



TBTM MARKETING

Preparation is critical to the success of the TBTM Scholarship. Implementing the TBTM Scholarship is a year-round process. Once the awards banquet is complete and applicants have been recruited, planning for next year's TBTM Scholarship should begin. The more time and effort you invest in the first stage of the TBTM Scholarship, the easier the following stages will be, allowing you more time to focus on the purpose of the scholarship: recruiting the applicants.

Marketing is your first opportunity to make an impression on potential applicants. Your success in this stage will determine the applicant pool you have for the remainder of the scholarship process. The more effective your marketing strategy is, the more applicants you will have to recruit.

DESIRED OUTCOMES

- As many potential applicants as possible encounter information about the TBTM Scholarship at least once before the application deadline.
- The number of applications received exceeds the chapter's application goal (ideally 5-10X the chapter size).
- Applicants and parents are impressed by the professional appearance of the marketing materials, identify with the values the scholarship rewards, and are curious about Alpha Sigma Phi.

There are many strategies for distributing information about the scholarship to potential applicants. The most successful chapters employ many, if not all, of the strategies outlined below:

DIRECT MAIL

Direct mail sends a hard copy of your TBTM letter and application to the home mailbox of every incoming male student who meets the eligibility requirements for your scholarship. Typically, this creates the most professional impression of the scholarship and the fraternity. Many chapters find it effective to leverage parents by addressing the scholarship information "(candidate name) and Family" each potential applicant. You can often hire a local mailing service that will print, prepare and send your mail. Alpha Sig Headquarters can also print and mail these for you, often times at a discounted rate. For more information, contact Alpha Sig HQ.

EMAIL

Email marketing can be an easier option that allows you to send deadline reminders. Along with direct mail, it is one of the most effective marketing strategies for the TBTM Scholarship. The downside of email marketing is that your message can be easily deleted, marked as spam, or simply overlooked. This method also requires that you are able to obtain email addresses for potential applicants.

HIGH SCHOOL GUIDANCE COUNCILORS

High school counselors can be incredibly helpful. It's their job to help high school seniors find scholarships like ours. It may be more efficient to work with counselors from the top 50-100 feeder high schools for your institution. You may have to do some research initially to find the list of schools and contact information for their counseling offices, but this information rarely changes from year-to-year, so it can be re-used in the future. Contact counselors by mail or email and request that they display a flyer and inform students about the TBTM Scholarship. Additionally, always follow up with a phone call to ensure that the counselor received their materials. The most successful chapters schedule an in-person meeting with as many counselors as possible to establish a relationship.

CAMPUS MAIL

Campus mail can often be used to send scholarship materials to potential applicants at their on-campus addresses. Typically, this can be arranged through the housing or campus mail office. This can be an effective strategy for chapters that run the TBTM Scholarship in the spring at institutions where the majority of freshmen live on-campus.

ONLINE MARKETING

Many students use the internet to find scholarship information. Posting your scholarship on your chapter, office of financial aid, and office of fraternity and sorority life websites as well as scholarship search engines (ex. fastweb.com and scholarships.com) can make the scholarship easy to find.

SOCIAL MEDIA MARKETING

Many chapters also use their social media accounts, and those of their members, to advertise for the scholarship. You can post on or create "Class of ____" Facebook pages for your institution or announce the scholarship on your own page and have members re-tweet or share it. While social media can generate applications, you should not rely on it as your primary marketing strategy.

PERSONAL CONNECTIONS

Some of the best applications come from the personal connections of chapter members. Many have friends, family members, or high school acquaintances that are eligible to apply for the scholarship. Members can use their connections with high school teachers, counselors, coaches, and community leaders to find even more applicants from their home towns.

REFERRALS

Use the personal connections of those you know, such as alumni, sorority women and faculty by asking them to refer potential applicants and provide their contact information to you.

ONLINE ADVERTISING

On-campus advertising can be effective for chapters planning to run the TBTM in the spring or that have student orientation on campus prior to the application deadline. Posting or distributing flyers, where allowed, can reach a lot of potential applicants in a short period of time. Some chapters advertise with the campus newspaper or radio station. **Note: make sure that all on-campus marketing and solicitation is compliant with both campus and IFC policies, particularly those regarding new student orientation.**

STUDENT & COMMUNITY ORGANIZATIONS

Reach out to service groups, Boy Scout troops, religious groups and other values-based organizations in the community. If you have a spring TBTM Scholarship, reach out to student organizations on campus and ask them to forward an email to their members or allow you to speak at one of their meetings or practices.

WHAT DO WE DO IF WE AREN'T GETTING ENOUGH APPLICATIONS?

Try using more of the marketing strategies listed in this section. You can extend the application deadline if you need to.

WHAT DO WE DO IF OUR UNIVERSITY DOESN'T ALLOW US ACCESS TO A LIST OF INCOMING FRESHMEN?

This is not uncommon. Many universities have strict privacy policies surrounding information of their students. If you've effectively explained the purpose and intent of the To Better the Man Scholarship, as well as provided sample marketing materials for relevant individuals to review, and still have made no progress, you should consider trying the other marketing strategies listed in this section. Often times, joining "Class of 20__" Facebook groups are an effective alternative if you cannot receive a list of incoming freshmen.