

Panhellenic Sorority Recruitment Manifesto

It's time to transform the way people join Panhellenic sororities.

Around North America, local sorority processes, cultures, and community make-up all vary greatly (and that will certainly always be the case). However, we at Phired Up know there are universal truths that can help modern sorority leaders create a modern sorority recruitment experience for today's (and tomorrow's) women.

We don't require (or even recommend) a dismantling of "the system," and we aren't "against formal recruitment" (in fact we're proud products of a sorority movement that has changed our lives forever and for the better). But we do believe today's collegiate women are demanding a new approach to recruitment. And we absolutely believe that today's sorority leaders are brilliant and fully capable of making responsible, thoughtful, and respectful changes to their local recruitment models.

This is our guidance for the future of sorority recruitment. This is what we believe.

We believe there are millions of collegiate women who both deserve and desire the life changing gift of sorority. There are millions of women whose lives can be positively changed, and who can dramatically change the world for the better, through membership in a Panhellenic sorority community. Let's find them and give them the gift of membership.

We believe all great recruitment - for any variation of the fraternity/sorority experience - is both Dynamic and filled with Social Excellence.

We believe that **Potential New Members (PNMs) must be at the center of the recruitment experience**, and they should be the focus of our efforts and our care. The rounds, the conversations, the marketing, the rules, the structure, and the entire system should be designed to enhance the experience of the PNM. Focus on her, not on you.

We believe sorority recruitment efforts should reflect our role as **advocates for all women**, and should reflect our history as organizations built to empower those who have traditionally lacked representation and a place to thrive. Lift up every woman.

We believe sorority recruitment is not a time period, an event, or a series of "rounds." **Great sorority recruitment is a lifestyle** of intentional relationship-building, positive presence in the community, and the ongoing communication of both organizational value and organizational values throughout the year by the way our members choose to engage with others. It's a process, not a party.

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We believe successful sorority recruitment requires members to be **uncomfortably proactive** in meeting new people, building meaningful relationships, and hosting others generously. It is not enough to simply be open to new relationships. It's not enough to be hopeful for new friendships. It's not enough to be nice and friendly. Members must take the responsibility of sharing the spirit of sisterhood beyond what is expected and comfortable and way beyond any formal recruitment period. Spread sisterhood with extraordinary effort.

We believe that **authentic connections between PNMs and members are the goal** of all recruitment activities. But authenticity can't be just a buzz word or the topic of a pep talk, it has to be systemic. Barriers must be removed, pathways must be created, and a culture that celebrates imperfections and allows for full vulnerability must be nurtured for authentic connections to be consistently realized. Be real.

We believe that more **women "in the process"** is necessary for chapters to find the right fit members, and for PNMs to find the right fit chapter. We should take every step we can think of to provide invitation and access to our recruitment experience to as many women as possible. Bring more women into the process.

We believe great recruitment only happens within conversations. There is no need for frills, decorations, or extravagances. In fact, that extra stuff often gets in the way of the goal of authentic connection and reflects a desire to impress instead of connect. **The bigger the frills the bigger the mask.** Keep it simple.

We believe that **one style does not fit all**. There isn't just one way to recruit that is best for all communities or chapters. Our universities are full of unique women seeking a unique experience. Our differences whether that be personality, backgrounds, involvements, or passions must be celebrated by sorority, and it's time we embrace those differences and share them proudly. Recruit in the way that reflects who you are.

We believe that **COB is non-toxic (and effective)**. For too many sorority women across North America, if their chapter finds itself in a position to do COB (Continuous Open Bidding a.k.a COR a.k.a. year round recruitment), they can feel a sense of shame, embarrassment, and failure. This must end. A COB approach to recruitment meets the needs of today's women, puts the chapter in control of its own destiny, it is generous and authentic, and it is deeply aligned with our organizations' historical roots and our values. It is also more normal than formal processes, and when done right, can be more effective. Recruit when and how it makes sense to you.

We believe today's sorority women are ready for a **professionalized, sophisticated, career-preparing approach to recruitment**. Preparing our members to succeed in recruitment should also prepare them to succeed in a contemporary workforce. Women deserve more than chants and clapping. Women deserve quality relationships, mature mentorship, and support in achieving their dreams. Women deserve more from a recruitment experience than much of what is currently the status quo. Recruitment practices should reflect the intelligence, independence, and the successful futures that live inside each of our members and PNMs. *Women deserve more.*