

Recruitment
Summit

Marketing Strategies For Future Members

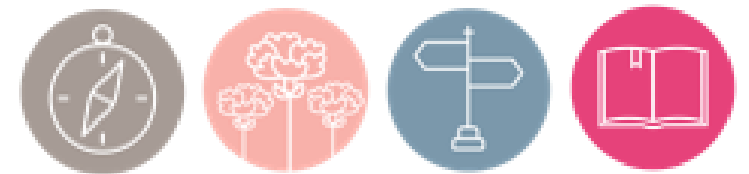
Recruitment
Summit

Introductions



Learning Objectives

- Describe four “personas” of PNMs.
- Brainstorm marketing efforts for pre-recruitment outreach to PNMs.
- Outline a marketing plan for the next recruitment cycle.





Gen Z Prospective Members

- Focused on the future
- How they see themselves
- Want organizations aligned with their interests
- What's in it for me?
- Three key barriers to joining





PNM Personas



**Memory
Makers**



**Identity
Explorers**



**Comfort
Seekers**



**Focused
Achievers**

Memory Makers



- 30% of Gen Z girls.
- Seek balance between academics and social life.
- Want the full “college experience” including dorm life, performing arts and sports and fun.
- 46% extremely or very likely to join.
- Seeking close friendships, meeting new people and fun.
- Highest rate of family with sorority/fraternity experience at more than 4-in-10.



Messages That Resonate

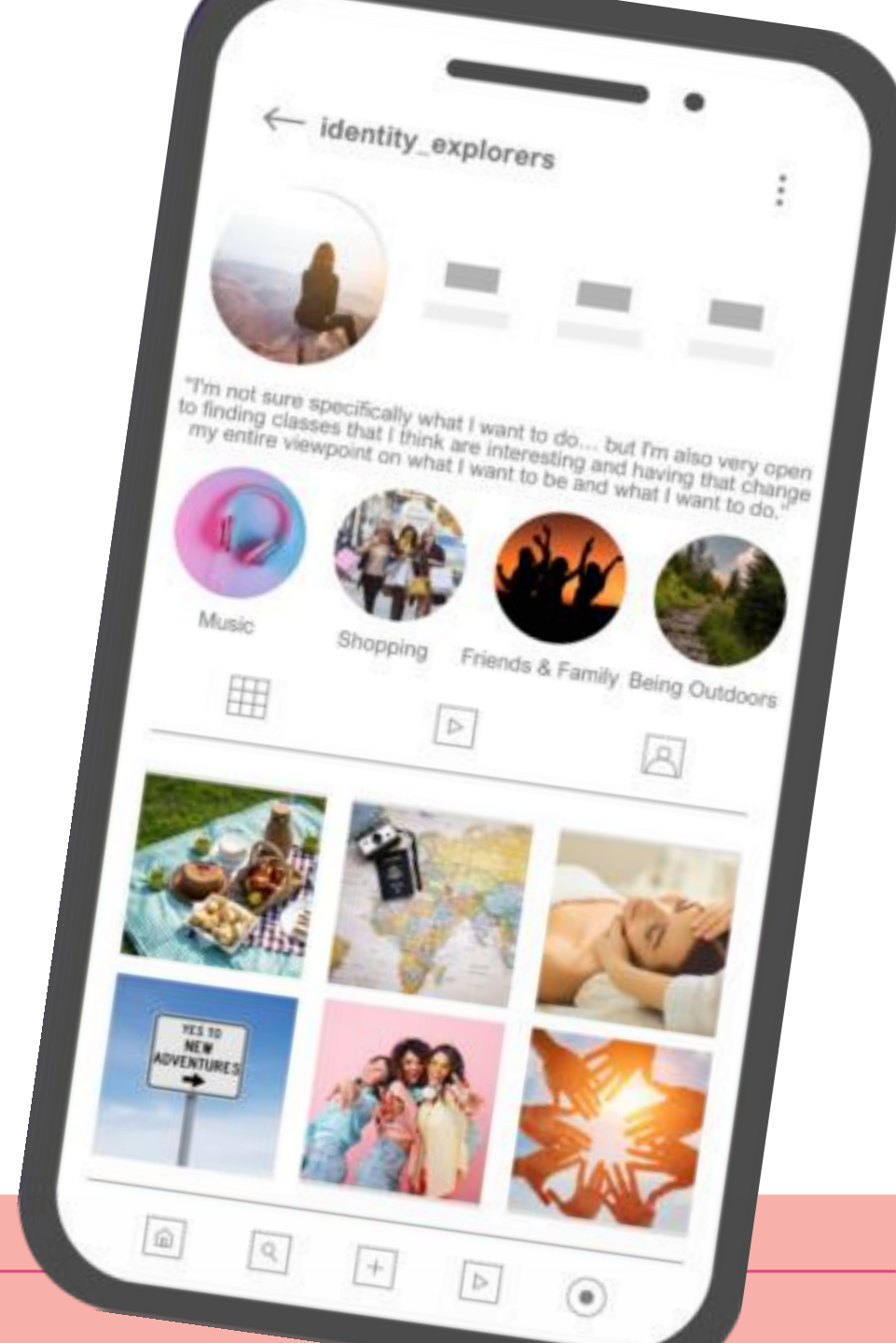
- Fun, unique experiences.
- A way to elevate the college experience.
- A place to form close friendships.
- Experience that will make their confidence shine.



Identity Explorers



- 20% of Gen Z girls.
- Focus on **discovery and growth** while in college
- Strongest need for independence, taking care of physical and mental health, and exploring her cultural and spirituality self.
- **27% expressing they are extremely or very likely to join**
- Seeking belonging, a support system, leadership development and networking opportunities.
- 3-in-10 have family with sorority/fraternity experience.



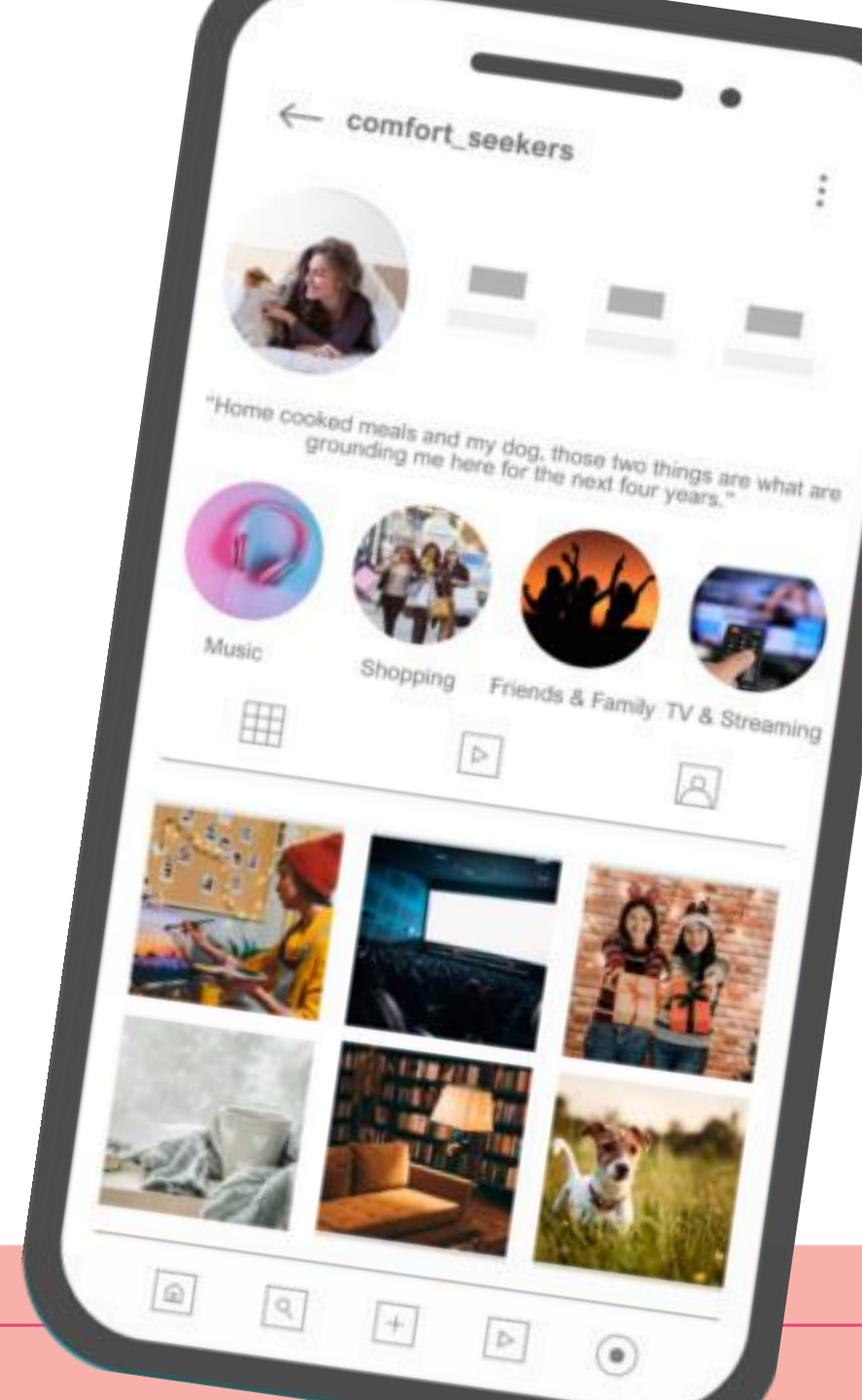
Messages That Resonate

- Make the sorority experience your own.
- Explore who you are and who you want to be.
- You belong here.
- We value your mental and physical health.
- Long-term benefits like leadership skills, service opportunities, mentorship and networking.



Comfort Seekers

- 26% of Gen Z girls.
- Desire familiarity and comfort when thinking about their college experience.
- Prioritize creating a custom environment, choosing a college closer to home, small class sizes, and the security they get from close relationships with friends and family.
- 40% first-gen college students, 54% identify as anxious.
- 12% indicating they would be extremely or very likely to join.
- 3-in-10 have family members with sorority/fraternity experience.



Messages That Resonate

- Comforting home away from home.
- Support system that feels like family.
- Place where you're embraced for being yourself.
- Makes a big campus smaller.
- Personalize the sorority experience.



Focused Achievers



- 24% of Gen Z girls.
- Clear path for their future.
- Prioritize academic achievement, gaining new experiences, housing options and employment.
- 16% extremely or very likely to join.
- 3-in-10 also have family members with sorority/fraternity experience.



Messages That Resonate

- Examples of success.
- Providing professional network and support for success.
- Making a difference in the world, community service.
- Openness to and value of differences.



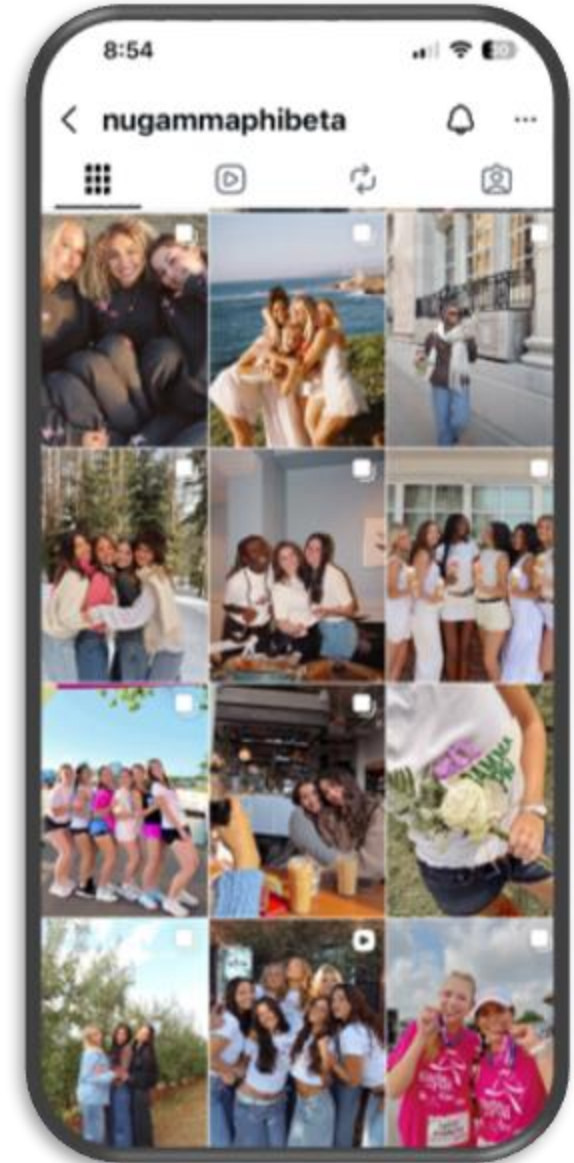
Recruitment Summit

Let's Hear Your Ideas!



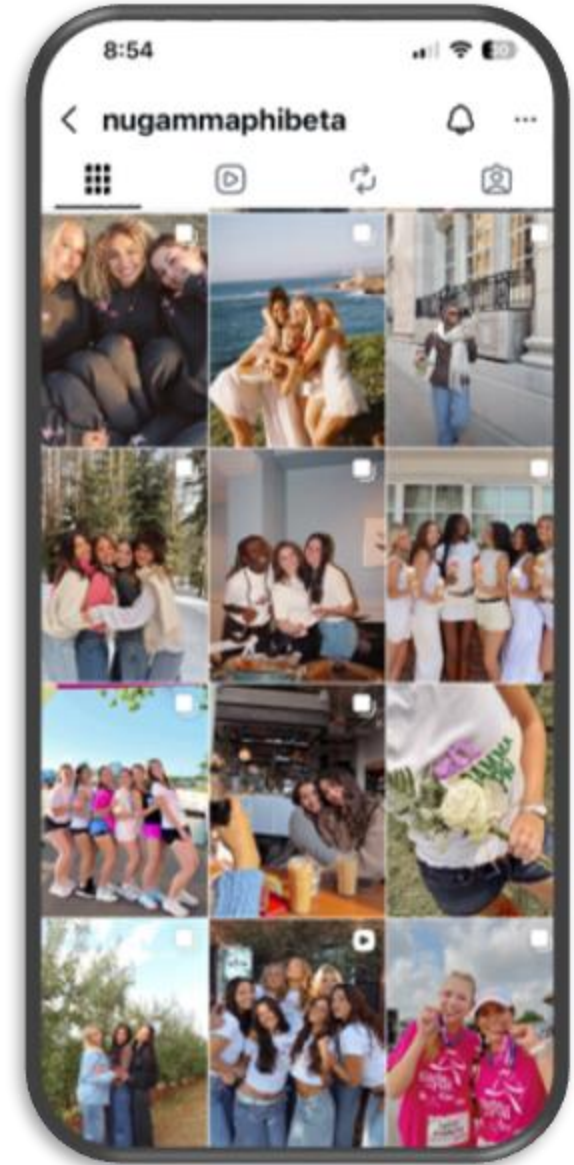
Observations And Field Notes

- Select 2-3 competitors on campus.
 - View information as an objective outsider
 - View as a PNM
- Do you see primarily:
 - Videos or photos?
 - Individuals or groups?
 - Captions, headlines, sentences or emojis?
 - Background or decor?
 - How are PNMs “invited” into the chapter’s socials?



Observations And Field Notes

- Review chapter's social media.
 - View as an objective outsider
 - View as a PNM
- Consider:
 - How does it compare to other organizations?
 - How easy is it to navigate as a PNM?
 - What message is it sending to each PNM persona?



Social Media Best Practices

- Algorithms typically favor faces
- Campus trends are most important
- Video trends
- Audio trends
- PNM mindset



Marketing Strategy vs. Marketing Plan

- Marketing Strategy
 - Answers the “what” and “why” behind an organization’s marketing efforts.
 - Outlines what the organization aims to achieve.
- Marketing Plan
 - Focuses on the “how” of reaching strategic objectives.
 - A document that outlines specific actions, timelines and resources required to execute the marketing strategy.

Creating A Marketing Plan



On page 87, draft a marketing plan using what you've learned in this session.

Work with a partner, as needed.

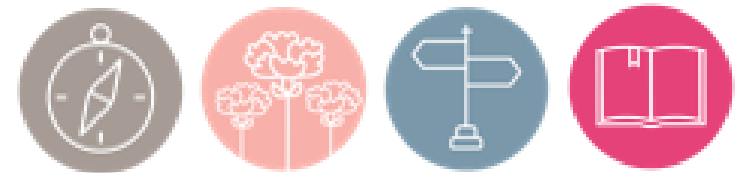
Considerations For Building Your Marketing Plan

- What personas are most common your campus or in your typical PNM pool?
- How might your strategies change from primary recruitment to continuous open bidding?
- What mediums will be most effective on your campus?
- What campus norms or trends need to be considered?

Learning Objectives

- Describe four “personas” of PNMs.
- Brainstorm marketing efforts for pre-recruitment outreach to PNMs.
- Outline a marketing plan for the next recruitment cycle.

Tip: Don't forget to write how you will make your chapter 1% better in your workbook.



Learning Assessment

Marketing Strategies For Future Members

www.GammaPhiBeta.org/

Recruitment-Summit-Resources



Recruitment Summit

Connect with us at
gammaphibeta@gammaphibeta.org.

Recruitment
Summit