Hosting Better Informationals
A Free Resource
Guide to Planning an Informational

So, you have been tasked with planning an informational, rush, and/or some type of meeting that provides an overview of your organization, the joining process, and the opportunity for interested students to learn more. Utilize this worksheet and tips to plan the best informational your chapter has seen yet!

What does our chapter represent? What do we stand for and/or represent?

What are the top 3 qualities and/or characteristics are important for our members to have?

1.
2.
3.

If we weren’t on campus, the campus would be missing...

Our goals for this meeting are...

1.
2.
3.
Planning the perfect informational is just like planning the perfect gathering or any other program. The invitation, the venue, the list, and the activities once the gathering begins matters. It. All. Matters. The artifacts, the board, your letters, and pretty much all the items on display are nice. Yet, all of those items don’t nearly amount to portraying all that it means to be a member of your chapter. Here are a few things to consider taking it up a notch!

**The Invitation**

*Know your people and get personal with it.*

- Who are the people you want to attract, join, and inform?
- How are you advertising the meeting besides flyers or social media?
- Instead of just calling it an informational, try “Sisterhood beyond College” or “Life in a Fraternity”

Tip: Extend a personal invite to people who have expressed interest, people who meet your “qualities/characteristics” criteria, the first-year students you met during move-in, etc.

**The Space**

*Environment sets the tone.*

- What kind of vibe are you going for?
- What does the venue and physical space allow us to do with the room?
- What does the set up look like? (Round tables, lecture style, conference block) It should match the vibe.

Tip: Create an appropriate playlist to match the vibe, have music playing in the background before the (in)formal presentation

**The Guests**

*People need to feel welcome and know they matter.*

- What is the check-in procedure?
- How do guests know the space is safe for questions or conversations with members?
- Are there refreshments or ways you can break the ice?

Tip: Have someone greeting guests outside the room, at the door, and floaters to engage in conversations with them while they wait for the event to begin

**The Show**

*How we present our organization is how people will receive it.*

- What’s the agenda? Does it flow? Refer to your goals on the worksheet
- What do you want your guests to leave the program understanding, knowing, or curious about?

Tip: Insert stories when you can. The impact of “I realized what sisterhood meant after attending my first regional conference….”, “When my prophyte passed down his jacket to me, I felt...” is much more powerful than “we stand for sisterhood, scholarship, service”

The more conversations you have, the more names you know, and the more people you meet – the better your chapter can be informed to select more of the right members of your organization. Shake their hands, answer their questions, and make them feel like they belong.