its elegance and richness bind the crest into a complete and beautiful whole - enhancing each of the other elements just as membership in Delta Gamma enhances each one of us. In Delta Gamma, we know that, our individuality, the uniqueness of each sister, is not to be overshadowed but celebrated.

Preference Song #2

President:

Perhaps through recruitment you have been able to see what Delta Gamma means to each of us. For many of us, the meaning of Delta Gamma is tied up in the everyday acts of our friendship: those late-night chats in each other's rooms about everything from family struggles to grades, changing majors for the third time, to "what am I doing with my life?" It is borrowing a textbook, an outfit, and a Netflix password (or insert three relevant items) from three different sisters, all in the same night. It is lending a shoulder to a sister to cry on who feels like nothing in the world is ever going to go her way, to sharing the tears of joy with that same sister who just accepted her dream job. It is all these things and so many others that truly make Delta Gamma our chosen family. For us, Delta Gamma is...

[Around the room, eight members say the following phrases, or you can write your own]

1. Delta Gamma is a warm smile and a meaningful hug.
2. Delta Gamma is a place where you are proud to bring your friends.
3. Delta Gamma is studying for a purpose.
4. Delta Gamma is doing your share.
5. Delta Gamma is assuming responsibility.
6. Delta Gamma is encouraging your sister to her highest potential.
7. Delta Gamma is standing up and being heard.
8. Delta Gamma is a choice for a lifetime.

Director of Rituals:

We know that we have so much to offer, but you must decide whether to accept that offer. All I can tell you is that when I joined Delta Gamma, it truly became my home away from home. My sisters helped me believe in myself and become the best version of myself. With their love, friendship, and encouragement, my sisters became my anchor that supported me in reaching for my dreams.

We know that you cannot predict the experiences that lie before you at (university name) but know that here in Delta Gamma you can be yourself, you can grow, you can mature. More importantly, you are part of a group, a family held together by a deep affection for one another. There is strength in this family that comes from the fact that we have chosen one another. We have not merely attended the same high school or worked at the same place or had the same class. We have become sisters by choosing to live by the same ideals of friendship and to wear the golden anchor symbolizing this commitment.

President:

If you join us tomorrow, I can promise you friendship, sincerity, and sisterhood that will last not only during your years of college, but forever. How can I promise you so many wonderful things? I can promise you these and many more extraordinary things because I am a Delta

Gamma, and I have learned that these things come with being a Delta Gamma. We would like for you to carry the friendship of our anchor in your heart as you leave tonight in the hopes that it will bring you back to us tomorrow.

Note: If each PNM is holding the crest, direct them to place it in the basket/bowl or on a table as she exits the ceremony.

Exit Song

Golden Anchor Ceremony

Adapted from Rho-Syracuse

Items needed: Gold plastic or metal anchors (available on Amazon). If the anchor has a place to attach a ribbon, consider adding a bronze, pink or blue ribbon. Members will hold the anchor until directed to give it to their PNM in the ceremony.

As PNMs exit the ceremony, members direct them to place their anchor on the table or placed in a basket or decorative bowl.

A floral arrangement of cream-colored roses on a table could be added with the basket/bowl for decorative effect. An appropriate backdrop behind the speakers could be used as well.

Director of Rituals:

Welcome back to Delta Gamma. My name is (director of rituals name) and I am the director of rituals for the (chapter name) chapter of Delta Gamma here at (university name).

President:

And I am (president name), the president of the (chapter name) chapter of Delta Gamma. We personally chose each one of you to be here with us today, and we are happy that you have chosen us too.

Director of Rituals:

Recruitment is just the beginning of the many memories that you will make here at (university name). All of the sisters in this room found a home in Delta Gamma, and we hope that you find that as well.

President:

For some of you tonight may be the beginning of your journey as a Delta Gamma. For others, your thoughts may lead you to a different door and a different sisterhood journey. Some of you may still be struggling with your choice.

Three years ago, I stood right where you are today - faced with the same decision. I cannot begin to count the number of emotions I felt: excitement, nervousness, anticipation, worry and confusion. But my decision was made when I came to Delta Gamma and watched the way the DGs reacted to one another. Some smiled with pride. Others laughed amongst themselves remembering funny times they had shared, and some cried, so touched by the words being shared about the place they called home. Since I made that important decision, I have learned that Delta Gamma means many things to our members here (university name). One of our seniors will now share with you how she found her home in Delta Gamma.

[Senior Speech]

Director of Rituals:

One of our Founders, Mary Comfort Leonard, described the experience of creating the first Delta Gamma pin saying, "We went to a local jeweler and had our pin made-the letter 'H,' which stood for hope, for we hoped for great results and have not been disappointed..." A few years later, Delta Gamma adopted the anchor, the age-old symbol of hope, as our official symbol. When each one of us looks at an anchor, we see our own hopes - hopes for ourselves, hopes for our sisters, and hopes for our Fraternity - reflected back at us. As potential sisters, we would like to now share some of those hopes with you.

Once the speech is over, the first member presents their golden anchor to their PNM following the below example. Each sister goes in turn until all PNMs have received a golden anchor.

Example: I give this anchor to you Sarah. My hope for you is that you will find amazing sisters to laugh with in Delta Gamma.

Once the last PNM has received their anchor, singers come forward.

Preference Song

Director of Rituals:

Not all of you will choose to be Delta Gammas, but for those of you who will join us tomorrow, I can promise you friendship, sincerity, and sisterhood that will last not just during your years of college, but forever. I have learned through experience that these are the most beautiful and treasured times, and they are found here in Delta Gamma.

President:

Our Founders chose the anchor, a symbol of enduring hope, to guide them to the women who would become their sisters. As you leave today, we invite you to place your golden anchor in the basket with hope that you may return tomorrow as our new sister. We leave you with hope in our hearts that you'll always be anchored in friendship that will support and sustain you throughout your life.

Exit Song

Delta Gamma Lighthouse

Written by Jordan Rawlinson (Delta Kappa-South Florida), Meghan Roberts (Zeta Gamma-Richmond), and Anna Weeks (Beta Upsilon-Oregon State)

Items needed: Battery operated tea lights for the number of PNMs at each preference event. Note: Members stand behind PNMs in a semi-circle, while PNMs are (ideally) seated. Members are holding a battery-operated tea light until they turn on the light and give it to their PNM during the individual component of the ceremony.

A floral arrangement of cream-colored roses and/or tall battery-operated candles could be added on a table near the speakers for decorative effect.

POLICY: Candle/Open Flame - Open flames/candles may not be used in chapter facilities

Speaker 1: Throughout this week, you've gotten to know our sisters and have learned more about what makes Delta Gamma special. We hope you have felt welcomed, valued and appreciated (chapter may personalize to their values) here. Tonight, we invite you to sail away with us to a place where we feel at home by giving you a glimpse into our ritual. Our ritual is what distinguishes us from a group of friends or other organizations. It is what makes us a sisterhood. At this time, we would like to extend this sisterhood to you. Friendships that begin here will last a lifetime and we sincerely hope you will decide to be another link in the cable that binds us. Delta Gamma will always be here when you need her, and you will be there when she needs you. Delta Gamma gives us a place where we can drop our anchor.

Preference Song

Speaker 2: When seafarers are out at sea, lighthouses are their guiding light. Whether the waters they are traveling through are rough or calm, the ever-present light can be trusted to guide them safely back to shore. Like a lighthouse, Delta Gamma is our beacon of hope, especially in times of trouble.

Speaker 3: The college experience brings waves that take us on some of the highest highs and the lowest lows. We have the opportunity to courageously pursue our passions but may encounter fear of the unknown. We meet people that will love us in ways we didn't know we needed but may risk the chance of heartbreak. We discover the bravery it takes to be our most true selves but may feel torn in different directions from time to time. All of us have our stories and all of you have yours. But no matter what waves you are traveling through, we can promise that Delta Gamma will be as strong and sure as a lighthouse and that she will guide you home.

Member Speech: *Highlight how Delta Gamma guided/supported chapter members through high times and low times.*

Speaker 4: Delta Gamma has not only been a light in so many of our lives, but it has also reflected the light that has been inside each of us all along. We have welcomed you here today because we can already see the light that you could bring to our chapter, and we want to share with you what we see.

Individual Component:

One by one, members turn PNMs around and use the prompt, "DG has shown me _____, in you I see _____", while turning on their tea light and handing it to them.

Examples:

DG has shown me strength, in you I see perseverance.

DG has shown me **belonging**, in you I see **home**.
DG has shown me **courage**, in you I see **fearlessness**.
DG has shown me **adventure**, in you I see **my partner in crime**.
DG has shown me **community**, in you I see **a best friend**.
DG has shown me **sisterhood**, in you I see **someone to share it with**.
DG has shown me **joy**, in you I see **pure sunshine**.
DG has shown me **opportunity**, in you I see **a future leader**.

Speaker 4: Alone, our individual light may flicker and be faint. But together, you see our lights shine brighter and reach farther. All of our sisters that came before us saw something special in us. Now, in all of you, we see our Delta Gamma legacy growing stronger.

Speaker 5: Tonight, you will have to make a decision that all of us have had to make, one that could change your life in the best ways. We hope you feel empowered by your choice, for only you can make it. As your potential future sisters, all we can tell you is that you are all worthy of sharing the special experiences that come with membership in Delta Gamma.

Closing: After only a limited time with us in recruitment, you may see just a glimmer or spark of hope for your future in Delta Gamma. Or perhaps you can already see the brightness that shines from within this chapter. Wherever you are on your journey, it is our hope that you know how deeply you are valued here, and we hope that you choose to follow Delta Gamma's guiding light to shore.

Individual members gently tell their PNM to drop their lights off at a table near the exit as they walk them out.

Exit Song

Article II Ceremony

Written by Brittney Anne Bahlman, Sigma-Northwestern

Items needed: Four tall battery-operated candles with appropriate candle holders. A floral arrangement of cream-colored roses could be added for decorative effect.

POLICY: Candle/Open Flame - Open flames/candles may not be used in chapter facilities

Director of Rituals:

On behalf of all the sisters of Delta Gamma, I would like to welcome you to our preference event tonight. As you know, preference is the last event of the recruitment period, and by now we hope that you have come to know Delta Gamma as we know her - her values, her meanings, and her purpose. Delta Gamma's primary purpose is to create an environment for its members in which lasting friendships are established and to foster an atmosphere in which women will develop a deeper love and consideration for one another, a more profound understanding of the purpose of life, and a basic wisdom upon which to build their lives. We hope that throughout recruitment, you have seen this purpose reflected in us - how we care for one another, lead in our campus community, and support one another as we strive to fulfill our personal and academic goals. We know that we have seen this purpose reflected in you.

President:

Tonight, we would like to share what Delta Gamma can be for you...what They are for all of us. I can think of no better way than by sharing the values that were written into our very first Constitution in 1873, values that continue to inspire each and every Delta Gamma. Article II of our Constitution states: "The objects of this Fraternity shall be to foster high ideals of friendship among women of all ages, to promote their educational and cultural interests, to create in them a true sense of social responsibility and to develop in them the best qualities of character." These four values, friendship, educational and cultural interests, social responsibility, and character, are the very heart and soul of Delta Gamma and we honor them today by lighting a candle to reflect on their meaning to us.

Speaker 1:

We light the first candle for friendship. Friendship is more than a gift. It is a sweet responsibility. Sisterhood involves thought... thought on our part for the consideration of others. It takes a constant effort to establish and maintain those ties of friendship that we seek in Delta Gamma. We need to respect the individuality of other people and be aware of how our behavior affects them. Fraternity life can be a rewarding and enriching experience. Because we do not all live together, we must learn to work together to become a little more kind, a little more thoughtful, and a little more giving than when we first came to Delta Gamma.

The sister should then speak to how Delta Gamma has brought them true friendship.

Speaker 2:

We light the second candle for educational and cultural interests. Just as a light in the night sky is a precious beacon, providing guidance in the dark, so too can Delta Gamma be a beacon for you as you explore all the opportunities that college has to offer. Our pursuits may be individual, but the unity of Delta Gamma is our champion - developing our capacity as learners, challenging our assumptions, strengthening our leadership potential, and supporting us in becoming the very best versions of ourselves. Whatever steps we take next, we know Delta Gamma will continue to remind us that with hope, we can achieve our impossible dreams.

The speaker should then speak to how Delta Gamma has supported their educational goals.

Speaker 3:

We light the third candle for social responsibility. As Delta Gammas, we promote a culture of care. This culture of care is our public declaration of our commitment to spreading hope through character and service, empowering women to be their best selves and holding our sisters accountable while cultivating the special love that makes Delta Gamma's sisterhood shine. This vision of Delta Gamma is ascendant: idealistic in its support of members achieving their dreams, innovative in its focus on individualized personal growth, bold in its commitment to and pursuit of equity and inclusion, and relevant to the needs of our members and our communities. Wherever she goes, Delta Gamma is a powerful force for good.

The sister should then speak to how Delta Gamma has made them more socially responsible.

Speaker 4:

We light the fourth candle for character. By strengthening our ideals, we attain greater unity by improving our own qualities: our integrity, our loyalty, and our devotion to ourselves, our sisters, and to the rest of the world. In determining our own ideals, we not only gain a greater understanding of ourselves, but also of others. We develop a more broadminded attitude toward others, an ability to distinguish between right and wrong, and then to accept that which we sincerely believe to be true. In establishing these ideals for ourselves, we never stop short of the highest possible aims and then, never stop working toward them. Honor, honesty, sincerity, and integrity are the foundation of Delta Gamma, and are the ideals that set her apart.

The sister should then speak to how Delta Gamma has made them a woman of character.

Director of Rituals

The soft glow of these small flames symbolize the four objects, or values, of our Fraternity, kindled in 1873, and light the way to her future. These candles have burned clearly, the flames growing stronger year after year, their glow reaching farther and farther, to shine on the sisterhood that is Delta Gamma today.

President

We now offer that gift of sisterhood in Delta Gamma to you. To choose and to be chosen is a wonderful honor. You have chosen Delta Gamma and Delta Gamma has chosen you. If you join us tomorrow, I can promise you sincere friendships, intellectual growth, caring consideration, and deep purpose. How can I promise you all these things? I can promise you these and many more extraordinary things because that is what Delta Gamma promised me. I have learned that these things are what come with being a Delta Gamma. After your short time with us this week, you may see just a glimpse of these values in our sisters, or perhaps you can already see how the objects of our beloved Delta Gamma support and guide us each and every day. Wherever you are, it is our hope that you see the inspiration of Delta Gamma's purpose and the impact they can have on your life in the glow of these four flames and follow their light back to us tomorrow, as our new sister.

Hope Ceremony

Items needed: Five tall battery-operated candles with appropriate candle holders. A floral arrangement of cream-colored roses could be added for decorative effect.

POLICY: Candle/Open Flame - Open flames/candles may not be used in chapter facilities

Speaker 1: Today, we want to begin with a story about three young women that mean a lot to us, Anna, Mary and Eva. Almost 150 years ago, in 1873, these three women found themselves together during their winter break from school, unable to travel home due to poor traveling conditions and an outbreak of yellow fever sweeping through Mississippi, impacting many. As conditions surrounding this epidemic unfolded, there were countless unexpected consequences. Among them was the disruption of plans and the cancellation of holiday celebrations. Anna, Mary, and Eva missed out on all the traditions and fun they were expecting to have back home with their friends and family. Despite everything, during that time of great uncertainty, these three women had hope.

Speaker 2: Separated from their family and friends, Anna, Mary, and Eva started a little club named Delta Gamma. They chose the letters DG to stand for the club's mission: do good. While stuck at school in those bleak, grey, December days, their hope ignited something empowering, impactful, and supportive: a sisterhood.

Speaker 3: Their experience that winter is not unlike our experience these past couple of years. All of our lives were suddenly disrupted. We all missed out on things we were looking forward to, from once-in-a-lifetime moments like prom and graduation to small moments with good friends that used to just happen. During this time of great uncertainty, we come together like Anna, Mary, and Eva did, and choose hope.

DIRECTIONS: Turn on a battery-operated candle for each founder when they are mentioned, turn on a battery-operated candle for members when they are mentioned, turn on a battery-operated candle for PNMs when they are mentioned. Each speaker should have a candle to turn on. Speaker 1: Anna, Speaker 2: Mary, Speaker 3: Eva, Speaker 4: Members in "each member" statement, Speaker 5: PNMs in "we encourage you" statement. After each speaker lights their candle, candles should be set aside but still visible until the end of Speaker 5's part.

Speaker 4: Anna, known for her leadership and perseverance. Mary, known for her determination. Eva, known for her loyalty and generosity. Our Founders individual talents and collective desire to do good created our strong sisterhood. Each member of our chapter has a passion to contribute unique talents to multiply the impact we have. We encourage you to think about what you will bring to Delta Gamma at **(UNIVERSITY HERE)**.

Speaker 5: We each bring an individual light to Delta Gamma. When we share our light with each other, it illuminates new things for all of us. We have welcomed you here today because we see the light that you can bring to our chapter.

Individual Component:

DIRECTIONS: If recording ceremony, pause the video after Speaker 5's last sentence and switch from sharing your screen back to the main room view with all members and PNMs. In a predetermined order (we recommend assigning Delta Gamma member's a number/order before the ceremony so they will be cued for their turn after their Delta

Gamma sister speaks), the Delta Gamma member should unmute themselves and say the PNM's name first followed by their statement. If done socially distant in-person, one by one, members should turn to the PNMs and use the prompt, "DG has shown me ____, in you I see ____."

Examples:

Name, DG has shown me **strength**, in you I see **perseverance**.

Name, DG has shown me **belonging**, in you I see **home**.

Name, DG has shown me **courage**, in you I see **fearlessness**.

Name, DG has shown me **adventure**, in you I see **my partner to try new things**.

Name, DG has shown me **community**, in you I see **a best friend**.

Name, DG has shown me **sisterhood**, in you I see **someone to share it with**.

Name, DG has shown me **joy**, in you I see **pure sunshine**.

Name, DG has shown me **opportunity**, in you I see **a future leader**.

DIRECTIONS: If recording ceremony, hit play on the video after the last chapter member shares her individual component message above.

Speaker 1: Anna, Mary, and Eva never could have known how much good would come out of such a difficult time. Almost 150 years later, Delta Gamma is an organization that supports 250,000 women and believes that the pursuit of doing good is never done. Now, we are excited to share our light with you and have you share your light with us. Together, we can expand our ability to do good.

Speaker 2: [Craft this paragraph to include the commitments of your chapter considering things like your watchword or chapter goals for this year. It might start with: Our Delta Gamma chapter at **(UNIVERSITY HERE)** utilizes the individual lights of our members to **XX**. Specific mentions could be: create an inclusive and equitable sorority experience, support women to be their best, etc.]

Speaker 3: We believe Delta Gamma empowers women of impact by merging individual strengths into a collective power. We believe you belong here.

Speaker 4: We remember being in your shoes not that long ago and we know recruitment can seem like a whirlwind culminating in a difficult choice. We hope today/tonight has given you more of a sense of what DG means to each of us and what choosing DG would mean for you. We want you to know how deeply we value the individual light you would bring to our chapter and how much stronger DG would be with you in it.

DIRECTIONS: In a virtual preference, a predetermined Delta Gamma member should announce that everyone will be broken back into virtual rooms for the remainder of the event. They should encourage the PNM to think about and share what individual light they'd bring to the chapter and encourage the chapter member to share how she uses their individual light to support the chapter's goals/Delta Gamma's ideals.

Exit Song

Appendix B: Preparation Week

Day 1: Welcome/Introduction to Prep Week

5-7 hours

Timing	Topic	Notes
45 minutes	Welcome Back activity	Be creative!
30 minutes	Prep Week logistics	<ol style="list-style-type: none"> 1. Review prep week and recruitment schedule 2. Have EVC share expectations and allow chapter members to share their expectations of EVC
45 minutes	Practice Storytelling	Coolest thing that happened over the summer, winter break, etc. <ul style="list-style-type: none"> • Share within bump groups or rotate to different members
15 minutes	Review the purpose of recruitment	Remind members why recruitment is important
20 minutes	Review confidentiality/purpose of EVC	
1 hour	Watch and/or discuss any Belonging, Equity, Inclusion & Diversity trainings	These trainings are: <ol style="list-style-type: none"> 1. Inclusive Communities: Implicit Bias 2. Rethinking Recruitment & Retention: Recognizing and Reducing Social Class Barriers to Membership 3. Tokenism and Bias in Recruitment
1 hour	Overview of voting model	<ol style="list-style-type: none"> 1. Explain voting criteria 2. Practice voting on demo mode in MyVote
30 minutes	Practice Additional Evaluations	
*1 hour	Optional DG Dialogues	
*1 hour	Fun, optional activity	Consider surprising members with a dinner or a Bronze, Pink, and Blue party! <ul style="list-style-type: none"> • Could assist with decorations for Bid Day or utilize time to assist with recruitment decorations

Day 2: Preference

7.5-8 hours

Timing	Topic	Notes
30 minutes	Round Overview	Ask members: <ul style="list-style-type: none">• What type of experience are we trying to give the PNM that day?• How do we want PNMs to feel when they leave the event?• What is the goal of the day?• What do we want them to know about us? (tangible & values-based)• How we sell Delta Gamma in this round?
45 minutes	Logistics	Run the party flow: <ul style="list-style-type: none">• Practice songs• Practice entrances and exits• Practice seating• Review Ceremony
2 hours	Conversation Practice	<ol style="list-style-type: none">1. Facilitate the Preference Workshop (55 minutes)2. Review and practice conversations: how to close, how to gauge interest, how to transition them from of the ceremony that is not uncomfortable3. Prepare for difficult conversations<ol style="list-style-type: none">1. What difficult conversations may arise during this round?4. Reflect on your "why DG" story
20 minutes	Voting	Practice voting for this round <ul style="list-style-type: none">• What kind of questions do I have to ask to get the answers I need?• What kind of responses should I be listening for?
3 hours	Full party, full time, full everything	Run the event twice in full timing (if timing is possible to run more than once) <ul style="list-style-type: none">• Allow more experienced recruiters to be the Delta Gamma first and newer recruiters be the PNMs to have an example. Then, flip flop and allow more experienced recruiters to be the PNMs and the newer recruiters to be the Delta Gammas.
1 hour	Announcements/Questions/Review PNMs	End with an informal ritual or the Oath of Friendship

Day 3: Philanthropy

7-9 hours

Timing	Topic	Notes
30 minutes	Round Overview	<p>Ask members:</p> <ul style="list-style-type: none"> • What type of experience are we trying to give the PNM that day? • How do we want PNMs to feel when they leave the party? • What is the goal of the day? • What do we want them to know about us? (tangible & values-based) • How we sell Delta Gamma in this round?
30 minutes	Logistics	<p>Run the party flow:</p> <ul style="list-style-type: none"> • Practice songs/chants • Practice entrances and exits • Practice seating • Review presentations, crafts, videos, etc.
1 hour	Foundation Education for Recruitment	Available here in the Delta Gamma library
*1-2 hours	Optional: Hands on Service	<p>If possible, try to incorporate service into the preparation.</p> <ul style="list-style-type: none"> • Consider visiting the organization your chapter partners with to serve • Consider reaching out to organizations to what their needs are and how Delta Gamma can assist • Consider having an organization the chapter works with to talk to the chapter about the impact of their service
2 hours	Conversation Practice	<ul style="list-style-type: none"> • Facilitate the Social Responsibility Workshop (1 hour and 15 minutes) • Review and practice: how can you describe the impact of Delta Gamma's philanthropy, how to share the ways you "Do Good", questions to ask PNMs about the ways they do good, how has Delta Gamma helped you find your passions and the causes that are important to? • Prepare for difficult conversations <ol style="list-style-type: none"> a. What difficult conversations may arise during this round? • Reflect on your "how I do good" story
20 minutes	Voting	<p>Practice voting for this round</p> <ul style="list-style-type: none"> • What kind of questions do I have to ask to get the answers I need? • What kind of responses should I be listening for? • What kind of responses should I be listening for?

1.5 hours	Full party, full time, full everything	<p>Run the event twice in full timing (if timing is possible to run more than once)</p> <ul style="list-style-type: none"> Allow more experienced recruiters to be the Delta Gamma first and newer recruiters be the PNMs to have an example. Then, flip flop and allow more experienced recruiters to be the PNMs and the newer recruiters to be the Delta Gammas.
1 hour	Announcements/Questions/Review PNMs	Highlight members who “Do Good”

Day 4: Sisterhood

6-8 hours

Timing	Topic	Notes
45 minutes	Round Overview	<p>Ask members:</p> <ul style="list-style-type: none"> • What type of experience are we trying to give the PNM that day? • How do we want PNMs to feel when they leave the party? • What is the goal of the day? • What do we want them to know about us? (tangible & values-based) • How we sell Delta Gamma in this round? • What set's Delta Gamma's sisterhood apart?
30 minutes	Logistics	<p>Run the party flow:</p> <ul style="list-style-type: none"> • Practice songs/chants • Practice entrances and exits • Practice seating • Review presentations, membership responsibilities, videos, housing requirements, financial requirements, etc.
*1-2 hour	Optional: Sisterhood Event	If possible, try to incorporate a sisterhood event into the day
2-2.5 hours	Conversation Practice	<ol style="list-style-type: none"> 1. Facilitate the Character Workshop (1 hour) 2. Review and practice: how to describe the impact of the sisterhood, how to share the ways you exhibit sisterhood, how you've seen sisterhood in your friendships how to ask PNMs about their friendships 3. Facilitate the Friendship Workshop (40 minutes) 4. Difficult Conversations <ol style="list-style-type: none"> a. What difficult conversations may arise during this round? 5. Reflect on your sisterhood stories
20 minutes	Voting	<p>Practice voting for this round</p> <ul style="list-style-type: none"> • What kind of questions do I have to ask to get the answers I need? • What kind of responses should I be listening for?
1 hour	Full party, full time, full everything	<p>Run the event twice in full timing (if timing is possible to run more than once)</p> <ul style="list-style-type: none"> • Allow more experienced recruiters to be the Delta Gamma first and newer recruiters be the PNMs to have an example. Then, flip flop and allow more experienced recruiters to be the PNMs and the newer recruiters to be the Delta Gammas.
1 hour	Announcements/Questions/Review PNMs	Highlight sisterhood stories, have a "feel good" activity to wrap up time together like "touch a sister who"

Day 5: Open House Round

4.5-5 hours

Timing	Topic	Notes
30 minutes	Round Overview	<p>Ask members:</p> <ul style="list-style-type: none"> • What type of experience are we trying to give the PNM that day? • How do we want PNMs to feel when they leave the party? • What is the goal of the day? • What do we want them to know about us? (tangible & values-based) • How we sell Delta Gamma in this round?
20 minutes	Logistics	<p>Run the party flow:</p> <ul style="list-style-type: none"> • Practice songs/chants • Practice entrances and exits • Practice seating
1.5 hour	Conversation Practice	<ol style="list-style-type: none"> 1. Facilitate the Educational and Cultural Interests Workshop (55 minutes) 2. Review and practice: practice conversations tips 3. Prepare for difficult conversations <ol style="list-style-type: none"> a. What difficult conversations may arise during this round? 4. Reflect on how to be an active and curious listener Reflect on why you wanted to join a sorority
15 minutes	Voting	<p>Practice voting for this round</p> <ul style="list-style-type: none"> • What kind of questions do I have to ask to get the answers I need? • What kind of responses should I be listening for?
1 hour	Full party, full time, full everything	<p>Run the event twice in full timing (if timing is possible to run more than once)</p> <ul style="list-style-type: none"> • Allow more experienced recruiters to be the Delta Gamma first and newer recruiters be the PNMs to have an example. Then, flip flop and allow more experienced recruiters to be the PNMs and the newer recruiters to be the Delta Gammas.
30 minutes	Review Bid Day and Retention	<ul style="list-style-type: none"> • Discuss the importance of bid day being about new members • Discuss goals for retention • Share expectations for bid day
30 minutes	Announcements/Questions	Reminders about taking care of yourself during recruitment

Appendix C: Recruitment Marketing Toolkit

It's recruitment time! This toolkit will serve as a resource to assist your chapter in showcasing your sisterhood during recruitment or Continuous Open Bidding (COB) marketing efforts!

PURPOSE & GOAL OF THE TOOLKIT

- Effectively attract potential new members (PNMs)
- Share ideas for posts and communication strategies
- Build connections with DG at the local and international level
- Recognize best practices

WHAT IS INCLUDED

- Tips and best practices for print materials, social media, websites
- Helpful apps and websites
- Sample social media content calendar
- Editable Canva templates & downloadable graphics

PRE-RECRUITMENT MARKETING CHECKLIST

- Update recruitment registration links on all social media accounts and the website
- Showcase your authentic sisterhood by highlighting the unique aspects of *your chapter*
- Ensure all chapter members are included in your social media content
- Collaborate with your director of e-communications, vp: communications and Evaluating Committee (EVC) to brainstorm marketing plans for your chapter!
- Ensure all social media platforms are equally active
- Encourage your chapter members to share their positive recruitment and membership stories on their own social media accounts. Nothing resonates more with potential new members than the authentic, lived experiences of individual members.
- Break down and tell the story like it is someone's first time hearing about it. Many PNMs don't know the lingo and jargon that we use in sorority life, so take that into consideration as you tell your story.
- Trends on social media can be fun and entertaining. But make sure you are connecting your content to how you want your chapter to be perceived. Your audience only sees what you share, so make sure that content truly exemplifies what makes your chapter unique.

PRINT

Print materials, like flyers, posters and postcards can be useful tools to communicate events, celebrations and fundraisers. To make them most effective, keep the following in mind to ensure clarity, readability and appeal.

- Choose the right format and layout for your message (typically 8.5x11 in. for flyers, 11x17 in. for posters, and 3x5 in. for postcards).
- Select the correct font size and color for each format to ensure readability. Never use a font size smaller than 6-8 pt and ensure there is enough contrast when selecting color combinations.
- Follow the [DG Brand Guidelines](#) and use brand fonts and colors!
- Use images and graphics wisely and be sure they are not overwhelming or take away from the core message. Ensure image quality is at least 300 dpi for printing.
- Consider using more blank or "white space" in your design to focus the viewer's attention on your message to increase impact.

- Use hierarchy (thinking heading, subheading, paragraph text) to draw attention to essential information like dates, times and locations.
- Keep it short and sweet! Write your message to be clear and concise. Use spell check to find any potential errors.
- Check to see if your print vendor has any additional tips or guidelines for ensuring a successful print project.

SOCIAL MEDIA

See page 107 for a sample social media strategy and content calendar.

Instagram

- This is the most effective tool to market your chapter!
- Ensure your bio is updated to include current links and information, such as:
 - Recruitment registration
 - COB interest form
 - Fundraising links
 - Chapter website
- Utilize a consistent and cohesive aesthetic on your page. See page 106 for instructions on how to access ready-to-use Canva templates.
- Use hashtags like #DoGoodSisterhood #DeltaGamma #IAmASororityWoman
- Encourage members to engage with posts, comment and reshare chapter posts.
- If your chapter prefers to create your own graphics, consider these things:
 - Limit excessive color use and stick to a limited color palette
 - Use 1-4 fonts, and make sure one is easy to read
 - Be sure all graphics look cohesive
- Videos perform best, followed by carousel photos and single photos. Avoid graphics, as they do not perform well
- Prioritize group photos! This will include more members and truly show sisterhood.

TikTok

- Videos can be more casual and fun than other social media channels! They should be strategic, but no need to make them incredibly polished
- Film videos vertically
- Find trending songs or make videos that involve fun trends (ensure they are appropriate)
- Short videos are best; think 30 seconds or less

Facebook

- Repost Executive Office's content to share organizational updates or events
- Link to your Instagram account and website
- Use Facebook to share chapter events, fundraisers and important updates
- Many alumnae and parents follow chapter Facebook pages, so don't neglect this account

WEBSITE

- Your website is often one of the first places PNMs will visit to learn more about your chapter so make sure it is up to date! Here are a few things to keep updated:
 - Officers, history, events, awards and photos
- Add a letter to PNMs from your vp: membership. See page 106 for instructions on how to access ready-to-use Canva templates.
- Link to the [Delta Gamma Family Guide](#)
- Add the link to your alumnae newsletter or consider starting a blog!

BEING INCLUSIVE ON SOCIAL MEDIA

Delta Gamma aims for recruitment to be a positive, inclusive and exciting experience for all members and potential new members! Avoiding tokenism in social media is crucial for creating authentic and inclusive content. Here are some tips to help you steer clear of tokenism:

- Ensure that your content reflects a genuine diversity of perspectives, backgrounds, and experiences. Avoid featuring only one individual from a particular group as a token representative.
- Engage with diverse communities authentically, seeking input and feedback from them rather than simply featuring them for optics.
- Avoid reducing individuals to single aspects of their identity and instead embrace the complexity of who they are.
- Ensure diversity not only in front of the camera but also behind the scenes.
- Stay informed about the experiences and perspectives of marginalized communities and be open to evolving your approach based on new insights. You can view Delta Gamma's resources on avoiding tokenism in recruitment [here](#).

HELPFUL APPS & WEBSITES

Accessibility

- Image Description Generator | [Pallyy](#)
- Accessibility Color Checker | [WebAIM](#)

Social Media Scheduling

- In-app scheduling; free
- Later; free with paid options available
- Planable; free with paid options available

Photo & Video Editing

- Adobe Photoshop Lightroom; free
- Snapseed; free with paid options available
- VSCO; free with paid options available
- Capcut; free
- Inshot; free with paid options available

Graphics

- Canva; free with paid options available
- Adobe Express; included in Adobe subscription
- Picsart; subscription required

CUSTOMIZABLE CANVA TEMPLATES & ASSETS

Looking for help creating graphics? Follow these steps to download and access our Canva templates:

- Select a template below and click the link
- Click “File” and then “Make a copy” (You may have to login or create a Canva account)
- Download graphics as-is in the next step, or add text and/or insert a photo to the template using the upload tab or by drag and dropping the photo
- Click the “share” button in the upper right-hand corner, then select “download”
- Select the pages you want to download and click “download”
- All done! Move the images into the platform to share (i.e. social media, email, website, print vendor)

Social Media

- [IG Story – Colorful](#)
- [IG Story – Navy and Bronze](#)
- [IG Story – Monochrome](#)
- [Story Highlights – Colorful](#)
- [Story Highlights – Navy and Bronze](#)
- [Story Highlights – Monochrome](#)
- [Profile Pictures](#)
- [Square Post – Colorful](#)
- [Square Post – Navy and Bronze](#)
- [Square Post – Monochrome](#)
- [Cover Photo](#)

Graphics (Email or Website)

- [Email Header](#)
- [Button](#)
- [Headshot](#)
- [Web Banner](#)

Print

- [Letterhead](#)
- [Flyer/Newsletter](#)

Have ideas for new templates, questions or issues? Please email Executive Offices Marketing and Communications department at commdept@deltagamma.org.

SAMPLE SOCIAL MEDIA STRATEGY

Purpose

All Delta Gamma chapters are encouraged to publish values-based content on their social media accounts. Values-based content is content that aligns with Article II. This content affirms what it means to be a Delta Gamma and what we hold true.

Article II of the Delta Gamma Constitution

The objects of this Fraternity shall be to foster high ideals of friendship among women, to promote their educational and cultural interests, to create in them a true sense of social responsibility, and to develop in them the best qualities of character.

Themes to Focus On

- Sisterhood
- Philanthropy/Service
- Member Accomplishments/Spotlights
- Why DG Wednesday
- Educational and Cultural Interests

Sample Posts

- Throwback to Bid Day
 - Use a photo from a past Bid Day
 - Include a quote from a member about why she joined DG
- Philanthropy Event/Service Project
 - Use a photo from a past philanthropy event or service project
 - Explain the purpose of the event
 - Highlight the impact on the community in the caption (i.e., dollars raised; hours worked)
- Member Accomplishment/Spotlights
 - Post about member(s) accomplishment/job/internship/award winner/sports team/position on campus
 - Use a photo of this member in action (i.e., at the job, receiving an award)
 - Use a quote from that member talking about their experience
- #DuosWhoDoGood
 - This is a great way to showcase sisterhood and friendships built by DG
- Why DG Wednesday
 - Ask 1-2 members each week to share a quote about why they joined DG, post each Wednesday
 - This could be an Instagram story or feed post
- Introduce CMT & JCMT
 - Post on Instagram stories
 - A photo, position and quote about why they are excited to be an officer from each CMT member
- Travel Photos
 - Add more depth to travel posts to focus on educational and cultural interests
 - Add a quote from the member about the trip, where they traveled to, what they learned, etc.
- Dear PNM
 - Have members write letters to PNMs
 - Post photos of those letters
 - [Example](#)

Examples

- [Brown Delta Gamma](#) – Member Spotlight
- [Penn State Delta Gamma](#) – CMT Spotlight
- [Ohio State Delta Gamma](#) – Letter to PNMs
- [Oklahoma Delta Gamma](#) – Philanthropy Event

SAMPLE CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Theme: Philanthropy	Theme: Educational & Cultural Interests	Theme: Duos Who Do Good	Theme: Why DG Wednesday	Theme: Sisterhood	Theme: Member Spotlights	Theme: Sisterhood
Post: Swinging for Sight 🏏 Yesterday, we hosted a tennis tournament and raised over \$10,000 for our philanthropy Service for Sight! Shout out to @sigmachi for winning the tournament and thank you to all who participated.	Post: Checking in from Spain 🇪 Hannah spent fall break exploring her tenth country! While traveling, she loves to visit a museum in each new place she goes. This trip, she said, "XYZ."	Check out this #DGDuo! They became close during recruitment last year and are inseparable now. 🌟 Ella, junior "Quote"	Post: #WhyDG Wednesday 🌟 Anna K, junior "Quote"	Post: Lots of big/little love ❤️ Tag your family to show some love	Post: Saddle up 🐎 Eva spent the summer working on a ranch in Wyoming as part of her veterinary sciences program. "Quote"	Post: Saturday well spent with our sisters 🧑🏻 This weekend, we took a trip to the farmer's market. Tag your shopping buddy 🛒