



Join A Sisterhood

PROMOTING THE PANHELLENIC EXPERIENCE

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

NPC PROMOTION OF THE SORORITY EXPERIENCE POLICY (2020, 2023, 2024)

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 across all forms of communication (print, digital, in-person).

WHAT DOES THIS MEAN?

All Delta Gamma women—both alumnae and collegians—are encouraged to share their authentic stories and positive experiences with potential new members (PNMs). These conversations should shine a light on the value of sorority life as a whole: the mentorship, leadership opportunities and lifelong community it provides.

Outreach should never:

- Focus on a specific chapter or include promises of membership
- Include bid promises, gifts tied to recruitment, or negative comments about other chapters
- Our collective goal is simple: welcome, encourage and inform women as they consider joining the Panhellenic community.

HOW YOU CAN HELP

1. Celebrate sisterhood! [Share Delta Gamma's video](#) and talk about the genuine connections and support you've experienced.
2. Connect with high school seniors or unaffiliated students and highlight the friendships, mentorships and community gained through sorority membership.
3. Promote recruitment registration for College Panhellenics near you. You can often find this on College Panhellenic's social media or website.
4. Encourage PNMs to follow their College Panhellenic and local chapters on social media.
5. Share our [website](#) for information on how to join Delta Gamma.
6. Re-share Delta Gamma's social media posts to amplify our message to your audience.
7. Follow Delta Gamma on [Facebook](#), [Instagram](#) and [TikTok](#) to stay updated.

Guidance for Collegiate Chapters

STRATEGIES

- Use your community: If you know of high school seniors or unaffiliated women who you think would make great members of the Panhellenic community, reach out to them and share about your experiences of sisterhood.
- Social media storytelling: Feature sisterhood stories, Instagram or TikTok Live Q&As with alumnae, day-in-the-life reels. These can highlight philanthropy and sisterhood events which helps share the messaging on community through video.
- Holistic content strategy: Create content that answers PNMs' questions: "Will I fit?" "What's the time commitment?"
- Support system messaging: Share info addressing parent/support system concerns about scholarships, safety/support, and advisor networks.
- Sample Weekly Outreach Plan:
 - Monday – Post a member's sisterhood story
 - Tuesday – Alumnae IG Live Q&A
 - Wednesday – Tabling + Q&A on campus
 - Thursday – Share graphics on recruitment topics
 - Friday – DM PNMs about recruitment registration or joining opportunities
 - Weekend – Coffee chats with PNMs
- Sample DMs:
 - Hi [PNM name]! I noticed that you are planning on attending [name of school] this year! Congratulations, you are going to love it! I'm not sure if you are considering joining a sorority, but I would love to chat with you about it and answer any questions you may have!
 - Hi [PNM name]! I noticed that you are planning on attending [name of school] this year! Congratulations, you are going to love it! I'm not sure if you are considering joining a sorority, but I'd encourage you to think about it! I've had a really meaningful experience in Delta Gamma and would love the opportunity to be a resource for you or answer any questions you may have about recruitment or the Fraternity/Sorority Life experience in general!
- Consider creating a tracking document to keep track of the interactions you have with PNMs. Include the member's name who interacted with the PNM, the PNM's name, what you talked about, what platform you connected on. You may want to also include the names of other sisters you think they would enjoy connecting with.

RESOURCES

- [Resolved to Educate Promotion of the Sorority Experience.](#)
- Recruitment Marketing Toolkit in Recruitment Confidential: Recruitment Confidential, which can be found in the Delta Gamma library.

Guidance for Alumnae Chapters & Groups

STRATEGIES

- Alumnae engagement: Host virtual or in-person events about career networking, lifelong friendships and mentorship. PNMs are looking for highlights focused on careers, personal/professional development and specifically how DG supported our alumnae in these. Check out Anchored Connections virtual programming!
- Support collegiate efforts: Partner with collegiate chapters near you to provide alumnae perspectives during events or social media strategies. Consider having an alumna share a day in the life or participating in a Instagram or TikTok Live Q&A about alumnae life to be shared to a local chapter near you. A collegiate chapter near you would have the best connection on what PNMs might be looking to hear from you on!
- Reshare Delta Gamma posts: Our Fraternity is providing meaningful content to promote the Delta Gamma experience. Help our message reach further by sharing those posts on your personal social media.
- Take photos: Ensure that all events or gatherings are captured via photo or video. For tips on engaging photos, see the resources section.
- Mentorship: Serve as informal mentors for first-gen or commuter PNMs you know to help provide support regarding recruitment
- Support System Messaging: Share resources with parents/support systems about values, leadership and scholarship.
- Participate in the “I Am A Sorority Woman” social media campaign (August)

RESOURCES

- I am a Sorority Woman toolkit, which can be found in the DG library.
- Recommendation Form toolkit, which can be found in the DG library.
- For photo tips to produce better social media outcomes, consider this resource:
 - <https://www.deltagamma.org/wp-content/uploads/2022/06/Alumnae-Photo-Tips.pdf>