

ALPHA SIGMA PHI SUMMER RECRUITMENT STRATEGY

Phase 1: May 17th – May 31st - Preparation, Planning & Prospecting

Milestones: Build a comprehensive plan for meeting prospects.

1. Spring Holdovers: focusing on leads that have carried over from the spring.
2. Recruitment Team: Expectations - add names, reach out, meet/talk w/prospective members.
3. Create summer recruitment goal (at least 40% of fall recruitment goal)
4. Events: Identify Key events happening over the summer & create milestones around those events.
5. To Better the Man Scholarship: review process to execute; execute fully between May – August.

Phase 2: June 1st – June 11th Priming & Establishing Pipelines

Milestones: Meet 15/20 spring prospects, build 50% of names list goal, contact all PNMs on the list, get 25% of names list to meet virtually or in person.

1. Build your summer pipeline from referrals & Social Media Prospecting – Class of 2025/2024
2. Contact PNMs: prospecting calls, DMs, texts messages, emails.
3. Meet PNMs: one-on-one zoom calls, small in person activities, virtual events & information sessions.

Phase 3: June 14th – June 25th

Milestones: Pre-Close & extend summer bids, build 80% of names list goal, contact all PNMs on the list, get 50% of names list to meet virtually or in person, take PNMS/parents to lunch during orientation, chunk PNMs for names.

1. Regional Activities: Focus on hosting small activities & one-on-one meetings where your members are.
2. Pre-Orientation Relationships: meet as many people possible in person or virtually before orientation.
3. Bid Extension: 1st round of bids should be extended by June 25th. Input in OmegaFi & MA Completed.

Phase 4: June 28th – July 9th

Milestones: Pre-Close & extend summer bids, build 100% of summer names list goal, contact all PNMs on the list, get 70% of names list to meet virtually or in person, take PNMS/parents to lunch during orientation, chunk PNMs for names, host regular events/small activities during & after orientation.

1. Regional & Local Recruitment events and small activities
2. Host information sessions and virtual events for out of state students. Hold scholarship meetings.
3. Bid Extension: 2nd round of bids should be extended by July 9th. Input in OmegaFi & MA Completed.

Phase 5: July 12th – July 23rd

Milestones: Extend summer bids, build 100% of summer names list goal & start prospecting for fall, contact all PNMs on the list, schedule 3 events a week combination of in person activities/virtual events/information sessions, TBTM scholarship meetings, chunk PNMs for names.

1. Regional & Local Recruitment events and small activities
2. Host information sessions and virtual events for out of state students. Hold scholarship meetings.
3. Bid Extension: 3rd round of bids should be extended by July 23rd. Input in OmegaFi & MA Completed.

Phase 6: July 26th – August 6th

Milestones: Extend final summer bids, build 100% of your total names list goal for fall, schedule 4 events a week combination of in person activities/virtual events/information sessions, conduct scenes 1&2 for new members.

1. Host weekly recruitment events and activities leading up to Freshman Move-in.
2. Schedule Chapter recruitment training & invite new members from summer bids to attend.
3. Conduct Sorority presentations during their recruitment prep period.
4. Hold tabling and on campus activities during week of welcome (football, volleyball, spike ball, campus clean up, etc.).
5. Bid Extension: All summer bids should be extended and input in OmegaFi & MA Completed.