



Sorority Recruitment Information Event Guide

Sorority recruitment information events provide a valuable service to potential new members (PNMs) and their parents/caregivers by sharing sorority recruitment information and promoting membership in National Panhellenic Conference (NPC) member organizations. This guide provides the best tools available and the most accurate information about promoting Panhellenic recruitment, supporting PNM and planning and executing sorority recruitment information events.

To host a successful event, educate all Panhellenic alumnae on the importance of providing accurate information on the value of sorority membership and its lifetime benefits. Panhellenic alumnae should positively promote the sorority experience and information about all 26 NPC member organizations.

An Alumnae Panhellenic Association may **never charge a fee** to a PNM for any reason, including to receive printed materials or to register for a recruitment information event. A PNM is also **not required** to register with an Alumnae Panhellenic to be eligible for or to participate in sorority recruitment on a college or university campus. Reiterate to PNM that they must register for sorority recruitment directly with the College Panhellenic at the campus where she enrolls.

Alumnae Panhellenic recruitment informational events should serve a purpose beyond PNM securing letters of recommendation. Alumnae Panhellenics must be consistent in messaging that shares with PNM that **letters of recommendation are not required to participate in recruitment.**

Alumnae Panhellenics and individual alumnae are bound by College Panhellenic membership recruitment rules and are responsible for following them. To familiarize yourself with these rules, review the NPC Manual of Information by visiting the [NPC website](#). If you have any questions or concerns, please contact the NPC office at 317-872-3185 or npccentral@npcwomen.org.

Planning a Sorority Recruitment Information Event

Sorority recruitment information events provide an excellent opportunity to display Panhellenic spirit and sisterhood to women interested in the sorority experience. These events must be representative of all 26 NPC member organizations and not just the organizations that have alumnae representatives. At a minimum, two alumnae from different NPC member organizations should support and organize this event.

Step 1: Find support resources

NPC has the following resources available on the NPC website and within this guide for your Alumnae Panhellenic to host a successful and informative event:

- [Sorority recruitment information event PowerPoint with notes section.](#)
- [Recruitment vocabulary worksheet](#) (Separate worksheet—the answers are in this guide).
- Frequently asked questions (Included in this guide).
- [Sorority recruitment information form](#) (Included in this guide and separate Word document).
- Resources for how to host an event virtually (included in this guide)
- [Letters of Recommendation one-pager](#) (separate resource)

College Panhellenic officers from local campuses can be a resource to provide input on the approach and programs that appeal to college-bound women. Reach out to the fraternity/sorority advisor at local campuses to gauge the College Panhellenic's interest in co-sponsoring, providing a facility or participating in a panel for the event.

Step 2: Location

A selected location should be a place where women feel comfortable learning about the sorority experience. Some find hosting the event on campus gives PNMs a feel for college life. However, the following locations can also be considered. *Please note due to the ongoing impacts of the COVID-19 pandemic, NPC recommends that Alumnae Panhellenics host these events with consideration given to virtual or hybrid format or adhere to the health and safety measures in accordance with local and state laws.*

- An online event/social media.
 - Explore a variety of platforms: Zoom, Google Meets, WebEx, Facebook Live, Instagram Live, etc.
- Community center or library.
- High school cafeteria or large meeting room.
- Business conference room.

Step 3: Timing

Sorority recruitment information events can happen at any point during the year. Consider consulting the academic schedules of local high schools for the best possible date and time for the event. Find out if there are registration deadlines for recruitment for any local campuses from the College Panhellenic.

Step 4: Outreach

The best way to contact PNMs is to build relationships over time and target the following groups:

High schools

Reach out to high school counselors, advisors, teachers and coaches to share information about the sorority experience, including the purpose of the Alumnae Panhellenic in supporting the college recruitment experience. Explain the purpose of the sorority recruitment information event and invite all to attend. Ask for their help to publicize the event by sharing marketing materials and distributing invitations to college-bound women.

Find ways to contact and outreach to the high school students directly, such as working with the parent clubs at the school, tabling at events and using school publications.

Community colleges

Reach out to community colleges through the student activities office on campus, student newspapers and college advisors. Share event information and marketing materials in central student locations, such as a student lounge, to attract students who plan to transfer to four-year institutions of higher education.

In the community

Community locations where high school students frequently spend time such as local event centers, fairs, malls and local businesses can provide opportunities of outreach and marketing for sorority recruitment information events. Ask local businesses to post fliers on community bulletin boards or in windows.

Social Media

Advertise your association and its benefits on social media platforms such as Facebook and Instagram to interact with and educate PNMs and their caregivers. Promote these accounts on all marketing materials and by word of mouth.

Step 5: Marketing

Marketing materials should be consistent, clear and visually appealing. Remember to use social media, including Facebook, Twitter, Instagram and YouTube to promote the sorority recruitment information event. To learn more about creating marketing materials, you can reference the [College Panhellenic Marketing Toolkit](#).

Send an event announcement to the following community groups:

- Local sorority alumnae chapters/associations.
- Community service clubs and organizations.
- Religious institutions and cultural organizations.

Step 6: Content and programming

Create an environment that will attract the greatest number of attendees but also allow for personal conversations to answer the PNMs' questions. Emphasize that your Alumnae Panhellenic members need to provide accurate information on the value of lifelong sorority membership. Encourage members to visit [TheSororityLife.com](#) to learn about the modern sorority experience.

Focus on topics of interest to college-bound women and parents/caregivers who want to know more about sorority life. Topics could include the benefits of sorority life, lifelong membership, philanthropic and community service opportunities, a basic understanding of the recruitment process and scholarships available through Alumnae Panhellenics.

If you provide recommendation letters and references, remember to ask PNMs to complete a sorority recruitment information form. Use the resources provided by NPC to plan the event programming, including the PowerPoint presentation and script.

Programming Ideas:

- Host a "Panhellenic Panel" where invited College Panhellenic officers share their reasons for being a sorority woman. NPC promotes the idea of "sharing your story" as the best way to convey the benefits of the sorority experience.
- A question-and-answer session provides time for more specific concerns from attendees. Remember to have an expert answer them, and if you are uncertain of an answer, refer the PNM to the [NPC website](#) or the NPC office at npccentral@npcwomen.org or 317-872-3185.

Step 7: Follow up

Don't forget the importance of following up with all event attendees. By sending an email, thank you note or postcard, you can remind PNMs to return their information forms and you can provide contact information to them for any additional questions they may have. Most important, you can remind them to register with their respective College Panhellenic for recruitment and to contact NPC for any concerns that were not answered at the event.

Recruitment Vocabulary - ANSWERS

Match the definitions on the left to the terms on the right.

- A. A woman who has accepted a bid of membership to a sorority but is not yet initiated.
- B. An opportunity for chapters to recruit to quota or total following primary recruitment.
- C. A ceremony that brings a new member into full membership of a sorority including its lifelong benefits.
- D. Any woman who is eligible to participate in recruitment.
- E. The process in which sorority organizations offer new membership.
- F. The binding agreement a potential new member must complete in order to receive a bid from a sorority on campus.
- G. An invitation to join a sorority.
- H. Part of the recruitment process where a chapter is evaluating the potential new member and the potential new member is evaluating the chapter.
- I. A Panhellenic representative who is available to guide women through the recruitment process and answer questions.
- J. The last day of recruitment when potential new members receive invitations (bids) to join chapters.
- K. A daughter, sister, granddaughter or family member of an initiated member of a sorority. Each NPC member organization has its own definition of and invitation policies.
- L. A membership unit of an inter/national sorority.
- M. The final round of recruitment, usually more formal than the previous rounds.
- N. A form completed by a member or alumna member of a sorority, recommending a potential new member for membership.
- O. A day or days during recruitment when a potential new member visits a specific number of chapters. These typically have themed names or may be referred to by how many chapters are visited.
- P. An association for all collegiate members of the National Panhellenic Conference sorority chapters on a campus. This association serves as the governing body and organizes the recruitment process.
- Q. Each chapter visited during a round of recruitment.

- G Bid
- J Bid Day
- L Chapter
- P College Panhellenic
- B Continuous open bidding (COB)
- Q Event
- C Initiation
- K Legacy
- F Membership recruitment acceptance binding agreement (MRABA)
- H Mutual selection
- A New member
- D Potential new member
- M Preference
- N Recommendation
- E Recruitment
- I Recruitment counselor
- O Round

Collecting Information from PNMs

You may choose to collect information from PNMs to prepare them for the recruitment process. This is a valuable service and a great way to connect with PNMs; however, handle this data cautiously and carefully to ensure you use the information appropriately.

As a reminder, an Alumnae Panhellenic cannot charge fees to the PNM for filling out the sorority recruitment information form, attending a sorority recruitment information event or receiving recruitment information in any format.

Sorority Recruitment Information Form

The purpose of the sorority recruitment information form is to collect and disseminate basic information about the 26 NPC member organizations to PNMs. This information should be available to all the NPC member organization representatives within the specific Alumnae Panhellenic.

The National Panhellenic Conference delegates unanimously voted to limit the information requested from a PNM on this form. Questions considered intrusive and therefore inappropriate include but are not limited to parents' occupations and education, a PNMs' religious affiliation, a PNMs' height and weight and her ability to afford sorority membership. There are also legal ramifications you must consider when requesting any information.

Note: An Alumnae Panhellenic **may not** request copies of transcripts because this is a clear violation of a PNMs' right to privacy and may be an additional unnecessary cost to the PNM.

The sorority recruitment information form may include only the following data:

- Name
- Hometown
- Personal email address
- Cell phone number
- Names of parent(s)/caregiver(s)
- College/university planning to attend
- High school and college/university attended (if applicable)
- High school and college/university GPA (if applicable)
- Interests, activities and honors
- Signed and dated permission to release the information

Sorority Recruitment Information Form

Name: _____

Hometown: _____

Email: _____ Cell phone: _____

Names of parent(s)/caregiver(s): _____

College/university planning to attend: _____

High school attended: _____

High school GPA: _____

College/university attended (if applicable): _____

College/university GPA (if applicable): _____

Interests: _____

Activities: _____

Honors: _____

I, _____, give permission to release this information to the
_____ Alumnae Panhellenic.

Signature: _____ Date: _____

Parent/guardian signature (if under 18): _____ Date: _____

Master File/List System

Alumnae Panhellenics can use a master file/list system to keep track of PNMs who participate in the sorority recruitment process. The master file/list system is a compilation of the data from the sorority recruitment information form of those women who plan to participate in the primary recruitment process. The system is not a “recommendation” file and includes no personal remarks or observations. It should be available as contact information only to all Alumnae Panhellenic members. Typically, the master file/list system is in the form of a spreadsheet.

To maintain caution in using a master file/list system or when collecting sorority recruitment information event forms, make sure the officer in charge of this information has a secure and private location for this information. Limit access to only a select group of women responsible for maintaining that information.

Information collected from PNMs should not stay stored for a prolonged time. Once a woman pledges an NPC organization or is no longer eligible to participate in sorority recruitment, her information with the Alumnae Panhellenic should be deleted from the master file/list system or disposed of appropriately.

Recommendation Letters and Legacy Policies

Not all NPC organizations require references or recommendation letters indicating alumnae/collegiate sponsorship as a requirement for pledging and many have changed their policies in the past few years. Therefore, no Panhellenic alumna should indicate a woman must have recommendation letters to participate in recruitment. Requiring PNMs to have references constitutes undue pressure. It further implies obtaining references not only is the PNMs’ responsibility, but also her participation in membership recruitment depends on her ability to obtain references.

Alumnae Panhellenics can offer to support and should educate PNMs to first contact Panhellenic alumnae through family or personal relation such as close family friends and neighbors. These are the best sources for positive recommendations.

Find contact information for recommendation letters for all NPC organizations on TheSororityLife.com [here](#). A PNM may directly reach out to these contacts if she needs assistance or information about recommendations. An alumna or Alumnae Panhellenic may share this link with any PNM seeking recommendation letters or references.

Additionally, many organizations have made changes to their legacy policies within the past few years. Many organizations made this change to allow a more equitable and inclusive recruitment experience for PNMs. If you are unsure of your organization’s current legacy policy or treatment of legacies, please refer back to the international organization for the most up to date information.

Frequently Asked Questions

1. How does a woman join/how does sorority recruitment work?

Sorority recruitment practices vary from campus to campus. Look at your campus' fraternity/sorority life website and the website of the College Panhellenic for more specific information. For general information about recruitment, visit TheSororityLife.com.

2. What is the new member process like?

Each sorority has its own new member education program. The purpose of the program is to educate a new member on the organization's values and to explain its history. The programs are fun and interesting and lead up to initiation. The programs may last anywhere from a few weeks to a couple of months, depending on the sorority.

3. Does everyone get a bid?

The truth is not everyone finds a place to join, but those who fully participate in the recruitment process are able to fully evaluate all opportunities for membership. This process is called a "mutual selection" because the preferences of both the potential members and the chapters are used to match women to their new chapters.

4. Do I have to register/apply for recruitment, or should I just show up?

Every campus has a different process related to registering for recruitment, but most require some form of pre-registration. Visit the website for your campus' fraternity/sorority life or the College Panhellenic for information about deadlines and fees for participating in recruitment.

5. How does housing work?

There are different types of sorority "housing" on campuses throughout the United States and Canada. Chapters offering sorority housing may require members to live in the sorority's chapter house. However, at many campuses there are non-residential suites or lodges, and women live in campus housing and use the sorority space for meetings and to study. Other campuses have no housing at all for sororities. [Here's](#) an article from TheSororityLife.com about sorority housing that may be helpful. You need to investigate what type of housing options are available on your campus and what the live-in requirements may be for chapter members.

6. How much does it cost to be in a sorority?

Being in a sorority is like other member-based organizations. Most NPC organizations require a one-time initiation fee and some form of dues. This money goes toward funding the chapter's operations, social events and programming. It also allows the inter/national organization to continue providing resources and support for the local chapters. The costs vary from campus to campus and vary by the type of housing provided. The campus fraternity and sorority life office have basic information on the average costs of belonging to a chapter.

7. How will I know which sorority is right for me?

Each NPC organization has its own mission, creed and values its members strive to live by; however, all NPC organizations provide members with friendship and opportunities for personal growth and development, leadership, scholarship and fun. The sorority recruitment process will give you the opportunity to meet members of all chapters on campus. The sorority recruitment process, through mutual selection, allows you and the chapters to decide on the best fit. When you go through the recruitment process, keep an open mind and take notes after each round to remember the conversations.

If you want to start preparing before recruitment, do some research. You can learn about the different inter/national organizations and chapters on campus to get a better idea of what each group represents. The inter/national website for each of the 26 NPC organizations is available by visiting thesororitylife.com. You can also use the [Panhellenic Locator Map](#) on TheSororityLife.com to view College Panhellenic Associations across the country or check local chapter websites by going to the links provided by the College Panhellenic or by using a search engine.

8. What if I discover the sorority I selected is the wrong one for me?

Once you accept a bid to a sorority, the new member period begins. This period normally lasts six to eight weeks. If, before initiation, you decide you are not ready for the commitment, you can break your pledge from the organization. If you would like to participate in recruitment again, you can do so during the next primary recruitment period on campus. In other words, if you receive a bid or match to a chapter on your campus through primary recruitment, you are not eligible to join another sorority until the next primary recruitment period on that same campus. However, if you do not receive a bid during primary recruitment or decide you would like to withdraw from the process, you are eligible for continuous open bidding (COB).

COB takes place outside the primary recruitment process, but only chapters that have openings can participate. Therefore, you have the most options through the primary recruitment period. We encourage everyone to keep their mind and options open during that time.

9. What should I do now to help me get into a sorority when I go to college?

If you want to start preparing before recruitment, do some research. Learning about the different inter/national organizations will help you get a better idea of what each group represents. You can also use the resources NPC provides: [Facebook.com/thesororitylife](https://www.facebook.com/thesororitylife), [Twitter.com/TheSororityLife](https://twitter.com/TheSororityLife), [Instagram.com/sororitylifencp](https://www.instagram.com/sororitylifencp) and TheSororityLife.com. TheSororityLife.com also has a helpful article [here](#) on the other steps you can take to start preparing before recruitment.

10. Is it hard to balance sorority membership and academics?

Many sorority women are able to balance academics, a job, sorority membership and other activities on campus, but everyone is different. You might want to talk to some sorority women on your campus or ask College Panhellenic officers to find out the time commitment required. In general, it all comes down to how you manage your time.

11. Can I participate even if I'm not a freshman or if I'm a transfer student?

Recruitment is a great place to start learning more about sorority life, regardless of your year in school. Contact the fraternity and sorority life office on your campus to ask specifically if upperclass PNMs are common.

12. Can I join a sorority if I am on or am going to be on an athletics team?

Athletes are often sorority members, and sorority women welcome the chance to support their sisters on the field or court.

13. What about other Greek-letter groups that are not NPC organizations?

Many campuses have other organizations women can join that are not NPC sororities. Some sororities belong to other umbrella groups, such as the National Pan-Hellenic Council Inc. (NPHC), the National Association of Latino Fraternal Organizations Inc. (NALFO) or the National Multicultural Greek Council Inc. (NMGC). There are also local, professional and service-based sororities, and sometimes associated with the College Panhellenic but function in different ways. The bestway to find out about these organizations is to ask the fraternity/sorority life office at your campus.

Tips for Hosting Virtual Sorority Recruitment Information Events

In the time of COVID-19, many events must be conducted virtually or in a hybrid format for the health and safety of all. You may consider hosting your sorority recruitment information event virtually to ensure that all attendees feel comfortable attending. Hosting your sorority recruitment information event virtually can also reduce overhead costs and provide an accessible alternative for future events. Below are several Zoom tips for Alumnae Panhellenic Associations hosting an event virtually and how you can plan to get the most out of your event.

- Set up time for meeting hosts to familiarize themselves with the technology prior to the event. Sometimes it can even be helpful to do a test run with PowerPoint slides, sound and wireless connection.
- Assign a member to serve as the technology support person during each event. This person will troubleshoot any errors with attendees and should be set up as a host so they can mute and unmute attendees as needed.
- Use the chat function in meeting mode and the Q&A function in “Webinar” mode. If your Zoom account allows for it, use Webinar mode for events like Sorority Recruitment Information Events. This way, all attendees will be muted upon entry and it will be more set up like a presentation. You can also allow anonymous questions or not allow any anonymous questions.
- Login to your event early on the day of to make sure that everything is set up properly and you have time to troubleshoot.
- If you are using a slide deck or video technology, have that pulled up and ready so when attendees begin to arrive they are greeted with the slide deck or video screen.
- For larger scale events, you can set up breakout rooms to lead to more valuable discussion. Designate an individual to manage breakout rooms in advance.

For more Zoom resources, please visit the Zoom website [here](#). For ways to engage virtually, you can learn about how collegiate students are engaging virtually on TheSororityLife [here](#).