

Guide To Being a Fraternity/Sorority P.R. Chair



TechniPhi



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Did you know there are 12,000 fraternity/sorority PR chairs around North America serving fraternity/sorority chapters and councils? Did you also know that (according to a research study we conducted) most of them have never been trained how to do their job!

We're hoping to fix that.

Consider the fact that there are more than 10,000 fraternity/sorority chapters across North America. Each of those chapters have the equivalent of a P.R. Chair. Add to that 800 campuses with an average of at least 2 councils representing their Greek communities. We're up to nearly 12,000 college students who have the job of positively impacting our fraternity/sorority reputation.

We have an army of willing student leaders; we simply have to set them up for success.

Fraternities and sororities have a vested interest in an improved reputation. Our image is constantly being damaged by a small group of poorly behaved members exacerbated by a media industry that sensationalizes many of our mistakes. Meanwhile, the fraternity/sorority community is sitting back and feeling bad for ourselves.

Let's prepare a workforce of 12,000 reputation improvers. Let's take control of our story so that we can attract a higher quantity of higher quality people. Let's make "P.R. Chair" something far greater than "the person who posts stuff on social media."

In our opinion, the primary job of a "P.R. Chair" should be to actively and assertively tell a single, powerful, inclusive, forward-looking narrative to the best non-Greek students on campus and the people most likely to influence them. Said simply, Inspire Great People with a Great Story About Greek Life.

The core measurement of a P.R. Chair's success should be "increasing demand amongst the preferred audience." When the best students (highest quality / lowest risk) on campus are actively seeking out the fraternity/sorority experience, new member classes will improve, chapters will improve, the experience will improve, and the fraternal movement will improve. An improved image aimed at this objective compounds upon itself positively in this regard. When we tell a better story to better people we build better organizations... and better organizations will have a better story to tell. And the positive cycle can continue like that if we choose to take control of the story now.

The Job Description

Let's start with a job description. A fraternity/sorority P.R. Chair (or VP Communications, or Marketing Vice President, or whatever the officer's fancy title is) should always focus on doing these four things.

- 1. Tell a story.**
- 2. Build Relationships.**
- 3. Earn Trust.**
- 4. Drive Leads.**

That's it. Oh, and one more thing.

- 5. When something bad happens, say you're sorry commit to fixing the problem and call for help.**

Let's dive in a little more deeply...



Tell A Story.

Your organization (council or chapter) should have a single compelling story it is trying to communicate. Every marketing tactic, every tweet, every post, every print item, every table, every conversation... should all reflect the essence of that single core marketing story.

Do you know what story you're trying to tell? **Try to come up with a single, emotional, powerfully-written paragraph and maybe 3 supporting "talking points."** This should be the heart of your marketing, and all messaging should grow from this core narrative.

HINT: It should probably be more unique than, "Leadership. Scholarship. Service. Brotherhood/Sisterhood."



Build Relationships.

Fraternity and sorority is in the relationship business. The only way we change people's minds about us is through real life relationships. All our marketing, advertising, and public relations work should be focused on creating positive opportunities for face-to-face relationship building, or reinforcing the positive emotional experience/story that someone gets when they do have a personal interaction with your members. Everything should lead to more meaningful personal interactions.

Make your list of the Top 10 lunches you should have with people in your community that can influence your organization's reputation.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



Earn Trust.

The PR Chair deals in social currency, and the currency of fraternity/sorority is TRUST. Nobody will join your organization without trust. Nobody will advocate for your organization without trust. Nobody will support your organization or partner with your organization or even like your organization without trust. And the bad news is that fraternity/sorority starts with a deficit in the trust department. Our reputation precedes us, and we have to do everything we can to fill our bucket with the social currency of other people trusting us if we want to be good at our job.

Who do you need to trust you?

How can you demonstrate that you deserve their trust?

Who and how can you “serve first” (instead of asking for help, just do good things for them because it’s what your organization is about)?



Drive Leads.

Now, I know this sounds like it is the “recruitment” team’s job. It is. But here’s where you can work together. Great marketing and advertising by fraternities and sororities is aimed at the right audience of prospective members (and the people who influence them), and tries to get one thing to happen — it tries to get high quality prospects to share their name, contact information, and ideally a time to meet up in person. Marketing done by the PR team can be the red carpet that is rolled out onto campus (or into high schools) that invites prospective members to connect with members.

How can you use smart inbound marketing to drive leads for your chapter?

Wrapping It Up...

For too long, our fraternities and sororities have focused on OUTBOUND marketing. In other words, we've been shouting about how awesome we are, hoping people will listen — we've been interrupting, blurting, and “getting our name out there” — hoping that if people see our name enough times, they'll want to buy. That's old school marketing. That's the marketing of yesteryear. That marketing doesn't really work — especially for organizations like ours.

Guy Kawasaki, former Chief Evangelist of Apple, and now bestselling author and speaker once said, “If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing.”

We have more brains than money. Greek Life is a grassroots movement. Our marketing should be smarter than it is expensive.

In Greek Life, “PEOPLE JOIN PEOPLE” is more than just a cute saying. It's gospel truth. We are a relationship industry. The only thing that gets people to trust us, support us, and ultimately join us, is deep personal relationships. There's a lot of reasons for that, but two stand out: 1) We don't sell a commodity, we sell a lifelong commitment and deep purpose-based friendship, and 2) We have a very strong negative reputation working against us. So, if that's true, THE GOAL OF ALL GREEK MARKETING SHOULD BE TO CREATE OPPORTUNITIES FOR REAL HUMAN INTERACTION.

Make your marketing BRING PEOPLE TO YOU, not GET YOUR NAME OUT THERE. Those are two very different objectives.

And finally, when something bad happens say you're sorry commit to fixing the problem and call for help.

We've been historically TERRIBLE at this as an industry. We mostly try to cover our rear ends. Don't. Just say you're sorry. Admit you screwed up. Find a way to fix it. Seriously. Call your HQ, Greek Advisor, or your council support system (i.e. NIC, NPC, NPHC, NAPA, NMGC, etc.) — they are there to help you.

About Us

Phired Up (along with TechniPhi) delivers **TECHNOLOGY, EDUCATION, and STRATEGY** to help transform the way people join fraternities and sororities. Our team of passionate fraternity/sorority professionals are engineers of a growth system that makes fraternities and sororities safer, healthier, and stronger. We want to help every chapter and every potential member feel the impact of that system.

Want to learn more about how we can help your Organization, Community, or Chapter? Visit our website at phiredup.com or click on the link below.

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