

**National Panhellenic Conference
Recruitment Style Side-by-Side Comparison**

	Fully Structured Recruitment	Partially Structured Recruitment with RFM	Continuous Recruitment
Panhellenic Marketing	Yes - Led by College Panhellenic - social media, tabling, promotional events, email campaign to prospective students, information session at campus orientation	Yes - Led by College Panhellenic - social media, tabling, promotional events, email campaign to prospective students, information session at campus orientation	Yes - Led by chapters; College Panhellenic can amplify chapter information if desired
Recruitment Counselors (RCs)	Yes - Educate potential new members (PNMs) on expectations and structure - lead PNMs to scheduled events. Mentor and guide PNMs through the process to Bid Day. As soon as PNMs are registered RCs should reach out and engage.	Yes - Educate PNMs on expectations and events. Mentor and guide them through the process to Bid Day. As soon as PNMs are registered RCs should reach out and engage.	Possible - not required. May be used as ambassadors to promote the sorority experience. Provide information about joining opportunities and assist in answering questions from PNMs and parents/caregivers.
Registration	Yes - Opens early and closes as late as possible before recruitment begins. Clearly communicate deadline.	Yes - Opens early and closes just before first invitational round. Clearly communicate deadline on website and social media.	Not required. College Panhellenic can collect a names list and provide information to chapters. Chapters are responsible for the one-on-one connection with PNMs.
PNM Orientation	Yes	Yes - Could host multiple for varying times	Possible - An orientation should result in more contact information gathered from PNMs interested in the sorority experience
College Panhellenic Hosted Promotional Events	Host at least one promotional event before recruitment	Host at least one promotional event before recruitment	Host multiple throughout the year
Financial Transparency	Yes - shared at PNM orientation, on website and during specific round	Yes - shared at PNM orientation(s) and on website	Yes - shared at PNM orientation(s), if applicable, and on website
Open House Round	Yes - First round of recruitment (May be titled something different)	Possible - Flexible style of events hosted by chapters	No
Chapter Events	Follow RFM recommended format (First round=Open House)	College Panhellenic establishes a schedule. Chapters determine event types and formats.	Multiple, not on a College Panhellenic-determined schedule
Preference Round	Yes	Yes	No
Membership Recruitment Acceptance Binding Agreement (MRABA)	Yes	Yes	Yes - Continuous Open Bidding MRABA
Recruitment Software	Yes - Campus Director/ICS	Yes - Campus Director/ICS	No
Release Figure Methodology (RFM)	Yes	Yes	No
Bid Matching	Yes	Yes	No
Quota	Yes	Yes	No
Total	Set at bid matching	Set at bid matching	Set before recruitment
Bid Day	Yes - organized by the College Panhellenic	Yes - organized by the College Panhellenic	No formal bid distribution. The College Panhellenic can coordinate a new member celebration.