

# Resolved to Educate

## Promotion of the Sorority Experience

The 26-member organizations of the National Panhellenic Conference (NPC) believe the best way to promote the sorority experience is through conversations and outreach between collegiate/alumnae members and potential new members (PNMs). As a Panhellenic community, we must effectively communicate the value of the sorority experience, emphasizing its continued relevance, benefits and impact on collegiate women.

### Promotion of the Sorority Experience (2020, 2023, 2024) – POLICY

NPC member organization chapters have the right to communicate with, contact and promote the overall sorority experience and membership opportunities to potential new members. College and Alumnae Panhellenics are prohibited from restricting NPC member organization chapters in these efforts. All sorority promotion should be positive and in the spirit of Panhellenic unity through all forms of communication (e.g., print, digital, in-person).

**NPC policy supersedes all College Panhellenic rules.** College Panhellenics must remove all restrictions on communication and engagement with PNMs from governing documents (i.e., bylaws, standing rules and recruitment rules).

This policy IS	This policy IS NOT
<ul style="list-style-type: none"><li>• Promoting Panhellenic and the overall sorority experience, encouraging women to register for recruitment.</li><li>• Engaging with registered PNMs to support retention through recruitment.</li><li>• Focusing on the broader sorority experience being at the forefront of all messaging to PNMs and parents/caregivers.</li><li>• Allowing current members to actively display their sorority affiliation without being forced to delete social media accounts.</li><li>• Encouraging current members to share their personal sorority experience and not be penalized.</li><li>• Permitting members to accept and request friend/follow requests from PNMs, like/comment on posts and answer questions about the sorority experience on social media.</li></ul>	<ul style="list-style-type: none"><li>• Promoting one chapter over the other to recruit a PNM to a particular organization.</li><li>• Granting permission to bid promise, give gifts or in any way lead a PNM to believe she will automatically become a member of an organization.</li><li>• Talking poorly of other chapters or telling PNMs to think singularly about one organization.</li><li>• Encouraging activities that might single out a PNM making her uncomfortable or overwhelmed.</li></ul>

### What can the College Panhellenic do?

Focus on promoting the sorority experience positively to all women on campus and encouraging member chapters to do the same.

### What does promoting the sorority experience look like?

**In-person interactions:** Having everyday interactions with unaffiliated women and sharing personal experiences to create a positive conversation about the sorority experience. Sorority members can and should contact all women they know to promote the sorority experience, even if the PNM attends a different school. Conversations about sorority membership could be the starting point of their interest in learning about sorority membership opportunities on their campus.

**Social media:** Interact via social media to promote the overall sorority experience, encourage participation in Panhellenic recruitment and answer questions about joining a sorority. Individuals, chapters and Panhellenic associations should continue having a social media presence. Members of sororities are not required to privatize or remove their accounts.

### Communication limitations

College Panhellenics should not place restrictions on contact during any periods other than the following:

- During recruitment when College Panhellenic officers and recruitment counselors are disassociated (if applicable).
- During strict silence (i.e., between the end of preference events and bid distribution).

### Policy reminders

**In-person interactions:** Chapters should not invite PNMs to attend unofficial recruiting events that chapters may host with the hope of potentially recruiting them or gaining an unfair advantage. NPC policy continues to restrict the use of men and alcohol in any recruitment-related activities.

Strict silence periods observed longer than between the end of preference events and bid distribution are not allowed. During all other times, the College Panhellenic and its chapters should advocate for promoting the sorority experience.

**Social media:** Disparaging or degrading remarks about an organization, chapter or another member of the Panhellenic community are prohibited. It is important to be mindful of the PNMs in all communication. They should not feel excluded if they are not being communicated with or be given the impression that they are already part of the community or are not welcome.

Outreach and promotion should NOT be singular to one organization or chapter.

- “You should only be an Alpha Alpha Alpha.”
- “I/We love you and you have a place here.”

Communication via social media should not bombard PNMs with messages from every woman in your chapter or should not single out PNMs being tagged in images in your chapter posts.

Any conversations that pressure a PNM, imply she would receive a bid (bid promising), or would not encourage her to keep an open mind in recruitment are not allowed.

- “You will become a member of our chapter.”
- “You should come out with us; all the Alpha Alpha Alphas will be there and I want you to get to know as many active sisters as possible before recruitment.”

## Examples of direct PNM contact - What to do...

### Example 1:

## Living the Policies!

Hi! I am really interested in joining Alpha Alpha and I know that you are a member. How can I join your sorority?

Hey. It's great to hear from you. I hope you are having a great summer 🌞 ahhhh and I love that you are interested in sorority life at State. It has been so much fun and I love being in a panhellenic sorority. I really have appreciated the academic support because let's be real... college is not high school. Also I've been able to jump in and be a leader, which has been super cool. All the sororities are awesome and I have friends in different ones. You should totally register for recruitment. I can send you the reg link.

Redirects PNM to keep options open

Conversational,  
NOT WEIRD

Shares registration link

Hi! I saw your post about the movie night COB event tomorrow. I'm trying to keep my options open. Can you tell me more?

Hey! We would love to have you at our movie night. It's going to be fun! It will be good to meet other sisters and checkout our sisterhood. If you want to learn more about sororities overall you should DM @panhellenic and they can share more about the other chapter COB events or options. Hope to see you tomorrow! 🎬🍿

Seen just now



### Example 2:

Hi Ava! This is Emma Smith. I'm a senior here at Norton University- welcome to the lion family! I'm so happy to have you join our community. What are you looking forward to as a freshmen?

Hi Emma! Thanks for reaching out. I'm really excited to come to Norton this fall. I'm looking forward to meeting new people and building a community! I'm also super excited about my major, nursing!

Oh my gosh. Don't worry! You are going to meet so many new people. Are you living on campus? If so, do you know you dorm? I lived in East Hall and LOVED it. We had so much fun on our floor...I met so many great women. Most of us went through sorority recruitment. Have you thought about registering?

oh and my bestie Sydney is a nursing major!

Yeah I've thought about it. I'm not sure if I will have the time though because I've heard nursing school is hard.

Edited

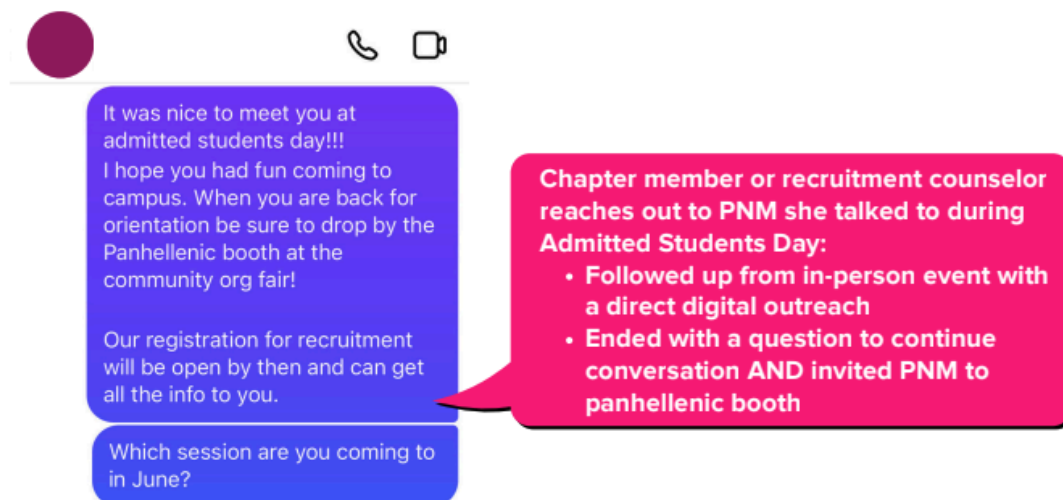
I get that. I know Sydney has enjoyed studying with a bunch of sorority women in all different chapters. It's like they are their own panhellenic study group. I can connect you with Sydney. How about I drop the sorority recruitment reg link that way you have it when you need it 😊 Let's do a caf date this fall. Can't wait to meet you in person.

**Panhellenic recruitment officer reaches out to PNM she doesn't personally know:**

- Gets to know the PNM
- Personalizes the message
- Connects sorority experience to a value the PNM shares (academics)

## Example 3:

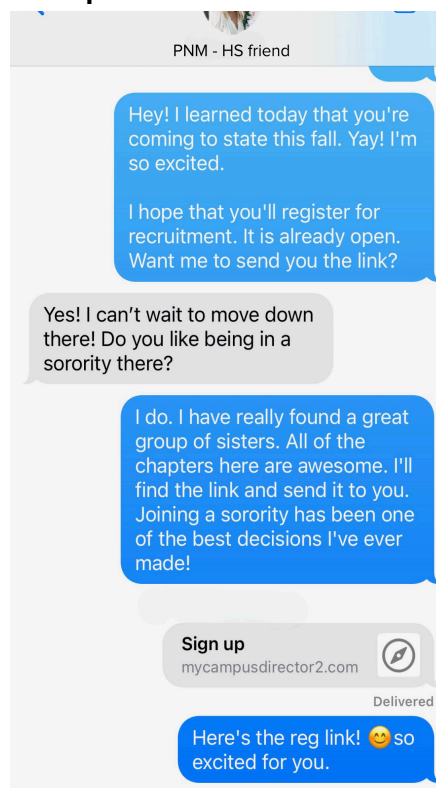
# Living the Policies!



## Example 4:

# Living the Policies!



**Example 5:**

## Examples of direct PNM contact - What NOT to do...

### Example 1:

# Living the Policies!

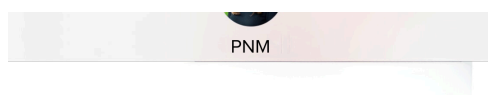
Hey girl...some sorority sisters of mine are going to the beach in a month and inviting some freshmen to join us. You in? Would love for you to meet Mary Katherine and Sarah Beth. They are the best! I know you signed up for recruitment and getting to meet more of my sisters might help you 🤔🍹🍷🍷

- Preferential treatment
- Not encouraging PNMs to keep an open mind
- Bid promising

Emma Grace!!! Had fun talking at the involvement fair yesterday. Let me know if you still want that house tour 🏠 I know rush isn't for a couple weeks, but I could talk to our president or house mom.

Delivered

### Example 2:



Ahhhh! I didn't realize you were coming to tech next fall. OMG - you have to join Alpha Alpha. I can't wait. Let me know when you register. I'm going to tell our recruitment chair that you're coming through so you don't have anything to worry about.

Delivered

I know! I can't wait. It is going to be awesome.