

97 Ways To Make Panhellenic Recruitment More Authentic

By 25 Women From 17 Different Sororities



TechniPhi



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Some Background...

This project started after a member of the Phired Up staff had one of the many conversations we often have with Panhellenic leaders that included the young woman (who was trying incredibly hard to lead with strength and confidence) saying something like this...

"I want recruitment to be more authentic. I want our sororities to be more approachable. I want recruitment to be more real. I want us to not just call it 'values-based recruitment,' I want it to actually be more values-based. Probably 95% of the women in our community agree. But I feel stuck. We have this big process with big rules and we have pressure from lots of different places. Can you just tell me real things you think we should really do?"

So, we asked our whole team. And no surprise; within about 5 minutes there were 20+ specific ideas.

But then we wanted to go further.

So, we asked a bunch of sorority women who do sorority life professionally to chime in. You'll see the whole list of collaborators below. This was written by 25 women representing 17 different sororities!

97 Ways to Make Panhellenic Recruitment More Authentic

What are specific choices Panhellenic sorority leaders could make to change their recruitment culture to be more AUTHENTIC, more REAL, more HONEST, more APPROACHABLE, and more LIKELY TO SET EXPECTATIONS FOR WHAT THEY WANT THEIR MEMBERS TO BE LIKE?

1. Admit you are nervous too. When PNMs are quiet, shy, etc. we may not have much information about them to make a quality assessment. Rather than make a judgement and act like we have it all together. Admit when you are nervous being a recruiter for the first time or talking to new people non-stop. Sharing that vulnerability will lead to a better conversation with the PNM and better results for both of you. [Jessica Ryan, Sigma Delta Tau]
2. Actually empower others. It's less about making them cry and more about ensuring they know they're valued and that they matter. Ask them what makes them tick, what makes them mad about the world, etc. [Hailey Mangrum, Delta Sigma Theta Sorority, Inc.]
3. Apply a little humanity to your voting/selection. Don't comment on how they look physically- if that's all you have to say then you didn't get past their clothes/hair to really look at their heart. Make selections based on if they would enhance your organization, if they could add value, or if they could become better as a member. Saying you didn't "vibe" with them is not a reason to vote them low. Just because they may not be your BFF doesn't mean they won't make a great member. [Erin Chatten, Alpha Delta Pi]
4. Ask your sisters to show up in their own confident attire and appearance. Why do we need to match in shirts? PNMs come in their own clothing. Why wouldn't we make them feel more comfortable and be ourselves by wearing clothes we already own and feel confident in. [Jessica Ryan, Sigma Delta Tau]
5. Ask yourself and your members two questions: 1) Why did you join this organization? 2) Why have you stayed? They are two different questions which usually have two different answers. Do some real reflection, write the answers out, discuss them, learn them, and know them well enough to give a 1-2 sentence, clear, concise, and honest response you can share. [Karli Sherman, Alpha Omicron Pi]
6. Be critical but fair when selecting individuals for your organization. Just because a person is your friend does not make them a great fit for your organization. [Lashata' Marie, Delta Sigma Theta Sorority, Inc]
7. Be flexible. Enough with the rules that exclude students from participating if they miss a round due to another commitment. Alter your structure to be inclusive. After all, don't we want members who are engaged in other organizations and places on campus/in the community?! [Hailey Mangrum, Delta Sigma Theta Sorority, Inc.]
8. Be honest, it's time to be real with ourselves and others. If you are not honest how can you expect someone else to be fully honest with you? Being honest having the conversations around your true story on how you found a home, and why you stayed with your organization. Not the practice story, I want the story that allows you to think for a moment, that allows you to ask yourself questions. [Lashata' Marie, Delta Sigma Theta Sorority, Inc]

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9. Be kind...to yourself, to others. The process isn't perfect, we don't expect you to be perfect, and if we gave yourself as much grace as we give to others, I'd suspect we'd feel a lot less lonely at times. Be kind, be you, be true! [Helen Lahrman, Pi Beta Phi]
10. Be more normal when it comes to social media involved in recruitment. Most of us scroll on social media or "like" something before our feet ever hit the floor in the mornings. A chapter or chapter member should not be penalized for doing what is normal in 2020. [Julie Fletcher Mincey, Phi Mu]
11. Be Normal! If you don't typically run around throwing glitter, carving ice sculptures, stacking in doors and chanting, then why do it during recruitment? These behaviors are not typical of your everyday reality of sorority. You are selling a product; sell the authentic thing to your PNMs. [Simonne Horman, Phi Sigma Sigma]
12. Be real about time commitment - Share a "week in the life" calendar view of their ideal involved member. [Erin Chatten, Alpha Delta Pi]
13. Before, during, and after recruitment – try to remember the courage it takes you and the PNM to authentically embrace the experience by showing grace to everyone in the room. [Kaitlyn Walker, Phi Mu]
14. Challenge the process. If alumnae are the problem, challenge them. If HQ is the problem, challenge them. If Panhellenic is the problem, challenge them. If you have a better idea about creating a more authentic recruitment process, then share it. Often, these people want to help, but they don't know how. Sometimes, they do not have the "authentic recruitment" process in mind. You know best, try to challenge when it's appropriate. [Lindsay Ollis, Alpha Xi Delta]
15. Chapter members: Panhellenic is here to help and they want to help. The reason why there might be "a lot of rules" is because everyone in the community wants to create equality during recruitment. Panhellenic needs your help - speak up! If you think the community is ready for change, Panhellenic wants to help. Speak up! [Lindsay Ollis, Alpha Xi Delta]
16. Consider not only extroverts but also introverts who will be coming through Recruitment. Inherently, it's an extroverted process and we need to be rewarding those women who bring a more thoughtful, subdued balance to our organizations. Being "quiet" shouldn't be a mark against anyone. There's a difference between quiet and disinterested. We should learn the difference. [Laura Dunn, Chi Omega]
17. Consider recruiting in a neutral space. House tours are fun, but we can't really rely on that to win PNMs over... (Especially if it's a chapter that can't fill beds because no one wants to live in... buttttt that's probably another topic for another time.) A neutral recruiting space like a ballroom on campus not only puts every chapter on the same playing field, but it's also not necessarily a foreign space for PNMs. A neutral space where you go to them and they come to you could be more helpful in making sorority more approachable. [Haley Cahill-Teubert, Alpha Omicron Pi]
18. Create a better first impression. Stop the door stack, chants, and cheers at the door. They are intimidating, unnatural, and more than anything... they take away precious time we could be using to connect. I get that you are pumped about your sorority. Do your chants and cheers on the way out AFTER they have time to connect with who you are and what you're about. [Erin Chatten, Alpha Delta Pi]
19. Culture over rules. If your actual "rules" do not fit on a ½ page of paper, you have too many. Create cultural expectations through your communication, by example, and through polite but clear communication. [Erin Chatten, Alpha Delta Pi]
20. Don't ever match each other. Ever. It shares a not so subtle message that a) chapters are competing teams, b) PNMs are not in the cool kid club, c) even though you say you value diversity and individuality, you really don't. [Dr. Colleen Coffey-Melchiorre, Alpha Sigma Tau]

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21. Don't take their phones or require they turn them off. If you're worried about them texting while you're talking, be more interesting. If you're worried about them posting on social media, just ask them politely and explain why it's important. We should be treating PNMs like adults and trusting PNMs to give us respect by putting their phone away during events. [Amanda Wood, Gamma Phi Beta]
22. Don't tell them what to wear. Doing so means you're placing a high value on what THEY wear and what YOU wear. Most sorority leaders I know value many things more highly than that. [Hailey Mangrum, Delta Sigma Theta Sorority, Inc.]
23. Don't use acronyms, abbreviations, or language specific to sorority life or your college/university. The majority of these women probably don't know your organizational or campus culture yet. Using language they don't understand makes you seem exclusive and unapproachable while also making them feel stupid or overwhelmed. "We have chapters on Mondays in the U" could easily be "we have our membership meetings on Mondays in the Student Union." [Karli Sherman, Alpha Omicron Pi]
24. During a formalized recruitment preparation experience, 90% of your time should focus on conversation/communication skills that lead to authentic connection (and internal sisterhood building), and 10% on logistics like chats and door stacks or who has the tablecloths. [Dr. Colleen Coffey-Melchiorre, Alpha Sigma Tau]
25. During recruitment, ask the PNMs about themselves. Ask them about their hopes and dreams for their life after college and how the sorority experience can help them on their way; ask them about who their role models are and why; ask them why they love their favorite childhood film; get to know each PNM for who they are. [Destiny Savage, Alpha Gamma Delta]
26. Eliminate rules that don't allow your chapter members or PNMs to behave like normal human beings. They can't talk about religion? What if that's a really important part of their life? We expect them to hide that? They can't talk about boys? What if they don't have a family, and the only loved one in their life is a boyfriend? They can't talk to PNMs on campus until after recruitment is over? Why in the world would anyone want to join us if we ignore them until they're "one of us"? You have to change your name on social media? What does that really accomplish? [Haley Cahill-Teubert, Alpha Omicron Pi]
27. Eliminate secretive culture. We contribute to things like competitive natures and distrust between groups by being so secretive with our plans. We accomplish nothing by keeping the fact we're wearing blue dresses for philanthropy round a secret. If we're relying on our clothing to be the thing that makes us stand out and memorable, we're not doing a very good job of connecting with the PNMs. And if we're relying on top secret outfit selections to make us "hotter" than all the other groups, then we need to address our priorities and talk about what it means to be in community together. [Haley Cahill-Teubert, Alpha Omicron Pi]
28. Finances! This generation wants to know every detail of what they are about to commit to. Especially after everything with COVID-19. Many women will have to work to support themselves and/or their families. They will be examining every additional cost to see if it is really worth it. Be ready to explain where your money goes, the details related to opportunities for scholarships/support, and the long-term value of the investment of being in a sorority. [Greer Vinal, Gamma Phi Beta]
29. Give yourself and the PNM grace because not everyone gets it right the first time. This is a major decision that will impact them and you for the rest of their life. Helping them to make sure that it is the right choice for them is key. [Lashata' Marie, Delta Sigma Theta Sorority, Inc]
30. Gut check...we are women. Our gut or intuition is magic. Listen to it, see how others listen to you. [Helen Lahrman, Pi Beta Phi]

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31. Have your women do deep self-reflections beforehand. Have them think about their lives and situations where the sisterhood impacted them. They can find deep life changing situations and practice talking about them in a way that isn't overwhelming for a PNM but still gets the message across (IE don't share the specifics about an eating disorder, but share about a time where you were experiencing some personal difficulties and your sisters helped you find self-worth and take care of yourself). [Greer Vinall, Gamma Phi Beta]
32. Headquarters have to find more appropriate ways to train and assess local advisors in terms of recruitment skills, knowledge, coaching/mentoring, and their influence on chapter attitude. Instead of approaching them by telling them what they cannot do, tell them what they CAN DO! Condition them to fulfill their roles with information that is given to them, to make data-driven decisions, instead of what "looks pretty or better than the other house". And do this through an expectation that they will empower their collegiate counterparts. This could get them speaking in terms of healthy/unhealthy behavior or routines vs good/bad/strugglers, and be more in partnership with their campuses and HQs. [Amanda Fishman, Pi Beta Phi]
33. How did we get to skits? How did we get to recruitment videos? Why did we, as an industry, think that the color of napkins and floral arrangements would sway the decision of a PNM? Explore how we got to (insert questionable behavior, 90% of this very list) and use that information to dismantle why it is not working anymore. Was 'it' actually helpful? If not, why did we think that 'it' was? Creating some sort of tool that will help a chapter break this down (e.g. a grid, a recruitment behavior SWOT, etc). [Amanda Fishman, Pi Beta Phi]
34. I saw this recently and feel like it applies to sorority recruitment immensely...it was a quote along the lines of "I've never had to dim another woman's light bulb for my own light bulb to shine". We need ALL voices, people, ideas, backgrounds, etc. in our community. Celebrating others doesn't mean another chapter is better or worse than another. Remove that language from the recruitment team first and teach your chapter to remove it as well. [Julie Fletcher Mincey, Phi Mu]
35. I've always heard that to have a friend, you must be a friend – a PNM's desire could be as simple as finding a friend (or mentor) in a sea of women while navigating this new season of her life. So, remember to lead by example and be a friend to all as you do not know what the other woman is carrying in her invisible backpack. [Kaitlyn Walker, Phi Mu]
36. Identify your Burden to Experience Ratio. Here's what I mean. What burdens are actually necessary to create an ideal experience for your chapter members and PNM's? Recruitment can be hard, but some of the things that are hard (burdens) are not actually necessary especially as we try to craft an experience that matters. Recruitment is hard for chapter members, chapter officers, and PNM's. The burdens that each of these groups experience should actually be worth the experience they have. So, what burdens are actually necessary? If they're not important, shed the burden. [Amanda Fishman, Pi Beta Phi]
37. If a PNM joins a different organization and is happy there - then she was not one of your people. And that's ok. Let it go. Not everyone is one of your people. That's why there is more than one sorority in the world. But your people ARE out there. Go find them. [Karli Sherman, Alpha Omicron Pi]
38. If a woman had a bad high school experience, thank her for sharing that potentially vulnerable information with you and don't use it against her. [Christina Parle, Sigma Kappa]
39. If something gets messed up during an event, own it and laugh it off. That's human. [Christina Parle, Sigma Kappa]

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40. If we all just were decent humans and not fueled by competition we wouldn't need all the rules that are laid out in the recruitment rules. Recruitment isn't about competition because if a PNM likes a particular chapter and you like her back, then 9/10 times she is going to accept your bid. While you may think you are in competition with one of the other sororities, you have to realize that you may have similarities but you are still different. Because of your differences, you will recruit different people. You have to be ok with that before your Panhellenic can relax on the rules. But until then, the rules will be strict and fines will be high. [Simonne Horman, Phi Sigma Sigma]
41. If you are anything like me, I am my most authentic self in leggings, hair up, no/minimal make-up... so before you enter into any relationship, know who you are. Knowing our truest self helps others get to know us best. [Helen Lahrman, Pi Beta Phi]
42. If you mess up, try to laugh at yourself and brush it off. The PNM's want to meet real women, not robots. Your comfort with the situation will help them feel more at ease. [Kaitlyn Walker, Phi Mu]
43. If you want recruitment to be more authentic, you yourself need to be authentic in the way you lead. Follow your gut. Ask tough questions. Challenge the norm and create a new better norm. [Julie Fletcher Mincey, Phi Mu]
44. If you want to be approachable, you have to approach. Choose to engage as many potential women in 1 on 1 conversations as your bandwidth allows.
45. If you want to make recruitment more real and authentic you need to be comfortable with the uncomfortable. Changing things for the better does not eliminate the real struggle or backlash you might have from others. Own that it will be tough but oh so worth it and push forward what you know in your gut and heart to be better for the women on both sides of the experiences. [Julie Fletcher Mincey, Phi Mu]
46. It is okay when a PNM doesn't want your chapter, be happy for her that she's enjoying another house and stop stressing over the rejection. Supporting PNM's in their journey to whichever chapter they feel a match with will make you have a better connection with her. If there wasn't competition wouldn't you be supportive of your friend joining whichever organization she feels most comfortable with. [Jessica Ryan, Sigma Delta Tau]
47. It's typically the strict rules and fines that end up making beginnings/ends of rounds so awkward because we're trying harder to get out within .01 second of the end of the party instead of being a normal person and saying goodbye to a new friend. Having honest conversations about the point of the rules is crucial. If we don't have a real reason why we're doing something, do we have to continue? Letting petty rivalries dictate rule writing is absolutely against what we're all founded on. [Laura Dunn, Chi Omega]
48. Just because it's how you've always done something doesn't mean it's right. You always wear white dresses on Preference Day? Real cute, but what if you didn't? What if instead you asked your chapter members to wear something that makes them feel confident? Makes them feel like the best version of herself? [Harriet Collins, Delta Gamma]
49. Know your chapter identity. Recruit to that. Stop trying to be other chapters. Your chapter experience and identity is needed (as long as it's healthy), and you don't have to change for recruitment. [Christina Parle, Sigma Kappa]
50. Learn and practice the art of follow up questions. NO ONE likes a conversation which feels like an interview; a series of questions interrogating a person. Instead, have a few go-to questions ready, and then when a PNM answers, ask a follow up question based on what she just said. Then another follow up question. And maybe another one after that. This conversation should be about her, NOT about you or selling your organization. Have real conversations, not interviews. [Karli Sherman, Alpha Omicron Pi]
51. Learn more about the PNM up front. Set the tone/expectation starting with the registration/interest form ([read this](#)). [Erin Chatten, Alpha Delta Pi]

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52. LESS bumping (one or MAYBE two bumps per round). If you want to highlight more women in your chapter, have a diverse group get up and talk, but bumping should be minimized so conversation can be more real. [Dr. Colleen Coffey-Melchiorre, Alpha Sigma Tau]
53. Listening...if you and/or others are not LISTENING to you, what you have to say, what you feel, who you are, then sister, they aren't for you. [Helen Lahrman, Pi Beta Phi]
54. Look at your member class that just graduated (if you have a fall primary recruitment) or your class that is about to graduate (if you have a spring primary recruitment) and think about the things those graduating women have given to the chapter, both the positive and the not-so-positive things. From there, make a list of the qualities that those women possessed and therefore find the things you are looking for in your new member class. When those women join, share with them early on those qualities as a form of expectation. People rise to challenges particularly when it's a compliment. [Harriet Collins, Delta Gamma]
55. Make significant cuts to recruitment budgets. We know how much those professional hype videos for sisterhood round cost. Maybe if we cut costs, we could lower the overall cost of sorority and make it more accessible to potential new members. [Haley Cahill-Teubert, Alpha Omicron Pi]
56. Meet PNMs where they are and never expect them to KNOW anything about your organization, the culture on the campus, or interfraternalism. Their lives won't be changed just by joining; explain this to them! [Mel Lewis, Alpha Omicron Pi]
57. No more forced connections. Just because we are from the same hometown and or major does not mean a connection will be made. Stop spending so much time picking individuals to match with PNMs and actually take out the time to get to know the PMN. It is time that we actually invest in getting to know a PNM and allow them to get to know you. Put down the barriers and embrace them. [Lashata' Marie, Delta Sigma Theta Sorority, Inc]
58. Own Your Ask! During the formal recruitment process we are so scared because of all of the implied rules and regulations to actually tell someone that we would love for them to be a member! Do you know how awesome it feels when someone looks at you and says, "You're really amazing and I think you would be such an asset to our chapter!"? We've steered so far away from this language that we've made it awkward and weird to just simply tell someone how great they are and how much value THEY could add to the organization, so we stay silent or tell them to make their wish our wish. What!? Just own your ask! [Mandi Evans, Delta Zeta]
59. Panhellenics: use your Recruitment Counselors to build connections early and show how amazing all sororities are. Who says they can't be communicating to PNMs over the summer? Maybe you can start assigning Pi Chi groups earlier, so Pi Chi's can start the initial connection. [Lindsay Ollis, Alpha Xi Delta]
60. Pay attention to the red flags. Sorority membership is lifelong and should be honored as such by those pursuing membership. Provide training to your members about key words and phrases that may indicate that a potential new member isn't ready for such a commitment. [Destiny Savage, Alpha Gamma Delta]
61. Personally this may seem small but I wish women didn't have clone-like uniformed dress days. It's intense and it doesn't make a PNM see a chapter as individuals in a collective group. I get it, but I remember a lot of women feeling very insecure about the expectations of what to wear on certain days to fit in or trying to find the right attire to be seen as a great match for the group they want to appeal to. Deep rooted image concerns are very real for women in recruitment and equally for PNMs going through the recruitment process. [Catie Feagans, Phi Beta Chi]

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62. Please be weird. Or yourself. Or something other than who you think you need to be for someone else. Identify whatever it is that's the most unique/weird thing about you. Talk about that. Teach someone about that thing and ask about theirs. Sorority is about finding your fellow weirdos and we can't get there by acting and talking like perfect specimens. [Erin Chatten, Alpha Delta Pi]
63. PNMs do not have to cry or have a "magical moment" to connect. It is not healthy to teach PNMs that "when you'll know you'll know." We are not getting married here, we are trying to make friends. Change the mindset of how to make connections during recruitment. [Lindsay Ollis, Alpha Xi Delta]
64. Practice your preference ceremony early on in your pre-recruitment planning. Not to perfect the ceremony itself, but to recenter the chapter on the purpose of your organization and practice having deeper conversations surrounding the values of the organization. I have even seen some chapters take time to review their initiation ceremony as a reminder of the experience the members have had and the bonds that you share. [Harriet Collins, Delta Gamma]
65. Preference Round should not be a competition on who can make the most PNMs cry or for the seniors to blubber in the back about how this is their last recruitment. The final round is not only about helping the PNMs make their final decisions, but also make sure that the PNMs are right for the chapter and that they understand the lifelong commitment. [Harriet Collins, Delta Gamma]
66. Promote access and connection. Panhellenics should work to INCREASE access to PNM not police it. Sorority should be promoted in every interaction between members and PNMs and we should all want more and more interactions as often as possible. [Dr. Colleen Coffey-Melchiorre, Alpha Sigma Tau]
67. Provide cultural competency training for your members specifically focusing on the use of inclusive language and recognizing unconscious bias. In a world in which cultures are becoming increasingly interconnected, our organizations will have to be able to answer the question about how their group shows up and how PNMs that may traditionally not see themselves as a "fit" in the Panhellenic experience can be welcomed and included here. [Destiny Savage, Alpha Gamma Delta]
68. Reflect on why you joined the organization and how the women of the chapter have influenced your life. The life-long sisterhood is the heartbeat of each one of our sororities. [Kaitlyn Walker, Phi Mu]
69. Reflect on your own experiences ahead of time. It's easier to be vulnerable and articulate how your chapter has impacted you if you've spent some time reflecting on your own story. [Tori Strobel, Phi Mu]
70. Seek to listen instead of lining up the questions in your mind. Conversations are fake because we are so nervous to ask the next question, we don't listen to what they're saying. PNMs will drop hints for the things they want to talk about, so listen for those! [Laura Dunn, Chi Omega]
71. Since actions influence thoughts, when a pnm is talking about something that brings them joy, enjoy it with them, don't get distracted with your own version of a similar story that you can share, simply find joy in theirs and express that through compliments and body language. Oh and don't forget to actually mean what you say! [Ellen Chesnut, Kappa Kappa Gamma]
72. Sorority life isn't solely about finding perfect women to make your organization better. Rather it's about finding women you see potential in, teaching them and exposing them to all of things, getting them to the graduation finish line, and then cheering on all of the badass things they do in the world. [Christina Parle, Sigma Kappa]

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73. Stop acting like we don't normally talk about the Bs. Saying things like we need to avoid talking about the Bs (Booze, Bucks, Boys, Beliefs, Barack/Bush, etc.) means that we are avoiding things that may be important to our members and to PNMs. It's in the word Belief, why wouldn't we want to talk about things we believe in? Religion is important to many people and some of our organizations have religious significance in our rituals and history. Ignoring this means we are setting up our members for failure to live up to the values that those can teach us. Rather we need to focus on not forcing anyone's opinions on others, including our opinion that our organization is the best. Lets talk about how strong women leaders are in politics, let's talk about how we manage the risks of alcohol and learned a lot since becoming a member, let's mention that date parties are open to our dates regardless of their gender, and lets not shy away from the cost of our organization and how we manage to pay for it. [Jessica Ryan, Sigma Delta Tau]
74. STOP asking what's your hometown? What's your major? The registration information should tell you that. Ask about their passions, their hobbies. [Christina Parle, Sigma Kappa]
75. Stop making your members go to mandatory MAC Makeup Demos during work week... and always... for a hundred reasons. It reinforces unrealistic beauty standards. It makes your members conform to a look they may not be comfortable with. It tells members they're not enough. It tells PNMs they need to look like that to belong. It doesn't align with being authentic. [Haley Cahill-Teubert, Alpha Omicron Pi]
76. Stop pretending that membership in a sorority doesn't cost money or that money grows on trees in the backyard of the sorority house. Be up front with costs because the price of dues can make or break an experience or the decision to join. Yes, payment plans are a real thing, but they don't make money appear from thin air. Be truthful and when your Panhellenic says to give the PNMs your dues breakdown sheet, give it to them, don't hide it. [Simonne Horman, Phi Sigma Sigma]
77. Stop saying there was a computer glitch to a woman you didn't invite back and you have no idea how that happened. That's not true. There is no need to make up a lie. [Julie Fletcher Mincey, Phi Mu]
78. Stop talking about how great Bid Day is going to be. Bid Day is a blur and isn't an accurate representation of sorority life. Talk to the PNMs about the days after Bid Day. Plan things for the women those first few weeks after recruitment, especially to help bring the new member class together as well as connect them to the chapter in informal, sisterly ways. [Harriet Collins, Delta Gamma]
79. Take away the perfect sorority woman image. Begin to take away any thoughts of what you think a sorority woman should be and focus on how can this person benefit and develop being a part of your organization. A sorority woman is not one standard type of woman. This includes cutting the "Perfect Panhellenic Pictures with the filters" you want women to know that there is no perfect sorority woman and no one looks perfect all the time. Let the women see the real you, the good and the bad. It is only so much a picture can hide. [Lashata' Marie, Delta Sigma Theta Sorority, Inc]
80. Take pride in your financial transparency. Breakdown the exact cost at every step of the membership process. Clearly communicate the value being provided in exchange for the cost. Don't over promise on "payment plans" or "scholarships." Ensure the PNMs are comparing apples to apples in terms of cost comparisons across chapters. [Dr. Colleen Coffey-Melchiorre, Alpha Sigma Tau]

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81. Talk about the challenges of recruitment. It is a long exhausting process. And sometimes being happy and cheerful can be perceived as being fake. If it is the end of a 14 hour day, but it is your first time meeting a PNM you can say “I am not going to lie, I am exhausted But I am so excited to meet you and get to learn more about you. In between events I am dead, but as soon as you all walk into the room, we all get new waves of energy! Tell me about yourself”. The PNM’s are exhausted, and by acknowledging you are too it immediately gives them permission to be themselves and helps them to understand that this process is tiring and what they are feeling is normal! PNM’s already are in the habit of comparing themselves to everyone else, let’s take away one reason to so! [Greer Vinall, Gamma Phi Beta]
82. Talk about the work of sorority. Don’t let a PNM leave a conversation without understanding how they will be expected to contribute to the organization. In order for our organizations to persevere we have to be willing to get our hands dirty and anyone who wants to join us should know that behind all of the t-shirts and dances, there are A LOT of tough conversations and education. [Destiny Savage, Alpha Gamma Delta]
83. The culture of a chapter and how/why they recruit should be a topic that a member could easily share with someone else. More than their bumping/stacking skills, recruitment budget, the number of recruitment workshops, etc. There is a lot we can learn/observe from our NPHC/MGC groups on this topic. Chapters should analyze if their recruitment training incorporates this type of coaching of how to view recruitment/how it ties to a larger organizational purpose. Ask the questions regularly to general members: why do you think we recruit? Why do you think we do it this way? How are you comfortable being involved with this/what role do you think you can play? [Amanda Fishman, Pi Beta Phi]
84. The goal of recruitment isn’t to make it to Bid Day, the goal of recruitment is to help the PNM’s find their place in the community, whether that is with your chapter or not. Treat them with kindness and respect as they go through the emotional roller coaster of making a lifetime commitment. [Harriet Collins, Delta Gamma]
85. The recruitment process is 70% about the new members and 30% about the active members. Because we take months planning for recruitment week, we forget that we are doing this so that PNM’s can find their homes. We tend to make recruitment all about us and it is only actually a little bit about us. Every time we engage in bid promising, trying so hard to make PNM’s cry from our stories at preference parties, perfecting the “walkout”, and worrying about our matching outfits, we lose the opportunity to engage meaningfully with these women who are going through a overwhelming experiencing in the hopes that one day they can join your organization. Sure, tell your story, but the most important story is that of the PNM’s. You have already been through recruitment, let them experience this without being overshadowed or pressured by you and your experience. [Simonne Horman, Phi Sigma Sigma]
86. The rules/traditions are typically so ingrained within a system, we don’t ever give PNM’s options. What if they got to choose where to sit, what snack they got, drink, etc.? Obviously they don’t know what’s going on and should be guided, but we can give them a little more control. [Laura Dunn, Chi Omega]
87. The way you WIN recruitment is about who you retain through graduation not about who you recruit during the formalized process. Change your recruitment strategies to achieve that goal. [Dr. Colleen Coffey-Melchiorre, Alpha Sigma Tau]
88. This may seem strange, but talk about the challenges that your organization has faced. If we want the PNM’s to be vulnerable, then we should be as well. Talk about where your organization struggles and how a new perspective can help shift the culture of the chapter. This will allow the PNM to understand that your sorority isn’t perfect, and that they could fit in because perfection isn’t expected. [Destiny Savage, Alpha Gamma Delta]

Continued...

89. Transitions and introductions. Have you ever introduced someone as your sister when you are on campus? Probably not. Saying “Meet my sister Jordan, we joined the same year but got really close when we took this crazy random nature class together. Now we spend Saturday mornings hiking in the areas around campus! What is a random class you are hoping to take in college?” is going to lead to a better conversation than “This is my sister Jordan and we go hiking a lot! What do you like to do for fun?” [Greer Vinal, Gamma Phi Beta]
90. Try and avoid phrases like “perfect” or “the best”; we tend to go to these to explain our experiences, when everyone defines perfect or best different in their own way! Creating this unrealistic expectation will create an illusion for potential new members. [Mel Lewis, Alpha Omicron Pi]
91. Utilize the seniors during your pre-recruitment planning and workshops, even if it isn’t chapter culture to do so. Changing the culture may take time, but some of the best wisdom and advice will come from the seniors who have seen potentially 3 years of recruitment will be invaluable. We have to remove the stigma that the seniors have “put in their time” and replace it with the “for life” aspect of our organizations. By stepping up and mentoring younger chapter members, they leave a lasting legacy. [Harriet Collins, Delta Gamma]
92. Want to be more authentic? Simply put, have a real conversation. Having a real conversation means asking the right questions to get to know someone more than, where they are from, their major, etc. Let your natural personality shine through during these conversations and more often than not the personality of the PNM will shine through as well. [Mandi Evans, Delta Zeta]
93. What if we did more than just display our values in big letters around our recruiting spaces? What if we challenged our members to learn how to have conversations that illustrate our values? PNMs can immediately assess the authenticity of a conversation, but can they tell that you value tolerance, justice, charity, sisterhood, and service? Decorations can make a space beautiful, but PNMs won’t care about a flower wall if you can’t articulate what membership in sorority means to you. We have to challenge our members to do better in understanding our values, and reflecting on how each shows up in their lives. Conversations about what’s popular on Netflix will not push sorority forward. [Kathryn Ionta, Alpha Omicron Pi]
94. When in conversation (in recruitment or in life), are you listening? Or waiting to talk? One is an excellent conversation skill. The other is annoying. Guess which one is which. [Karli Sherman, Alpha Omicron Pi]
95. While the noise of different conversations can be overwhelming, try to tune out the chatter. Concentrate on the conversation you are having with a PNM, listen carefully to her and then repeat what she said and ask a related open-ended question. This simple technique will open the door for deeper conversations and show the PNM you are actively listening and tuned in to what she is sharing with you. [Kaitlyn Walker, Phi Mu]
96. Who cares if a woman takes her shoes off. Her feet hurt, and that’s human. [Christina Parle, Sigma Kappa]
97. Your outfits. If a PNM wouldn’t recognize anyone at the first sisterhood event because their hair makeup and outfits are vastly different from recruitment that’s a problem. I am not saying recruit in sweatpants, but don’t make members wear heels every day of recruitment if they never wear them during the year. [Greer Vinal, Gamma Phi Beta]

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