



Chapter Responsibilities for Sharing Sorority Costs During Recruitment

Why is financial transparency so important?

The goal of any recruitment process is to find alignment in values and expectations. Potential new members (PNMs) are looking for a sorority that meets their needs and chapters should be doing the same when deciding who to offer membership to. Sometimes to not frighten potential new members, we downplay sorority financial responsibilities and expectations. Downplaying those expectations may help persuade PNMs to join, but will not help them stay once they accept a bid. NPC's Financial Transparency policy states:

Financial Transparency (1963, 2017, 2018, 2020, 2023) - POLICY

Regardless of recruitment style, all chapters will share detailed financial information (member dues, chapter fees and assessments, etc.) with potential new members before extending a bid.

Chapters and members must speak specifically to chapter dues but also hidden fees that often add up in a chapter experience.

What are hidden fees?

Hidden fees are costs separate from dues and fees billed by a chapter. Hidden fees include things such as gifts for a "little sister," fines for having to miss events or requiring monetary participation in other chapters' philanthropy events. Even when fees aren't hidden, softening the expectation can contribute to misalignment. For example, telling a potential new member that extra apparel is optional might technically be true but if almost the entire chapter chooses to buy certain t-shirt, or goes to brunch every weekend, it likely no longer feels optional to full participation in the chapter. The goal should be to the PNM up for success by introducing the reality of the chapter experience.

How can you prepare?

Make sure all chapter members can answer questions related to dues and fees, housing, if applicable, and extra costs associated with full participation in the membership experience. Below are some sample questions to prepare to give a PNM a clearer picture of the expectations and costs associated with chapter participation.

- Is there a financial commitment to be a big sister? If so, what is the average cost?
- What types of optional apparel or merchandise does the chapter buy throughout the year?
- What is the cost to take part in other organization's philanthropic activities?



- Does the organization offer scholarships? If so, how many go to this specific chapter?
- What is the process if don't want to live in the facility?
- What do members do on the weekends for fun that might cost extra?
- Will I get fined for missing events for work/athletics, family, class, etc.?
- What are my options if I run into financial hardship or my circumstances change?
- How do you/members of the chapter pay your dues or manage finances?
- What happens if I'm late on a payment?

Encourage member to answer in specifics. If there are payment plans to help with costs, great! But ensure that members are describing the payment plans. If you are mentioning scholarships, be realistic by noting how many women in your chapter actually receive them from your organization. If there is an appeal process to live somewhere outside the chapter facility, explain what that process is and reasons members get approved. The goal is not to win over every PNM, but to find the ones who align with you!