# Recruitment Registration Launch Checklist

**Know When to Launch.**
Launch primary recruitment registration 90 days out and close it no more than three days before the start of primary recruitment. This time frame provides a strong marketing runway without fatigue and maximizes the opportunity for sign-up!

**Establish the Key Dates.**
- [ ] Registration **open date**
- [ ] Registration **close date**
- [ ] Informational sessions (virtual or in person) for potential new members (PNM)
- [ ] Rounds of primary recruitment
- [ ] Bid Day

**Prep your Panhellenic Website for Launch Day!**
- [ ] Splash **"How to Join"** across your homepage—this language is more inclusive than "primary recruitment" for PNMs just learning about sororities.
- [ ] Choose compelling images or videos from the sorority experience on your campus.
- [ ] Have a landing page dedicated to "how to join" in your navigation! (See checklist of content below.)
- [ ] Showcase the **value** of joining and what the sorority experience offers to members. Belonging-centered messaging works!
- [ ] Included a "Sign Up" button on the main home page and *any* recruitment-focused page!
- [ ] **Pro tip:** After primary recruitment, be ready to link a year-round interest form to support chapters with continuous open bidding (COB).

**Landing Page Checklist!**
Tell your campus sorority story! Here are some details that are fundamental for primary recruitment.
- [ ] Registration open and closing dates
- [ ] Schedule at a glance, with dates and times
    - [ ] Orientation or information session dates (with expectations)
    - [ ] Primary recruitment round dates
    - [ ] Bid Day
- [ ] Cost information
- [ ] Brief information about each chapter, the sorority community, or link to social media accounts!
- [ ] Any expectations for PNMs (information events, registration cost, what to wear, etc.)?
- [ ] *Remember: recruitment can be overwhelming to PNMs and the longer the list of expectations, the more likely women are to say, "That might not be for me." So keep this informative to must-haves,*

*short and sweet and don't overdo it! Strive to make recruitment accessible to all women on your campus by removing barriers!*

- ☐ FAQs
- ☐ Contact information

## Prep Your Communication Tools.

- ☐ Update social bios with the link to the recruitment landing page.
- ☐ Make sure you have a "link tree" with relevant info.
- ☐ Make QR codes for flyers, orientation presentations and tabling.
- ☐ Set up an email auto-confirmation for registrants.
- ☐ Prepare emails to go out every few weeks to all registrants leading up to recruitment. It is important to keep them engaged and excited between signing up and starting.

## Put It Out There! Make Your Registration Link Live.

- ☐ Registration form is live and accessible.
- ☐ Link has been tested (mobile and desktop).
- ☐ URL is short, branded and linked to the Panhellenic website and social media.

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