



Gamma Phi Beta

TRUE AND CONSTANT

Alumnae Chapter
Recruitment Event Toolkit

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Introduction

We're thrilled you're helping highlight the Gamma Phi Beta alumnae experience in your local area! Thank you for your efforts — we're committed to supporting you in planning successful recruitment events.

Alumnae chapters should regularly provide opportunities for alumnae to connect and explore whether joining the group is the right fit. By hosting consistent, recruitment-focused events, chapters create a welcoming space where potential members can meet current sisters, learn about chapter activities and decide if membership is right for them.

We are excited to see your recruitment success and hope this guide will support you in the event planning process!

In this guide, you will learn how to:

- Plan an alumnae chapter recruitment-focused event specific to your desired event type.
- Execute the roles and responsibilities of hosting an alumnae chapter recruitment-focused event before, during and after.
- Utilize various communication methods to promote your alumnae chapter's recruitment-focused event.



Planning Your Recruitment Event

Before jumping into the planning process, alumnae chapters should consider the various event structures available to recruit potential members. While this list is not comprehensive, it should provide a general overview of the various events that alumnae chapters have hosted.

Determine Event Structure

First, determine the format for the recruitment event. The three most common formats for recruitment events include:



In-person.

In-person events are ideal for groups looking to bring alumnae members in the area who aren't currently engaged with the alumnae chapter. In-person events can provide the ability to host for a longer time range and create a "come and go" approach to best support the various schedules and availability members have.



Virtual.

Virtual events are a great way to bring alumnae members together no matter the geographic distance from one another. Most individuals have ample experience with video-sharing platforms and understand the basics of joining a virtual call to connect with others. Don't let distance come between connections. Create an intentional time to connect with sisters you don't often get to see in person!



Hybrid.

Hybrid events allow members with varying needs to engage and participate. Since it may not be possible to create a virtual environment for all aspects of the in-person event, specify opportunities to engage those unable to attend virtually for a portion of the event.

Identify Audience

While your audience is traditionally all alumnae members within a determined geographic radius, it may be beneficial to further segment the alumnae in the area. Segmentation may be helpful by graduation to identify young alumnae, those who have paid international alumnae dues or joined Life Loyal or those who hold various volunteer roles within Gamma Phi Beta.

Think about your current membership and what areas of need the group has for recruiting new members. You may be looking to enhance your relationship with Girls on the Run, so you identify and recruit young alumnae who have had direct exposure to the organization during their collegiate experience.

To learn more about exporting member information based on a geographic radius, please refer to this guide's [promoting your recruitment event](#) section.



Select Event Date and Time



Dates

When selecting an event date, think of your intended audience. Look at the calendar and see what other events and occasions may conflict with your date. While finding a day that will work for everyone is impossible, being mindful of potential overlapping occasions is a great best practice to incorporate into your event planning. Considerations include but are not limited to religious observances, holiday observances, local college/university events, community events, etc. There are several observation calendars available online. [Click here](#) to view the current Gamma Phi Beta Calendar of Observances.



Times

Consider your intended audience when selecting a program time for your recruitment event. Consider the following questions for your intended invitees when determining the best time for your event.

- During the week, can your invitees attend morning/daytime events?
- What time of day can most invitees attend an event during the weekend?
- Are most invitees able to transport themselves to the event?
 - Does that change if the event is at a different time?
- Will the event be outdoors?
 - What is an ideal time of day to host an outdoor event, depending on the event location and season?

Come and Go Format

Hosting an event that allows members to come and go as they wish is highly recommended. Creating an event longer in duration with the ability for members to "drop-in" based on their availability can increase a member's likelihood of saying yes to attending.



Location

Event Venue Selection

Identifying and selecting an event location is vital to the event's overall success. Keeping your audience in mind, consider the few items below to start determining a suitable venue for the recruitment event.

1. Would hosting an event in a member's home or an outside venue, such as a restaurant, be ideal for this event?
 - a. Member Home
 - i. Confirm the home is in proximity to the intended audience.
 - b. Restaurant or other non-residential venue
 - i. Determine the best style location, keeping in mind the intended audience. (e.g., brewery, restaurant, bar, outdoor seating, indoor seating, etc.)
2. Are there chapter funds to support the recruitment event?
 - a. If yes, selecting a venue within budget should be a primary focus in venue identification.
3. Will you be asking attendees to purchase items on their own?
 - a. If yes, communicate any financial responsibility ahead of time.
 - b. This could look like the alumnae chapter providing appetizers from chapter funding and individual attendees purchasing beverages on their own if desired.
4. What is the proximity of the venue to the main roads of travel?
5. Is parking relatively close and easy to find a spot?



Proximity to Members

A great place to start when identifying a location for a recruitment event is with your current membership. Ask your membership and leaders the following questions:

1. What area do they live in and how far would they be willing to travel for an alumnae chapter event?
2. Do they work on a different side of town? Would going to an event between leaving work and going home be convenient? If so, where?
3. Are there areas/event locations near main highways and roads to make travel more convenient?
4. Do you need to plan more than one recruitment event to ensure that alumnae members in varying areas have an opportunity to participate?

Member-Centered Event Planning

When planning events with members in mind, we can better advocate for and meet the needs of all sisters. While each event location is different and may be in a member's private residence or a more public place, the following items should be considered when selecting a location.

- Accessibility
 - Will there be steps to navigate? If yes, how many?
 - If the event location has multiple levels, is an elevator available?
 - Is there accessible parking near the event entrance?
 - Are there accessible restrooms?
 - Proximity to public transportation?
- Clear Signage
 - Ensure that attendees can easily find the event location and the group itself. Providing detailed instructions in pre-event communication will reduce the number of alumnae members finding themselves lost.
- Dietary Restrictions
 - If hosting an event that involves food and drink, it's strongly recommended that dietary restrictions be obtained during the RSVP process. Collecting this information upfront will allow the event venue or caterer to provide an option(s) that fit the needs of attendees.



Create Your Recruitment Event Plan

In the appendix of this guide, you'll find a [Recruitment Event Planning Template](#) that serves as a resource for finalizing event plans, delegating tasks, assigning due dates and charting completed tasks. Designate the most appropriate officer in your alumnae chapter to complete the template for your recruitment event. It's suggested that the completed planning template be reviewed and agreed upon by the leadership team to ensure all officers understand their responsibilities regarding the recruitment event.



Promoting Your Recruitment Event



Creating an RSVP Platform

While your event may not require an RSVP, making one available for members has many benefits, including:

- A more accurate estimate of attendees for event planning needs.
- Collection of accurate contact information for members.
- Event details are all in one location for the chapter and individual members to share with their Gamma Phi Beta networks.
- Gather individual needs, such as dietary restrictions, to provide alternative options.
- Some RSVP platforms allow other individuals to see who has already said "yes" to attending an event. Seeing the RSVP list often encourages others to register when they see a familiar name.
 - **Tip:** *Ask chapter officers to RSVP before sending their evite so members see a handful of sisters are already planning to attend! This also allows for proper troubleshooting of the RSVP platform before official event promotion.*
- Many RSVP platforms allow individuals to save the event to their personal calendars, so they don't forget about attending!



Suggested Platforms

Numerous RSVP platforms are available with free and paid subscription options. Please complete your own research and review the suggestions provided to determine what platform is best for your event. It's suggested that the same platform is used for all RSVP-style events held by the alumnae chapter to provide consistency for members.

- [Partiful](#)
- [Sign Up Genius](#)
- **Evite**
- [Eventbrite](#)



How to Create Digital Graphics

Basics

Create a quick-to-read, visually catchy invitation to be used in various ways throughout the promotion stage of your recruitment event. Only put the most essential information about the event on the digital graphic. Additional details can be added to the RSVP platform (see the above section for more information). The one image can be used in various formats and sizes to promote your event, such as RSVP page image, website header, social media post, text image and email invitations. Keeping the promotional images similar on various platforms will increase event awareness and attendance.

Canva

Numerous easy-to-use tools exist to create visually catchy graphics. While not required to utilize, the linked tool, Canva, below provides many free templates to fit various event needs. Review the helpful links below to get started on Canva.

- [How to Use Canva: A Beginner's Guide](#)
- [Getting Started with Canva](#)
- [A Step-by-Step Guide to Designing from Scratch](#)



How to Create a Facebook Event

Learn more about creating a [Facebook event here!](#)

If your Facebook event is for members not part of your alumnae chapter, ensure your event is set to "Public" so those not yet in your chapter's Facebook group can still designate their plans to attend. Please remember that not all members, specifically younger alumnae, have a Facebook account. If creating a Facebook event to promote the event, please ensure there is a way other than Facebook for members to RSVP.



Promotion Strategies



Using social media to promote

Is there a social media profile where you can share information regarding your event? Utilize Canva (additional details on Page 7) to create graphics for specific social media platforms like Facebook and Instagram!

Additionally, you can find generic [Gamma Phi Beta branded electronic resources here!](#)



Using email to promote

Send a warm invitation directly to alumnae via email. Email communication from alumnae chapter to members in the geographic area is strongly suggested. Don't feel like you need to create a complex email. An image that resembles a physical invitation that can be linked to your RSVP is perfect for initial communication of your recruitment event.



Using text messages to promote

A significant portion of alumnae prefer text communication to other forms of outreach. Texting is a great way to quickly capture RSVPs while also giving members a direct line to a chapter leader should additional questions arise.

Tip: *Insert an intentional action item in your text by asking members to respond with a specific emoji to continue the conversation with little effort.*

Example:

"_____ Alumnae Chapter is hosting a park picnic on (Month) (Date) at (Location) from (Time) to (Time)! Please bring a blanket/chair to our casual come-and-go event. The alumnae chapter will provide light bites and beverages.

Can we count you in for (Date)? Respond with a [Crescent Moon Emoji] for YES, [question mark emoji] if you want more information about the gathering, or a [Pink heart emoji] to let us know you can't make it but would love to know about the next gathering!"





Using phone calls to promote

If alumnae chapter members have a personal connection with alumnae in the area who are not involved with the alumnae chapter, encourage them to make a call and extend a personal invitation!

Don't forget to leave a voicemail with your event information and how to get ahold of you to RSVP if you can't connect over the phone.



Using a website to promote

If your alumnae chapter has a website, promote the event opportunity in an appropriate area! Creating a prominent homepage space or a different landing page for events that members and potential members can review regularly is an excellent way for members to visit your website more often.



Receiving support from International Headquarters (IH)

Do you need assistance in promoting your recruitment events? Here are a few resources you already have that you can use today!

- Exporting an area alumnae report
 - Beta Base > Members > Reports > Area Alumnae Report by Miles
- Branded graphic support
 - Email IH's [creative manager](#)
- Alumnae Chapter Supervisor
 - Beta Base > Leadership > Reports > Alumnae Chapter Leadership
- [Appendix section for this guide!](#)

Send event details and reminders to registered attendees

As members RSVP through your chosen method, plan to communicate with them shortly after they complete their RSVP. In addition, it is suggested that you communicate a reminder one week before the event and between 24 and 48 hours before the event.

Communicating event details effectively before your event will assist with yielding a higher show rate. Items to include in pre-event communication reminders are:

- Event date
- Event time
 - Do members need to arrive by a specific time, or can they come and go?
- Event address
 - Parking instructions
 - Accessibility information
 - Will there be steps to navigate? If yes, how many?
 - If the event location has multiple levels, is an elevator available?
 - Is there accessible parking near the event entrance?
- Suggested attire
 - While the attire for the event may seem apparent to you as an active member of the alumnae chapter, many prospective members would love to have this information provided instead of guessing!
- Are you asking attendees to bring anything in particular?



- **Example:** The alumnae chapter plans a dessert event and asks each attendee to bring their favorite sweet treat to share with others. A friendly reminder about this aspect of the event will assist in its success.



During Your Recruitment Event



Collect attendee information

No matter what your selected event format (in person, virtual, hybrid), providing a warm welcome as the event host(s) is crucial. Have a welcome plan in mind and grab another chapter leader for support if you are hosting a larger-scale event.

Create a quick opportunity for attendees to provide information as they arrive. Obtaining attendee information is extremely helpful in effective follow-up with members. You can also assist in the integrity of the IH database by revising members' contact information on your chapter's member roster. Items with an asterisk below should be collected at a minimum for each event.

Information to collect:

- First name, last name, maiden name*
- Initiating chapter and year*
- Email address*
- Physical address
- Phone number
- How did you learn about this event?

A [blank sign-in sheet](#) has been included in the appendix of this guide to serve as a resource!

[Infuse get-to-know-you opportunities throughout the event](#)

Asking questions to the group can be an easy way to start a conversation and ensure that everyone has a chance to contribute to the event and feel a sense of connection. Check the appendix for a few [example activities!](#)



Document your gathering

In addition to gathering attendee information, it's always a best practice to document your alumnae chapter events! Event photos are great to include in follow-up communication with attendees.

Remember to [submit your event photos to IH](#) anytime to be highlighted in a future publication or platform!



Create a warm send-off

After your event, thank everyone for taking time out of their day to connect with the alumnae chapter and individual members. This is a great time to gather any outstanding contact information, swap social media information and provide details on future happenings in the alumnae chapter.



After Your Recruitment Event



Thank attendees

Ensuring proper contact information is collected before your event's conclusion will simplify the process of thanking attendees! We suggest incorporating a call, text, email or mail to thank your attendees for attending the event.

Take this outreach opportunity to mention a personal connection, share attendee contact information for connection, attach photos and link any future events to RSVP for.



Send event survey

A post-event survey doesn't have to be time-consuming! Determine what you'd like to learn from attendees as chapter leadership and stick with a few key questions to determine if objectives were met. You can always switch up the survey questions for your next event! Less is more when it comes to members completing your survey.

- Suggested survey platforms:
 - [Google Forms](#)
 - [Survey Monkey](#)
 - [Typeform](#)
 - [Jotform](#)
- [Example post-event survey](#)



Update member contact records on Beta Base

Members who are included on your alumnae chapters roster can have their contact information revised by an alumnae chapter leader with access to Beta Base. To add or remove a member from the Beta Base roster, review the [step-by-step guide in the appendix](#).

If a member is not on your roster and you'd like to submit an update on their behalf, please email the contact update to alumnae@gammaphibeta.org.



Update internal records

Many alumnae chapters maintain their own records regarding various events attended and individual member information. As the event planner, you are encouraged to discuss with the chapter leadership team what internal documents may need to be revised following the event.

Submit recruitment event in Beta Base

Submitting your events in Beta Base is not required; however, it provides an easy storage solution for chapter activities often referred to during submission of the Alumnae Order of the Crescent.

To submit your recruitment event as an activity in Beta Base, [please refer to the appendix](#).



Upload and submit event photos

Work with the alumnae chapter's technology chairwoman to create a post-event social media highlight to showcase a successful event. Encourage members to submit their event photos so you can pull from various sources for the most usable images.



Suggested Photo Collection/Sharing Platforms

- [PhotoCircle](#)
 - Mobile phone application (Apple and Android apps available)
 - PhotoCircle allows groups to share "Circles" albums with other alumnae chapter members. After joining the "Circle," members can submit their event photos for easy sharing with the chapter!
- [Google Photos](#)
 - The platform can be accessed via a mobile phone application and web browser.
 - Google Photos allows creating albums specific to various events you'd like members to submit photos for.
 - Create a new folder for each event and share the link for members to upload from their personal devices.
- **SWSH**
 - Mobile phone application (Apple and Android apps available)
 - SWSH is a social photo-sharing app that lets groups easily collect, organize, and share event photos and videos in shared albums.



Recruitment Event Planning Template

Event Name: _____

Date: _____

Start Time: _____

End Time: _____

Event Format:

- In-Person
- Virtual
- Hybrid

Event Details

Event Address: _____

Event Virtual Meeting Link: _____

Other: _____

| ✓ | Task Description | Timeline | Alumnae Chapter Notes |
|---|---|--|-----------------------|
| | Select leader for recruitment event | As soon as possible | |
| | Identify event audience | As soon as possible | |
| | Select event format (in person, virtual, hybrid) | As soon as possible | |
| | Select event date and time | As soon as possible | |
| | Select event location and/or virtual meeting link | As soon as possible | |
| | Create RSVP site for attendees to designate if they plan to attend. If meeting virtually, many virtual meeting platforms have a built-in RSVP feature that you can request members complete. | 8 weeks prior to event Date: _____ | |
| | Request area alumnae report | Eight weeks prior to event | |
| | Promote your recruitment event utilizing pre-made graphics via social media, email, call, text, etc. | Six weeks prior to event, four weeks prior to event, two weeks prior to event, one week prior to event | |
| | Communicate with members as they RSVP for the event. | Ongoing | |
| | Provide current membership with communication resources | Six weeks prior to the event Date: _____ | |
| | Encourage current member attendance and bring along a friend tactic | Six weeks prior to the event Date: _____ | |
| | Provide ample reminder communication with attendees leading up to the event. Reminders via email, social media, text or phone. | Two weeks before the event Date: _____ Communication Method _____ One week before the event | |



| | | | |
|--|--|--|--|
| | | Date: Communication Method: | |
| | | One to two days before the event Date: Communication Method: | |
| | Confirm all venue details with the appropriate point of contact | One week before the event Date: | |
| | Collect attendee contact information | During event | |
| | Take photos | During event | |
| | Submit event photos to International Headquarters | Within a week of the event | |
| | Send post-event communication to attendees and no-shows. Include event survey and a way for members to submit event photos. | Within 48 hours of the event | |
| | Add new members to Beta Base roster | Within 48 hours of the event (or during the event) | |
| | Add new members to various communication platforms | Within 48 hours of event (or during event) | |
| | Update international and/or local alumnae chapter records | Within 48 hours of event | |
| | Submit recruitment event activity in Beta Base | Within 48 hours of event | |



Marketing And Communication Resources

*For branding questions and custom graphics for your alumnae chapter, please **contact the Marketing and Communications staff.***

[Gamma Phi Beta Primary Logos](#)

[Profile Photo Designs](#)

[Cover Images](#)

[Zoom Backgrounds](#)



Blank Sign-In Sheet

[Click here](#) to access the form fillable PDF.



Example Post-Event Survey

Alumnae Chapter Post-Event Survey

Thank you for attending our recent alumnae chapter event. Please complete this short survey to provide feedback on the event experience as well as personal interests in future gatherings.

aegammaphibeta@gmail.com [Switch account](#)



Not shared

* Indicates required question

Choose

Fall Welcome Back Potluck!

Gamma Phi-Get Together

Picnic in the Park

Spooky Sisterhood!

Thanksgiving Potluck

Holiday Party

What event did you attend? *

Choose

Overall, how satisfied were you with the event? *

1 2 3 4 5

Extremely Dissatisfied

Extremely Satisfied



How would you rate: *

| | Extremely Dissatisfied | Dissatisfied | Neutral | Satisfied | Extremely Satisfied |
|--|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| The event venue | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The event format | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The quality of conversation and connection | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

How did you first hear about our event? *

- Alumnae Chapter E-Newsletter
- Alumnae Chapter Email
- Alumnae Chapter Private Facebook Group
- Alumnae Chapter Public Facebook Page
- Alumnae Chapter Instagram
- Alumnae Chapter Website
- Word of mouth by another alumna
- Other: _____

How well did the event meet your expectations? *

| | 1 | 2 | 3 | 4 | 5 | |
|-------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| Much less than expected | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Greatly exceeds expectations |



How likely are you to attend another one of our alumnae chapter events? *

1 2 3 4 5

Not Likely At All ○ ○ ○ ○ ○ Extremely Likely

If you were to attend, what type of event would you prefer to participate in? Select * all that apply.

- Sporting Event
- Professional Networking
- Social Networking
- Volunteer Opportunitites
- Speaker Series
- Book Club
- Crafting Event
- Food/Drink-Based Event
- Collaborative event with local collegiate chapter
- Collaborative event with another local panhellenic alumnae chapter
- Family Friendly Event
- Community Event (local arts festival, farmers market, parade, etc.)
- Other: _____

Utilize the space below to provide any additional feedback for alumnae chapter leadership supporting event planning efforts.

Your answer _____



Request an Area Alumnae Report

Alumnae chapters may request an area alumnae report be sent for their geographic location. During the request submission, you will be asked to select how many miles you would like to search in a circle radius around your city's center point. Please allow for five to seven business days for the request to be fulfilled.

How to Request an Area Alumnae Report:

- Direct URL: <https://fs23.formsite.com/nelsie13/wouogfosda/index>
- Beta Base Navigation: Members > Reports > Area Alumnae Report By Miles

Information Required to Submit a Request:

- First Name
- Last Name
- Email
- Alumnae Chapter
- Alumnae Chapter Officer Role
- What zip code should be used for the center of the radius report
- How many miles (radius) you would like to use for the report
- Explanation of how the report will be used by the alumnae chapter

Information Provided by International Headquarters:

- Full Name
- First Name
- Maiden Name
- Last Name
- Informal
- Address Status (Lost = outdated address on file)
- Last Updated (The last time the address was changed/updated in the database)
- Address 1
- Address 2
- City
- State/Province
- Zip
- Email
- Chapter
- School
- Mobile Phone
- Home Phone
- Initiation Date
- Graduation Date
- Good Standing Thru Date



Beta Base Actions

[Add/Delete Alumnae Chapter Members from Roster](#)

This action is used to either add or delete a member from the alumnae chapter roster. It is best practice to review the alumnae chapter member roster at least once a year to remove members who have not engaged with the alumnae chapter or those who have moved out of the area.

[Edit Alumnae Chapter Member Information](#)

This action is used to make updates to an alumnae chapter member's individual record with International Headquarters. For a member to be visible on this action, they must be on the alumnae chapter roster.

[Registration Alumnae Chapter General Event](#)

This action is used to record an alumnae chapter event in Beta Base. It is best practice to register all events. Registering your event provides an easy way to look back at events/programs hosted, plan for future events, and use the information when applying for Convention Awards and Alumnae Order of the Crescent recognition.



Get-To-Know-You Activities

"I Want to Know"

Ask each attendee to write two to three questions they would like someone else to answer. The host collects the responses and puts them in a container and/or numbered list. In-person attendees will draw a question from the container, answer and pass the container to the next guest. Repeat this until all questions have been read and answered.

Virtual modification: Ask attendees to submit questions directly to the online administrator. Attendees can select a number based on the total virtual submissions received.

Hybrid modification: Utilizing the method above, virtual submissions can be written down and added to the written question in person. The host can select a question for virtual attendees and read it out loud. The virtual attendee can provide a voice or chat response.

"Get to Know Us"

This will function more like a lightning round of questions. The activity is best facilitated with groups of five to 10 people. Create multiple groups if your event size requires.

The first member of the small group will ask a question to others in the group. The person next to her will answer the question and continue to go around until the person who asked the question finally answers. The person who responded first to the question in the previous round will then think of a question to ask the group. Repeat this until everyone has asked the group a question.

Virtual modification: Utilizing the method above, the host should create a breakout room to facilitate small group questions and answers. Ask members to come back from their breakout room when all members have asked their group a question.

Example questions:

- What is a superpower you wish you had?
- What encouraged you to attend this event?
- If you won the lottery tomorrow, what would you do?



