



# Delta Gamma

1873

## Virtual Recruitment Handbook

This resource is intended to provide recommendations for collegiate chapters preparing for recruitment for fall 2020 and spring 2021. As we are hopeful that this is a temporary situation, we created this temporary resource and did not update individual handbooks or guides. If you have a question about how existing handbooks or guides are to be used with this resource, please reach out to your Regional Collegiate Recruitment Specialist (RCRS)/Collegiate Recruitment Consultant (CRC)/New Chapter Recruitment Coordinator (NCRC). To find information about programming or other Fraternity business, please see the [virtual programming resource](#) in the DG library. Additional information will be added to this handbook and new content will be announced through the Collegiate Officers Newsletter.



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# National Panhellenic Conference (NPC) Changes

In May 2020, NPC announced a series of changes in order to adapt to the changing circumstances of COVID-19. This section includes the list of these changes as well as additional information about why these changes were passed. If you need help understanding what this means for your campus, contact your College Panhellenic or your Fraternity/Sorority Advisor.

## Unanimous Agreements

### Unanimous Agreement III. The Panhellenic Compact

3. An undergraduate woman may pledge an NPC sorority only during a regular academic term and not during any school recess or summer academic term except during a primary membership recruitment period and the ensuing continuous open bidding (COB) process when held immediately before an academic term.

**For campuses where the College Panhellenic is only using a virtual continuous recruitment, a chapter may offer an invitation of membership (a bid) to a woman upon her completion of high school and when she is an undergraduate regularly matriculated at the institution.**

**Proviso:** This last paragraph is in effect July 1, 2020, and expires Dec. 31, 2020, for campuses with fall primary recruitment and goes into effect Jan. 1, 2021, and expires at the end of the spring 2021 academic term for campuses with a deferred primary recruitment.

**Rationale:** The updated proviso allows for deferred primary recruitment campuses using only a virtual continuous recruitment to begin offering bids on Jan. 1, 2021.

### Unanimous Agreement VI. College Panhellenic Association Agreement

#### 2. Establishment and Regulation of Membership Recruitment

B. Each NPC sorority chapter has the right to use continuous open bidding (COB) to reach quota or its total allowable chapter size during the regular school year as defined by the school calendar. **COB begins on Bid Day for chapters who did not achieve quota or as soon as the College Panhellenic has determined total.** To accommodate a newly establishing chapter or to allow a chapter to build its membership, the College Panhellenic Council may vote to suspend COB for a period not to exceed three weeks. The start and end dates for the COB moratorium must be set by a vote of the College Panhellenic, preferably during the academic term prior to implementing the moratorium. The College Panhellenic should consider the need for chapters not at quota or total to have up to one week to fill vacant spaces through COB before the moratorium begins.

If a College Panhellenic is utilizing a virtual continuous recruitment as its primary method of recruitment, a chapter may offer an invitation of membership (a bid) to a woman upon her completion of high school and when she is an undergraduate regularly matriculated at the institution. If the College Panhellenic delays primary recruitment (fully structured or partially structured) until later than Oct. 1, 2020 or defers primary recruitment until spring 2021,

chapters may begin continuous open bidding of all women starting on the first day of the originally scheduled primary recruitment to recruit up to total.

If the College Panhellenic is utilizing a virtual continuous recruitment as its primary method of recruitment on a deferred recruitment campus, a chapter may offer an invitation of membership (a bid) to a first-year woman on Jan. 1, 2021. If the College Panhellenic delays spring primary recruitment (fully or partially structured until later than March 1, 2021, chapters may begin continuous open bidding of all women starting on the first day of the originally scheduled primary recruitment to recruit up to total.

**Proviso:** The addition of the second paragraph goes into effect July 1, 2020 and expires Dec. 31, 2020. The addition of the third paragraph in this section takes effect Jan. 1, 2021 and expires at the end of the spring term.

**Rationale:** NPC believes that women who want to join the sorority community should be able to join at a time they choose. This provision assures that COB will commence, and recruitment will not be delayed

## Policies

Financial Transparency (1963, 2017, 2018, 2020) - POLICY

All chapters will share detailed financial information (member dues, chapter fees and assessments, etc.) with potential new members prior to extending a bid. The College Panhellenic will specify the round of recruitment in which the financial information will be shared if fully structured recruitment is utilized. See the NPC website for implementation guidelines.

**Rationale:** The current policy did not account for the variety of recruitment styles College Panhellenics implement. Additionally, it is each chapter's responsibility to share the financial (and all other) commitments of membership with a potential new member before she is offered a bid and they should do so in a manner that is clear and transparent, which may differ depending on the situation.

Options in Determining Total (2009, 2015, 2019) - POLICY

College Panhellenics can use one of the following methods to determine total:

1. Average or median chapter size (whichever is larger).
2. Midpoint between median and largest chapter size (the third quartile).
3. Largest chapter size (recommended for College Panhellenics with five or fewer chapters).
4. Largest chapter size plus 5- 10%.

Fall 2020 Total: All College Panhellenics must use the fall 2019 total for the fall 2020 total; unless the evaluation of total in fall 2020 results in a higher total than in fall 2019.

Spring 2021 Total: All Spring 2021 recruiting (deferred recruitment) College Panhellenics must use the spring 2020 total for the spring 2021 total unless the evaluation of total in spring 2021 results in a higher total than spring 2020. All other College Panhellenics will maintain the

total established in fall 2020 unless the evaluation of total in spring 2021 results in a higher total.

**Proviso:** The paragraph beginning "Fall 2020 Total" will expire at the end of the fall 2020 academic term and the paragraph beginning "Spring 2021 Total" will expire at the end of the spring 2021 academic term.

**Rationale:** Due to COVID-19 and the impact it will have on college enrollments, anticipated recruitment numbers and many other factors on a campus, the use of a preset total from the previous academic year allows for the Panhellenic community to maintain stability while still providing for chapter growth. That proviso expires at the end of the spring 2021 academic term. Additionally, small changes were made to the policy for the long term, including reordering the methods, removing verbiage to provide more flexibility and shifting an option to help grow smaller communities.

Summer Recruitment (1995, 2020) – POLICY

Alumnae Panhellenics must follow the NPC and College Panhellenic rules regarding cooperative summer recruitment events. All joint sorority education programs or informational events for potential new members must promote the sorority experience.

**Outreach and education materials to potential new members and caregivers should reflect the Positive Panhellenic Contact (2003) – POLICY and share accurate information about the current state of sorority on campuses.**

**Rationale:** Alumnae Panhellenics are a critical source of information for college-bound women and their caregivers about the Panhellenic sorority experience. It is imperative that cooperative events of Alumnae and College Panhellenics share updated and accurate information with stakeholders to ensure that potential new members are comfortable forming and maintaining relationships with sorority women and learning more about the current sorority experience.

Promotion of the Sorority Experience (2020) – POLICY

All sorority women including collegians, alumnae, College Panhellenics, Alumnae Panhellenics, inter/national organizations and the National Panhellenic Conference should actively promote the overall sorority experience and membership opportunities in organizations. This should be done through all forms of communication (e.g., print, digital, in person) in the spirit of Panhellenic unity and desire to reach out to all women to share the opportunity for sorority membership. College and Alumnae Panhellenic rules should not infringe on the rights of individuals, chapters and/or organizations in the content or forms of communication to promote the sorority experience.

**Rationale:** We continue to need to attract potential new members through all means, especially when women's college enrollment will be lower and their uncertainty about their college future may be high. As a Panhellenic community and as individual organizations, we must communicate the value of the sorority experience as never before, specifically highlighting the continued relevance and power of sorority during this time of physical

separation. Communication should address the specific challenges we are facing right now and counter any potential new member instincts to defer joining because they think "real sorority" can only happen on campus in person. This new policy allows for broad promotion of the sorority experience and gives all involved the right to market the experience to prospective members in the spirit of Panhellenic unity while still talking about inter/national organizations and chapters.

## Best Practices

Continuous Open Bidding (2017, 2020) – BEST PRACTICE

COB is not intended to precede or take the place of the primary membership recruitment period, nor should there be a COB process prior to the start of fall primary membership recruitment. Likewise, no COB process should occur during the period at the start of the term in which primary recruitment does not take place while rosters are confirmed for the rest of total (not to exceed seven days). The purpose of COB is to enable those chapters that did not pledge to quota or pledged quota but did not reach total, to pledge additional new members immediately following the primary membership recruitment period. The intent of COB is to provide maximum opportunities for membership to the greatest number of chapters possible. On campuses with deferred (second term) membership recruitment, any COB prior to the scheduled membership recruitment period should be limited to upperclass and transfer women. First-year women should not attend these recruitment functions. COB would not be open to first-year women until after the primary membership recruitment period.

**Exceptions to this COB best practice will be made in cases where the College Panhellenic determines that they will be delaying or deferring their primary recruitment process due to the COVID-19 pandemic. With this exception, chapters may use continuous open bidding to reach total allowable chapter size.**

**Proviso:** This amendment goes into effect July 1, 2020 and at the end of the spring 2021 academic term.

**Rationale:** If a campus or College Panhellenic delays or defers primary recruitment from early fall, NPC believes that women who want to join the sorority community should be able to join at a time they choose.

## Recruitment Styles

- **Continuous recruitment (CR):**
  - Recruitment schedule: There is no structured schedule. Panhellenic does not set dates for recruitment or offering of bids.
  - Release figures: Not used.
  - Quota: Not used; chapters bid to total.
  
- **Partially structured recruitment (PSR):**
  - Recruitment schedule: The timing of recruitment is determined by Panhellenic. Recruitment events are scheduled with flexibility in mind so potential new members will not withdraw because of the scheduling format. Events are scheduled so potential new members can attend several events. Panhellenic sets the date for distribution of bids. (See sample schedule.)

- Release figures: Not used.
- Quota: The number of potential new members (determined at the end of recruitment) that each chapter is allowed to pledge regardless of a chapter's total membership number. Every chapter is entitled to bid to quota.
- **Fully structured recruitment (FSR):**
  - College Panhellenic determines the time and number of events and rounds, in accordance with Release Figure Methodology (RFM) recommendations. Potential new members participate in the mutual selection process. College Panhellenic determines the time bids are distributed. Release figures: RFM is used.
  - Quota: The number of potential new members (determined at the end of recruitment) each chapter is allowed to pledge regardless of a chapter's total membership number. Every chapter is entitled to bid to quota.

#### **Options for Fall 2020/Spring 2021 Fully Structured Recruitment (FSR)**

- Virtual - using videos and Zoom with breakout rooms. This process is facilitated by Panhellenic and there is no in-person interaction.
- Hybrid - early rounds are virtual and preference in person with social distancing. Preference ceremonies may be shown as a video
- In-person - more events each round to accommodate campus rules, cleaning between event, and social distancing



## Items to Consider Prior to Prep Week

### Recruitment Questions for Potential New Members, College Panhellenics and Chapter Members

There is a lot unknown right now and a lot of adaptability being required of our members, potential new members, and College Panhellenics. Below is a list of recommendations of questions to ask to better prepare for what recruitment will be like on your campus.

### College Panhellenic

To better understand what is going on with your College Panhellenic's recruitment plans, consider asking some of the questions below. Knowledge of these questions will help your EVC prepare for recruitment this year.

#### Technology Questions:

- Will the College Panhellenic be paying for the virtual recruitment platform?
- What technology is the campus going to use for virtual recruitment conversations?
- Will we be able to use screen shares, videos, etc.?
- Will we be able to use virtual backgrounds?
- Will a "waiting room" function be utilized to allow members to "open the doors" of the round?
- Who will have host/admin capability for the technology? Will host capabilities be transferred to the chapter?
- Will virtual rounds be one on ones with PNMs and members? Will they be more group style with several PNMs and members?
  - If one on one: will we have admin access to allow breakout groups, bumping, rotating, or floating?
  - If group: how many members to PNMs?

#### Logistical Questions:

- What other logistical components are being considered (date changes, social distancing, venue changes, round format changes, length of events, etc.)?
- If we have any in person rounds, will we be using campus spaces or our own housing?
- What resources will you be able provide to help chapters in a virtual recruitment environment?
- When will we be receiving PNM registrations? Can it be earlier than in years past?

#### PNMs:

- How will the College Panhellenic share information with chapters about PNMs or interested/admitted women?
- What kind of information will PNMs have about the chapter and the chapter have about PNMs in a completely virtual Round 1 with only videos and no interaction?
- Are PNMs still being asked to pay a registration fee? What will this fee cover and is there an opportunity to eliminate it in order to ensure the payment is not a barrier?

#### Preference:

- Will there be an in-person Preference Round?
- If so, will this take place in chapter facilities and is there a requirement for social distance?
- How can we ensure the privacy of our Preference Round ritual?

## Potential New Members

Some campuses may be using a completely virtual Round 1 where PNMs view chapter videos and chapter members view/listen/read responses to PNM questions. If your College Panhellenic is using this format, consider offering the questions below. If your College Panhellenic is not utilizing PNM videos, consider asking that some of these questions be added to PNM recruitment registration. Think: What do I need to know about a PNM in order to make a vote if she should return to Delta Gamma the next round?

- Why are you interested in joining a sorority?
- What are three values that best describe you and why do you choose those?
- A part of membership in a sorority is building friendship and sisterhood – what do you look for in a group of friends?
- A benefit of membership in a sorority is the opportunity for continual development in and beyond your undergraduate years. How do you hope sorority membership develops you for your future goals?
- How would your best friend describe you? How do you describe your best friend?
- Tell us about a time you committed to something that was important to you.

## Members

During this time, we should be asking our members what they want. Virtual recruitment and virtual recruitment preparation will look different and there may not be the ability to have everyone recruit like years past. Consider adapting the survey below to ask your members how they are feeling about virtual recruitment.

- At this point, what is your comfort level with in-person recruiting this term?
  - o (scale 1-10)
  - o Be sure to label what 1 and 10 mean
- What is your comfort level recruiting virtually this term?
  - o (scale 1-10)
  - o Be sure to label what 1 and 10 mean
- Do you believe you have the resources (quiet space, reliable Wi-Fi, etc.) to recruit virtually?
  - o (yes, unsure, no)
- I want to participate in recruiting PNMs if we recruit virtually
  - o (scale 1-10)
  - o Be sure to label what 1 and what 10 mean
- I do not want to participate in recruiting PNMs if we recruit virtually
  - o (scale 1-10)
  - o Be sure to label what 1 and what 10 mean
- How interested would you be in participating in recruitment in a different way like through a technology team, matching committee, or in another capacity instead of recruiting?
  - o (scale 1-10)
  - o Be sure to label what 1 and what 10 mean

## Anchor Score Guidance

To adapt to the difficult circumstances COVID-19 may have brought members and potential new members, Delta Gamma has made changes to the Anchor Score format. All NPC

organizations were charged with adapting their current recruitment methods to reduce the barriers that exist for PNMs prior to joining. In that spirit, Delta Gamma also updated the Membership Selection policy to remove the preferential treatment of legacies. Members are expected to treat all PNMs with equal respect and dignity.

[Read the Anchor Score recommendations in the resource available in the DG library.](#)

### Financial Transparency

All campuses have already or will incorporate a form of financial transparency in their recruitment process. This transparency shouldn't be limited to one recruitment round. The "Chapter Dues Information for PNMs" document is a tool for chapters to complete and share on websites or social media platforms for PNMs prior to recruitment or during recruitment if College Panhellenic rules allow. Doing so helps PNMs make a fully informed decision rather than joining and resigning because they cannot pay. Sharing this information also helps PNMs have discussions with the stakeholders in their lives regarding dues.

## Chapter Dues Information 2020-2021

| CATEGORY         | ITEM                  | DESCRIPTION   | DUES ALLOCATION |
|------------------|-----------------------|---|-----------------|
| President        | Transition/Committees | All expenses associated with officer elections, transitions, and committee meetings, including meals for nominating committee, CMT and JCMT during transitions or during the course of the year.  |                 |
| Programming      | Founders Day          | Chapter expenses pertaining to Founders Day, including cost to rent a location, meals for chapter members and special guests, expenses for speaker, decorations, invitations, programs, gifts and nametags.                                   |                 |
|                  | Chapter Retreats      | Expenses for chapter retreats, sisterhood events and senior programming which could include, but not be limited to, rental of locations, food, transportation, supplies and senior gifts.   |                 |
| Social Standards | Guest & Officer Visit | Expenses incurred during the visit of a Collegiate Development Consultant, Fraternity officer, etc. including rental of rooms if lodging is not provided in chapter house, food for the guest, gifts for the guest, reimbursement for members |                 |

|                  |                       |   |  |
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|                  |                       | who transport the guest to and from the airport.  |  |
|                  | Gifts & Awards        | Any non-charitable gifts or awards purchased by the chapter. Should include condolence or congratulatory gifts for members, campus personal and alumnae, weekly gifts given at chapter meetings, adviser/house mother/staff appreciation gifts, but would not include gifts given out at Founders Day or seniors' gifts.              |  |
|                  | Socials               | Expenses for social activities overseen by the vp: social standards. Expenses should include transportation, security, food, location rental, DJ/band, photographer, deposits, invitations, shirts (if paid for by the chapter) and supplies. Any event with alcohol and non-DG guests is budgeted in one of these accounts.          |  |
| Member Education | New Member Supplies   | Any supplies used/purchased for new members such as notebooks, handouts, bid day gifts and flowers, t-shirts, etc.  |  |
|                  | New Member Activities | New members' activities sponsored by the chapter such as bid day, big sister reveal, new member retreat and includes the costs of food, venue rental, transportation, security, etc. This account does not cover the cost of Inspiration and Initiation.  |  |
|                  | Scholarship           | Expenses for scholarship activities such as scholarship receptions, scholarship incentives, professor gifts/awards, etc.  |  |
|                  | Rituals & Initiation  | Expenses for chapter ritual activities. This account includes costs for Pi Alpha pins, membership certificates (invoiced from Printing Plus to the chapter) and all other costs related to the Inspiration and Initiation ceremonies and celebrate (flowers, food, venue rental, gifts). Also include expenses associated with formal |  |

|                |                             |  |  |
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|                |                             | meetings and informal rituals.   |  |
| Membership     | Recruitment Expenses        | All expenses for formal and informal recruitment including decorations, refreshments, printing, bid cards, sponsorship cards and costumes. Food costs for PNMs are expensed to this account. Include expenses associated with COB and RPWs.                |  |
| Communications | Composite                   | Group composite pictures paid by the chapter for chapter use.  |  |
|                | Chapter Archives            | Expenses related to the chapter archives.  |  |
|                | Public Relations            | Includes school yearbook costs, advertisements, banners, yellow page ads or any published announcements regarding chapter activities.  |  |
|                | Correspondence              | Cost for stationery, holiday cards, thank-you notes, etc.  |  |
| Housing        | Utilities                   | All utilities, electricity, water, gas, and waste removal. This may include Internet service. Chapters pay these expenses year-round.  |  |
|                | Telephone/Internet/Cable    | Expense for chapter telephone service, including Internet charges as well as cable when services are bundled.  |  |
|                | Food & Kitchen              | All kitchen supplies and food consumed by the chapter members <b>not</b> provided by a caterer (e.g., the chapter has a chef and kitchen staff that is employed by house corporation, not a catering company, and the chapter pays food vendors directly). |  |
|                | Repairs/Laundry/Maintenance | Expenses for any repairs, services or laundry expenses for the house not covered by the house corporation.   |  |
|                | Housing Miscellaneous       | Incidental housing expenses not covered by the house corporation; generally one-time in nature.  |  |
| Finance        | Discounts                   | Use this for discounts given to members who pay their bills by using a paper check, not e-check, in advance and prior to the first due date, in accordance with the BLSR.  |  |

|            |  |  |  |
|------------|--|--|--|
|            |  | Invoices must be paid in full, and the discount is given AFTER payments are made.  |  |
|            | Copying & Printing   | This is for chapter costs for printing and copying NOT for newsletters, Anchor Games, new member information or recruitment.   |  |
|            | Postage & Office Supplies                                  | For postage and other supplies necessary for the chapter.  |  |
|            | Expenses from Prior Year                                   | Includes any invoices/expenses still owed by chapter at end of fiscal year, but will not be paid until after July 1 (new fiscal year).   |  |
|            | Travel & Workshops   | Includes travel costs for February Institute, Lewis Institute, Regional Training and Adviser Training such as parking, meals, taxi/Uber fees and baggage fees. Includes expenses for any University/Panhellenic workshops including registration and travel. Includes any travel, lodging, babysitting expenses for advisers when they visit the chapter.    |  |
|            | Bank Fees/greekbill credit card charges/Purchase card fees | Includes charges incurred by credit card/e-check use on greekbill. The cost of purchase cards (\$5 per card, charged by greekbill in December and June). The more members who pay with a paper check - the lower the fees on this account. Members may NOT be charged for using an e-check or credit card, as this is considered a "cost of doing business." |  |
|            | Bad Debt Collection Fee                                    | Invoiced from Collegiate Finance for fees associated with sending members to collections for non-payment. This is for the charge from the collection agency to collect debt that is more than the \$750.00 minimum.  |  |
|            | Miscellaneous  | Atypical expenses that are not covered by another budget account   |  |
| Foundation | Contributions to Other Philanthropies                      | All charitable donations made by the chapter, including to the Delta   |  |

|                           |                                  |  |         |
|---------------------------|----------------------------------|--|---------|
|                           |                                  | Gamma Foundation or other community or Greek philanthropies, except Anchor Games and AnchorSplash® activities.   |         |
|                           | Chapter Fundraiser               | All expenses incurred for chapter Foundation-awareness projects and hands-on Foundation projects associated with Service for Sight, Joining Forces and the Golden Anchor program.  |         |
| Panhellenic               | Panhellenic Activities           | Expenses associated with activities related to Panhellenic or IFC events such as Greek Week, Greek Sing, non-alcoholic events the chapter co-hosts with other Greek organizations, and other events put on as a Greek community (outside of recruitment).  |         |
|                           | Alumnae Relations                | Costs related to chapter newsletter (paper and printing) and collumnae social events.  |         |
|                           | NPC Fee                          | Fee charged per member by NPC.   | \$4.00  |
|                           | Campus Panhellenic Dues          | Panhellenic dues for the chapter or members.   |         |
| Paid to House Corporation | Rent/Chapter Obligation/Catering | Includes all operating costs of the house corporation both fixed and variable other than payroll. Such costs include insurance, property taxes, maintenance, catering, security, accounting, cleaning, equipment rental and any costs associated with a loan such as interest expenses.                    |         |
|                           | Payroll                          | Includes all salaries paid to the staff of the house corporation such as the House Director, Chef, Housekeeper and any kitchen staff. It also encompasses all taxes and benefits that go along with the salaries and all payroll charges for administering the payroll and filing all necessary tax forms. |         |
| Executive Offices         | Tech Fees                        | A per member fee paid to Executive Offices for maintenance of Delta Gamma website, Anchorbase,   | \$22.00 |

|                   |  |  |                                  |
|-------------------|--|--|----------------------------------|
|                   |  | OmegaOne, and to pay the recruitment software fee.   |                                  |
|                   | ANCHORA Subscription                     | Chapter's annual ANCHORA subscription.   | \$8.00                           |
|                   | Per Capita Dues                          | Fee set by Council that every member pays in the fall term. This fee supports the collegiate development consultant (CDC) program, the Anchora, work of the virtual programming committee, the development New Member Pursuits and DG Dialogues, printing of Pi Alpha and Initiation ceremonies, Convention, and other work done by EO.  | \$90.00                          |
|                   | Convention/Seminars/Adviser Training Fee | Covers costs (registration, means, travel, hotel) of Adviser Training and Regional Training/Transition Workshop. Covers cost to send 9 CMT officers to regional training.  |                                  |
|                   | Financial Audit Report Fees              | Fee covers monthly bookkeeping, preparation of financial reports and tax returns.  |                                  |
| Paid To Greekbill | Greekbill Fees                           | Fee paid to greekbill who provides an online financial platform for Delta Gamma. Greekbill provides the ability to issue individual chapter member invoices, make online payments (via credit card, e-check or check), payment installment plans, sign/view contracts, view member account history, parent account access and provides a customer service team to our members. | \$30.00/year or \$15.00 per term |
| Taxes             | City/State/Federal Taxes                 | Used for local/state/federal tax payments.   |                                  |

### Engaging Chapter Members in Virtual Recruitment Processes

During virtual recruitment, not all members of the chapter may be able to actively recruit new members due to logistical constraints. It is important to engage all chapter members, even if they are not actively talking to PNMs. This can be done through committee work supporting the recruitment process and ensuring a robust welcome for our newest members.

These ideas are based upon a recruitment and campus experience that is fully virtual. Some campuses may be utilizing a hybrid approach, and others may be partially in person. This tool is meant to be a starting point for chapters to customize to fit their needs and engage their membership. EVC should have conversations around what support would be helpful and are



also encouraged to reach out to other officers for what support would ensure a smooth transition into membership. Additionally, talk to your sisters! They may have ideas for things they can do to help or engage one another.

### Recruitment Support

- Areas sisters can assist:
  - Send in footage for recruitment marketing videos and social media posts. Ensure those not recruiting are heavily represented since PNMs will not be able to “meet” them in recruitment.
  - A group of non-recruiters can assist with making slides to promote Captain’s list women, highlighting important information for recruiters.
  - Utilize a committee to help create social media content to showcase the chapter experience.
  - If PNM essays from registration are available from the campus Panhellenic, sisters who are not recruiting can review them and add comments to MyVote.
  - A technology committee can be implemented to support the recruitment experience on the selected platform. This can include serving as a “host” and dividing PNMs and recruiters into breakout rooms, in addition to the unique needs of the chapter/campus.
  - Writing information-only recommendation forms.
  - Match PNMs and recruiters for recruitment events in alignment with Panhellenic rules and expectations.
  - Create a COB committee committed to collecting names of PNMs who may have not participated in recruitment or have withdrawn from the process. This committee can collect important contact information and be ready after Bid Day to begin connecting through COB.
  - Send a video out to chapter members at the end of each day to update them on how the round went, some highlights, images and/or video, and what the chapter is working on for the next round.

### New Member Support

- Help organize bid day swag, welcome/door signs, other welcome messaging and all delivery considerations for new members.
- Arrange a new member committee to plan some activities for the new members to get to know one another virtually
- Ask members to send in a video of themselves saying “welcome to our sisterhood,” “we can’t wait to get to know you,” or another similar message that could be compiled for new members and shared electronically.
- Create a team to design virtual “bulletin boards,” including things like pictures, hometowns, major, things they love, etc. This can be done a variety of ways:
  - For the new members to get to know one another
  - For the chapter members to get to know the new members
  - For the new members to get to know the chapter members.
- Consider giving women who were not able to recruit priority for mentors prior to receiving a Big (Bid Day Buddies, Pi Alpha Pals, etc.). While giving them priority will help both those who did not recruit and the new members get to know different people in the chapter, it is important to note this should not interfere with the Big/Little process or give initiated members the opportunity to “claim” littles.

## Sisterhood Support

- Create a sister “speed dating” event in Zoom for members to get to know one another through moderated questions. This can help members get to know one another so they can speak to the experiences of others in the recruitment process, while also doubling as conversation practice!
- Implement a pen pal system for members to get to know one another better. The chapter could select different themes to ask about in each letter.
- Similar to how alumnae chapters have Special Interest Groups, create some within the chapter that allow members to choose what kind of programming in which they want to participate. The groups could be centered around Article II topics. This could help reduce Zoom fatigue, bring different pockets of people together around shared interests and could also help recruiters better portray the chapter’s sisterhood to PNMs.
- Create teams to plan and execute a few sisterhood events for the first weeks of school or after recruitment. They do not have to be large - some small group activities are fantastic, too!
- Host virtual speakers and events who talk more broadly about “life skills” that could focus on real world skills, including interviewing and conversations. Check in with your campus resources to see what programs they can deliver virtually, or with the nearest alumnae group to see if there is an alumna with a particular skill set to share. People love to learn more about themselves and how they interact with the world, so be sure to connect with your campus leadership or career services staff to see what opportunities are available. The power of positive thinking or another inspirational topic could be fun, too!

## Specific Committee Recommendations

### Technology Team

- 2-5 members
- Overview: Responsible for assisting EVC with recruitment logistics from the technology side and providing support for the virtual software for recruitment. Recommended the director of recruitment records be a part of this group.
- Responsibilities:
  - Serving as the “host” on the virtual platform with technology access to ensure a smooth virtual round
  - Educating themselves on the virtual software the College Panhellenic is using for recruitment
  - Being prepared to jump in a recruitment conversation if there is a virtual glitch
  - Creating a plan on what to do if a PNM is missing from a small group breakout space
  - Creating breakout rooms as needed
  - Waiting in the “break room” to assist any PNMs who may find themselves not placed in a breakout room

COB Committee: To better understand COB strategy, see the section titled [Continuous Recruitment & Continuous Open Bidding \(COB\)](#)

- 3-12 members

- Overview: Responsible for assisting the vp: membership and director of continuous recruitment and retention in the chapters efforts to plan, coordinate, and execute continuous open bidding (COB) within the guidelines provided by your campus and Panhellenic council. This committee can assist EVC in the following ways:
- Responsibilities:
  - Identifying potential new members not participating in primary recruitment
  - Creating presentations or recordings educating the chapter on:
    - What COB is and its importance
    - COB Conversations
    - COB Action Plan
  - Outlining a COB Action Plan & calendar
  - Help create and execute COB events
  - Creating a spreadsheet tracking contacts and communications for COB

### Sharing PNM Data to Members

While it is important to set the expectation that not all members may be able to recruit each round, it is still incredibly valuable to gain all members input about PNMs. The director of recruitment records or another EVC members can utilize the resource in the DG library in the [Virtual Recruitment Resources folder](#) with information on how to best share PNM data this resource to help combine PNM information to share to the chapter. This resource will help you gather and combine information from recommendation forms in Anchorbase as well as your recruitment software (ICS/CampusDirector) in an easily digestible way for chapter members.

## Prep Week Training and Materials

Get comfortable with virtual recruitment! While not all campuses will be utilizing a completely virtual recruitment method, most will need to utilize virtual avenues to recruit new members this term. Delta Gamma believes that sisterhood is essential and is prepared to recruit PNMs in a virtual landscape so we can invite more women of high ideals into our chapters.

### Virtual Training Best Practices

Preparing may look different if you are doing a completely virtual recruitment or if you are unable to gather as a chapter before your in-person recruitment events. Additionally, the ability for all members to participate in recruitment may be limited due to social distancing or a change in EVC's strategy to adapt to virtual recruiting. Because of this, Delta Gamma has changed their recommended checklist for recruitment prep. Pay close attention to what resources Delta Gamma will be providing versus what EVC should plan to create as well as which members would be required to attend. Something important to note is this may not need to be programmed like an in-person experience. Consider beginning to send information in waves and spreading presentations out instead of cramming it into one week. For more Zoom support, see Logistics for a Virtual Recruitment Round section below that can offer EVC Zoom techniques.

| Recommendations for Hosting a Virtual Prep Week                               |
|---|
| No more than 40 minutes per presentation/topic                                |
| Incorporate knowledge checks (kahoots, polls on zoom, email in answers, etc.) |

|   |
|---|
| Incorporate pair and shares using breakout rooms  |
| Share links to other documents at the end of reflections/activities for those who finish reflections/activity early |
| All members should be muted unless talking  |
| EVC should instruct member to utilize Zoom chat for questions   |
| All members to have video on during a Zoom meeting in order to promote engagement                                   |
| Co-facilitate when possible (utilize advisers, other members of EVC, or relevant members of CMT/JCMT)               |
| No eating during meeting as this can be distracting   |
| Members should use speaker view during informational presentations  |
| Turn on "Host only" for chat function unless using for an activity  |

**Prep Week Training Checklist**

Given the limitations of virtual recruitment or the limited number of members present during any in-person round, we’ve adapted the Prep Week schedule. Considerations taken were trying to reduce the number of hours required for all members to attend Zoom or other online platform meetings. You’ll see the style of information are broken into three sections.

|                               |  |
|-------------------------------|--|
| <b>Asynchronous</b>           | Listen on one's own time OR read on your own                   |
| <b>Presentation</b>           | Presented by one or just a few presenters                      |
| <b>Facilitated Discussion</b> | Small group discussions facilitated by a member of the chapter |

Additionally, it’s important to note which topics are recommended to require **attendance** to all members and which sections should be required only of members who will be recruiting. All members should be welcome to join, but all members should not be required. Consider connecting with Delta Gamma chapter near you to practice conversations and logistics! If you need help connecting to a Delta Gamma chapter near you, utilize your RCRS/CRC/NCRC.

Download your Prep Week Checklist from the DG library in the Virtual Recruitment Resources folder. You’ll see that there are columns for you to add EVC/chapter specific details as well.

**Idea Sharing Meet Ups**

In addition to the resources above, Delta Gamma is hosted virtual idea sharing meet ups for other vp: memberships and collegiate EVC members to attend. These were focused on EVC members asking questions and brainstorming together on ideas for the given topics. You can find the [recordings here](#).

## Virtual Recruitment

At the end of the fall term, Delta Gamma heard from chapter leaders who held a successful virtual or hybrid recruitment. You can read their quick tips [here](#) or listen to their webinar [here](#) the password to view is mem@DG1873.

### Logistics:

In a virtual environment, it is hard to recreate the one-on-one conversations of traditional recruitment. When matching PNMs, consider having two-chapter members and one PNM in each breakout room. This set-up allows chapter members to have personal conversations, but also allows one member to focus on conversations and another person to be able to address technical issues without missing a beat of conversations.

Another option is small group recruiting. Since the logistics of bumping may be difficult, small group recruiting allows multiple chapter members to talk to several PNMs in a party. In this scenario you place two or three delta gammas in a breakout room with two or three PNMs. You would then have one "lead" recruiter facilitate the conversations. There are more best practices for small group recruiting in the section [Best Practices for Small Group Recruiting](#).

Important note: **PNMs will remember the chapter that makes the logistics look seamless!** Similarly to how your chapter would practice entering/exiting and "bumps", be sure to utilize the recommendations below to not only solidify your chapter's recruitment plans, but to also use it to practice the rounds with your members during prep.

### Logistics for a Virtual Recruitment Round

\*Note: Although the below is centered around the use of Zoom, many of these tips are transferable to other virtual recruiting and programming platforms as well. \*

Zoom can be a useful platform for recruitment meetings and chapter programming. Many campuses are utilizing Zoom and students are able to take advantage of this service. Connecting with your campus fraternity/sorority adviser and/or student organization coordinator can help you better understand the Zoom features to which you, as a chapter leader, have access.

Alternatively, if your campus does not have Zoom or a similar platform available, you are able to [purchase a monthly plan](#) for Zoom. Plans are automatically renewed but can be cancelled at any time. The best plan for your chapter will be determined by size, and how you plan to deliver your trainings. For example, to host a webinar that members can view at their leisure, an add-on will need to be purchased. If your chapter has more than 100 members, you may also need a larger size. Your advisers and your RCRS/CRC/NCRC will be able to assist you in determining what is right for your chapter. If your chapter is utilizing Zoom for virtual recruitment, the cost of this plan can be taken from the recruitment budget.

Lastly, it is important to protect chapter members and yourself by utilizing [Zoom's security features](#). It is also important to explore some etiquette tips for both [leading and participating in Zoom calls and webinars](#).

The most important tip for utilizing Zoom for chapter programming or virtual recruitment is to PRACTICE. Seamless use of technology for virtual recruitment will make a difference. All members should be prepared to recruit virtually just as if they were practicing for an in-person recruitment event. Just as an in-person recruitment preparation would focus on entering a room, exiting a room and rehearsing what will take place in between, those elements should also be practiced in a virtual space.

### **Which to use - meeting or webinar?**

Zoom has a tool developed to help you determine whether [a meeting or a webinar](#) is better for the topic/program you will be delivering. Where a webinar is best, there are opportunities for a [webinar practice session](#).

### **Waiting Room**

The [waiting room](#) feature allows hosts to determine which participants can join a meeting, and when they are allowed to do so. This can be done individually or as a large group. In order to use this feature, the waiting room must be enabled on the meeting set up.

### **Virtual Recruitment Best Practices**

When communicating private information with members you should utilize GroupMe or another offline platform. You should not place anything in the chat box that you would not want a PNM to read.

### **In-Meeting Chats**

When in a meeting or webinar, you can control [how participants chat](#). This can be helpful if you only want participants to chat with the person leading the meeting or webinar.

Chats can be utilized when asking a question to all PNMs. PNMs can communicate their responses to all attendees, or just to the meeting host privately. Consider posing questions to PNMs while waiting for all members/PNMs to join the virtual event and before you put everyone in breakout rooms.

Some examples: "where are you joining us from today?" or "did you read any good books this summer?" or "what are you enjoying so far about recruitment?"

Utilize chat to communicate with members in between virtual events with no PNMs present. Note that Zoom meeting participants can only see the conversations in the chat box that took place after they joined the meeting. Therefore, do not post an announcement or question that you'd like all participants and PNMs to see until after everyone joins.

### **Zoom Whiteboard**

The [whiteboard](#) is another great tool to engage others in the Zoom room. All users will have to select the "annotate" option in order to participate.

Similar to the chat feature, the whiteboard can be used to collect responses from PNMs to a question posed while waiting for all to join the room, either at the beginning or during a

virtual event. Note that the whiteboard cannot be seen inside of breakout rooms unless a Delta Gamma in the breakout room shares their whiteboard.

Some examples include: “in one word, describe how you’re feeling today” or “what are you most looking forward to about joining a sorority?” or “what did you learn about Delta Gamma today?”

This is a fun way for PNMs to show a bit of their personalities and host a fun activity at the beginning of a recruitment round. Note that any content added to the whiteboard will not be labeled continuously with the author's name.

### **Mute Microphone and Video**

In Zoom, all participants can [mute their microphone and camera](#). Mute yourself when not talking. Microphones (including ear buds and your computer in general) pick up background noise in addition to intentional sounds you are making. Help all participants be able to hear by muting yourself when you are not actually speaking to reduce the background noise in the space.

When in a large group virtual recruitment space (non-breakout room experience), encourage all Delta Gamma recruiters (other than those with speaking parts) to turn off their cameras. This will ensure that the focus is on the PNMs and that the PNMs can easily find the Delta Gamma’s that are speaking with them. Consider asking all Delta Gamma’s to utilize a clear headshot or a uniform picture that will show up in their box when their camera is muted.

All members should keep their microphones muted, unless they have a speaking part.

All members and PNMs should keep their microphones muted as much as possible to eliminate distracting background noise.

Prior to the start of each event, have everyone unmute their microphones at the same time. Then go down the list of recruiters and have each individual say a quick test sentence into their microphone. This will help make sure there is no feedback when breakout room conversations begin.

### **Breakout Rooms**

Zoom has the capability to split participants into smaller groups in [breakout rooms](#) within the larger meeting. Breakout rooms need to be [enabled](#) before doing anything else, and there are some [limitations](#) of which to be aware. Participants can be [pre-assigned to breakout rooms](#) or the smaller groups can be completely random.

During virtual recruitment events, all chapters should utilize breakout rooms to facilitate conversations that mirror the in-person experience of a bump group.

Each chapter should identify a “technology team” that will ensure the seamless transition of the Zoom features utilized, especially breakout rooms. A member of this team should be assigned as the “co-host” of the event, to have access to all available features including creating and editing breakout rooms. The technology team should pre-assign breakout

spaces prior to the event. Assignments for breakout rooms are done based on the user's email addresses. Be sure that all members are logged in with the same email address used to create the breakout rooms. If a PNM is logged in with a different email address they will not be assigned to their room. You can quickly identify PNMs who's email addresses are not assigned to a room by turning on the "Identify guest participants in meeting" option in your meeting settings. It is recommended the member that is assigned to matching during recruitment not be assigned a breakout room during your event. They should make sure that PNMs who do not show up are removed from break out rooms. They should also stay in the main meeting space during the breakout sessions to manage anyone who is kick-out of their room or if someone is not assigned to a room. One or two floaters should also remain in the main meeting room to talk with any PNMs who end up back in the main room while the other member addresses the technology aspects of the event.

The technology team can send a "broadcast" message to all breakout spaces (small groups) at one time. Utilize this feature to notify breakout rooms of any messages, particularly about conversation timing (ex: "See you back in 5 minutes!").

Ensure there is a plan for a way for Delta Gamma's to communicate with the technology support team if members are missing from their breakout rooms.

### **Virtual Backgrounds**

Do not require members or PNMs to utilize virtual zoom backgrounds, as this option is not available to all Zoom users. Due to this, it is recommended that all Delta Gamma remain cognizant of their surroundings and attempt to join virtual events in front of a neutral, simple, non-distracting background. Neither members nor PNMs should ever be asked to incorporate their surroundings into their recruitment conversations and should instead be encouraged to minimize the space behind them that can be seen.

If possible, members of EVC can choose to utilize virtual backgrounds to stand out when they are speaking in large group space. Do not utilize this approach of all members with speaking parts cannot access virtual backgrounds.

### **Display Name**

Zoom allows for participants to [change their display name](#) once they've joined a room.

This feature can be utilized in many ways to add to the virtual recruitment conversation and to help Delta Gamma stand out in the minds of PNMs.

Ask all members to add "Delta Gamma" or "DG" in their display name after their first name so that they are easily identified. For example, Hannah's name would now look like: Hannah-DG.

Ask PNMs to place their most important value, favorite color, or hobby next to their name. Announce this request at the beginning of the event and be sure to give PNMs the direction and opportunity to change their display name back before leaving Delta Gamma's event.

### **Screen Sharing**



Any member assigned a “host” role in Zoom will have the ability to [share their screen](#). Other attendees in the meeting can also be assigned this ability by the host.

This feature can be utilized to share recruitment presentations or videos. When sharing a video, it has been found that PCs have fewer issues with streaming. Before the first event, play the video all the way through while sharing the screen. This helps with buffering and prevents any lag between the video and sound.

[Audio can also be shared](#) via this feature. This can be utilized to play music at the beginning of an event, or while welcoming all attendees back following a breakout session.

### Zoom Logistics Example:

For Beta Psi-Alabama, the EVC was prepared to adapt to virtual recruitment and ensure the process went as smoothly as possible. Below are their Zoom Logistics:

- Preassign the first pairing of PNM’s with active members via the CSV file when creating your zoom meeting.
  - Our Panhellenic is utilizing the same zoom link for multiple parties, so if you are doing that follow these steps for the CSV file:

|    | A          | B  | C | D | E             |
|----|------------|--|---|---|---------------|
| 1  | Pre-assign | Email Address                                    |   |   |               |
| 2  | room1      | <a href="mailto:test1@xxx.com">test1@xxx.com</a> |   |   | Active Member |
| 3  | room1      | <a href="mailto:test2@xxx.com">test2@xxx.com</a> |   |   | PNM Party 1   |
| 4  | room1      | <a href="mailto:test3@xxx.com">test3@xxx.com</a> |   |   | PNM Party 2   |
| 5  | room1      | <a href="mailto:test4@xxx.com">test4@xxx.com</a> |   |   | PNM Party 3   |
| 6  | room2      | <a href="mailto:test5@xxx.com">test5@xxx.com</a> |   |   |               |
| 7  | room2      | <a href="mailto:test6@xxx.com">test6@xxx.com</a> |   |   |               |
| 8  | room2      | <a href="mailto:test7@xxx.com">test7@xxx.com</a> |   |   |               |
| 9  | room2      | <a href="mailto:test7@xxx.com">test7@xxx.com</a> |   |   |               |
| 10 |            |  |   |   |               |

- You can preassign PNMs and actives to break out rooms for the entire day. This means that you will put the active member for that breakout room in her designated spot, and then all of the PNMs that should match with her or be in her breakout room for the **first** pairing should go beneath her.
- This works because only email addresses that are inside the zoom party will pull into the breakout rooms. So, it will have no effect on the PNMs from the later parties who may not be in attendance yet.
- This also means that if “Active Member 1” in the screenshot above had Party 3 off (she wasn’t working) then you would just remove “PNM Party 3” and that member would be without a pnm, and essentially off.
- **Pre-Assigning the first break out room is the most important part. This will be the only way your members are automatically in their first pair. If you do not do this, you will have to manually assign them during the party.**
- There are some troubleshooting tips for if your pre assignment is not working:

- The problem can come from starting your party before all of your members are in the waiting room. Admitting them into the meeting before everyone is present can make the breakout rooms “recognize” the available emails and then not update as members continue to join the party.
- Once all your members are present you should be able to make the breakout rooms revert to the preassigned breakout rooms. This is also how you should reset the rooms after every party is over with.
- If you have enough time before your parties start you can go through and manually check your breakout rooms and cross check them with your saved csv file on your computer.
- Steps for bumping:
  - All your members must be made cohost for the meeting
    - 1. Hover over the members video box and click on the 3 dots
    - 2. Click on “Make Co Host”
  - This gives your members the capability to move themselves into different breakout rooms
    - **Fair Warning:** This also gives your members the ability to lock the meeting, share their screen, kick people out, and adjust other people’s breakouts. It will be up to EVC to establish the importance of them not messing up.
    - Stress the importance of if they mess up the party for others, it will mess up the entire party for the PNM’s
  - Once your members are cohosts:
    - They will be able to move themselves to a predetermined break out room. To streamline the process, you should make a predetermined list of which break out room the women will enter beforehand. This list should be easily accessible to EVC and to the members.
    - The list should look something like this:

|  |                        |                         |  |
|--|------------------------|-------------------------|--|
|  | <b>Breakout Room 1</b> | <b>Breakout Room 8</b>  |  |
|  | Amber McCarley         | Amber McCarley          |  |
|  | Megan Cobb             | Megan Cobb              |  |
|  | <b>Breakout Room 2</b> | <b>Breakout Room 9</b>  |  |
|  | Ashley Feighery        | Ashley Feighery         |  |
|  | Lawson Colgate         | Lawson Colgate          |  |
|  | <b>Breakout Room 3</b> | <b>Breakout Room 10</b> |  |
|  | Hailey Hudson          | Hailey Hudson           |  |
|  | Talia Tomson           | Talia Tomson            |  |

- 
- We are following a format that has 2 active members and 2 PNM’s per breakout room.
  - Break out rooms 1-3 consists of what would normally be one bump group split into 3 rooms.
  - For this example, imagine you are Amber McCarley:

- I will be preassigned to Breakout Room 1 via the CSV file uploaded by the zoom host/technical team
    - When I am signaled to move by the host, I will open the "Breakout Rooms" button at the bottom of the zoom screen. From there I will scroll through the breakout rooms until I get to Break Out Room 8. I will then click "Join Room".
    - **This will be a successful bump**
  - We are choosing to only match based on the first pairing. If you want to have this "bumping" be matched throughout the second and third bump, you will need to plan accordingly with your matching team.
- **Signaling the bump:**
  - The main host will send a message to all break out rooms by selecting the "Broadcast to all" button in the breakout room navigation box.
    - EX: "We are so happy you have had the chance to chat with a few of our amazing sisters, we cannot wait for you to meet a few more"
- **Important Settings for Your Meeting:**
  - Enable waiting room
  - Enable mute participants upon entry
  - Enable Host and participant video
  - Disable automatically move participants to break out rooms
- **Important Settings for Members:**
  - Members must allow breakout rooms in their account settings.
  - Our campus is only allowing school verified emails enter zoom meetings
    - Clear users' cookies, and sign out completely and log back in
- **Zoom Notes:**
  - We have discovered that Mac's and some older computers are not compatible with zoom backgrounds
  - Co Hosts/hosts cannot vote in zoom polls. So, if you are planning on utilizing one in your party, your own members could not vote.
  - It is recommended to utilize a cohost with nothing but zoom and your chapter video open on her computer so that the video has the least amount of lag possible. You should also have all your members turn their camera off during a video presentation

## General Zoom Tips

- **Engage with your participants.** Ask questions in the chat box, actively respond to the Q&A pod, pay attention if anyone raises their hand, and make time for your participants to speak out loud. As the host, you can control when your participants can use their microphone using the Participants function.
- **Utilize Passwords.** Utilizing [passwords for your meetings and webinars](#) can ensure that only the individuals you want to participate are able to access the Zoom room.
- **Appearance matters.** Clean up your background (what is visible behind you) to ensure that it's all appropriate, not distracting, and doesn't negatively impact the video. Check your lighting conditions. Consider wearing neutral, solid-colored clothing and avoid black, white, or striped clothing. Lastly, be aware of your behavior. When you are on video, people can see what you are doing at all times.

- **Join from a location with a strong and stable internet connection.** Reduce background noise by going to a private space. A wired connection is best. If you are using WiFi, then connect from your home or office. Public locations can be spotty.
- **Be on time.** Plan to arrive a little early and be ready to start at least five minutes before your scheduled meeting, so you can run another tech check.
- **Remove Participants.** As needed, participants can also be removed from a meeting by the host using the in-meeting tools.
- **Be aware of lighting.** Ensure that when your camera is on, your face can be clearly seen and is not shadowed by outdoor or indoor lighting that makes it difficult to see you. Soft, direct light that is in front of you should be best.
- **Be mindful of camera angle.** You want to feel confident, so be sure to set up your camera to ensure you do! Keep your distance from the camera but do your best to fill the frame.

### Best Practices for Small Group Recruitment

Delta Gammas have the opportunity to make each PNM feel welcomed, even in a virtual recruitment environment. As mentioned in the previous section, Delta Gamma recommends small group recruiting instead of bumping. Check with your College Panhellenic to verify the ratio of members to PNMs that can be in a small group together. Below are best practices to address concerns that may arise when creating a virtual space where all PNMs are comfortable, can participate and to get to know Delta Gamma.

Continue to assign and utilize bump groups

- Consider group dynamics when assigning bump groups. Understanding that virtual recruitment might happen in small groups and not through individual conversation, the ways in which the bump groups interact with one another is vital to the PNM experience.
- Ensure each bump group is representative of the chapter membership. Prioritize creating small groups that represent the diversity of backgrounds and beliefs that exist within the chapter membership, rather than the diversity of majors and academic years.
- Encourage all bump groups to rehearse recruitment together, utilizing the virtual platform.

Make sure bump groups are prepared and organized

- Assign roles and a speaking order within each bump group/small group
  - Establish which Delta Gamma will begin the event and serve as the event facilitator in small groups. Facilitators should have a unique set of skills that is different from those traditionally chosen to be bump group leaders. They should be chosen with those in mind. This role should be filled by members that are strong conversationalists, can direct the flow of the event and that are inclusive in their approach to a group.
  - All Delta Gamma's should introduce themselves in a predetermined order.
  - All Delta Gamma's should be prepared with conversation questions in the same predetermined order.
- Assign each Delta Gamma a topic on which they should be an expert

- Ex: Delta Gamma #1 knows that if questions come up about Anchor Splash, they should answer. Alternatively, Delta Gamma #2 knows that if questions related to sisterhood come up in conversation, they will answer that question initially.
- Remember that the chat feature may be seen by anyone in the meeting. Do not utilize this feature for information only meant for Delta Gammas.

Equip the event facilitator to encourage dialogue

- Set the tone:
  - Create an official start to the event by signaling that you are ready to begin the conversation. Greet everyone enthusiastically!
  - Express positivity and excitement about getting to know the PNMs.
  - Remember that your upbeat tone will set the environment for the entire event.
  - Remember that although virtual recruitment feels different to current members, most PNMs have not had the in-person recruitment experience. Do not draw attention to how Delta Gammas are feeling about recruiting virtually unless it is to convey enthusiasm!
- A majority of the conversation should be centered around getting to know the PNM. Ensure that questions asked are open-ended and are directed at the PNMs in the virtual space. The conversation should be with the PNMs, not between the Delta Gammas.
- Be sure that all PNMs have a chance to speak. This may require use of these techniques:
  - Asking questions to a specific PNM that has not had the opportunity to participate: "Hannah, what do you think about this?" or "Hannah, what do you like about recruitment so far?"
  - Encourage a response to a question from all in the virtual room: "I'd love to hear everyone's answer to this question."  
"Let's start with DG Sarah and then I'd love to hear your thoughts, PNM Hannah!"
- Fill any silence by introducing new topics for conversation
  - This could sound like: "DG Sarah, why don't you share with this group about what stood out to you about Delta Gamma in recruitment?" or "PNM Hannah, how was your summer? Tell us about your favorite memory!"

## Preference

Preference Round Recommendations:

**Recording preference: All chapters, no matter virtual or in-person, should record their preference ceremony.** While some chapters are still having in-person preference, the ability to do so is dictated by the university regulations around events/groups and is subject to change with little notice, so all chapters should record their preference ceremony in preparation of recruitment. Additionally, if a PNM is immunocompromised, has symptoms, or feels uncomfortable preference, EVC should be prepared to allow her to view the preference ceremony.

If your university regulations around events/groups allow for a small number of members to be together and you are thinking about live streaming your ceremony, here are a few things to think about:

- Make it personal! Use a ceremony that allows you to mention PNM names. It helps them feel valued and special to Delta Gamma
- Pre-record certain sections like speeches and music so you are only live streaming from one location and one computer
- Test and re-test your connection and speed to ensure your technology is working properly
- Have the recording of your ceremony ready to go in case there are technical issues
- Abide by all university and local/state guidelines. Maintain social distancing, wear masks, and put safety first. If you cannot safely live stream your ceremony, use your recording!

**Speeches:** While for many chapters, speeches feel like a way to allow certain members to share a compelling and honest story of the sisterhood found in Delta Gamma, speeches will likely look different without being able to get a “feel for the room”. Because of this, Delta Gammas should adapt our traditional preference speech practices. If you are using speeches, make sure they focus on Delta Gamma’s “why” and our values. Deeply personal stories and inside jokes just do not translate without a group reaction, so focus on having a member speak about Delta Gamma’s impact. Make sure to also focus on equipping members with the support to give their own, meaningful story during their one-on-one recruitment conversations. Members can use prep week practice to craft their meaningful Delta Gamma membership story.

**Virtual backgrounds:** Consider having members who need to be highlighted during the preference round use a virtual background. During your preference ceremony, sisters who are not speaking can change their profile picture to a meaningful sisterhood photo to add some imagery to the ceremony.

**Captions:** Consider adding captions to the preference video—especially if members are wearing masks when recording the video as it might be difficult to hear members during the ceremony.

**Guidelines:** Continue to meet and exceed university guidelines as it relates to sanitation and safety measures for PNMs and members

**Preference Music:** While music is an important aspect of recruitment, this must be modified due to the current pandemic. With this in mind, chapters should avoid all types of live singing (both in-person and virtually). Instead, try some of the following recommendations to include music during your recruitment rounds:

- **Instruments:** Rely on the other musical talents of the chapter or local alumnae. String instruments (guitar, violin, etc.) and piano/keyboard can be used to perform the songs you typically sing. \*Please note that this music should be prerecorded in the virtual setting as the timing will not align when there are multiple performers across
- **Virtual choir:** If you still want to sing your favorite Delta Gamma tunes, try creating a virtual choir. Prerecorded videos of members singing can be compiled together to create a choir. \*There are many free resources and tutorials online to help those who are interested in this option
- **Humming:** This can be substituted for in-person singing as it can be done while wearing a mask.
- **Popular Music:** If your chapter normally plays a non-Delta Gamma song during preference, you still can! We recommend downloading the song, rather than streaming it from a service, and make sure all members and PNMs are muted so nothing interferes with the sound. Using popular music can be nice as PNMs are entering and leaving the "room" as well.

Delta Gamma sheet music can be found in the DG Songs & Music: In the Key of DG Songbook in the Delta Gamma library.

### Virtual Preference Ceremonies and Party Flow Template:

#### Flow Template:

| Time:                    | What is happening:  | Notes:  |
|--------------------------|---|---|
| 3 minutes<br>(4:00-4:03) | <p>Welcome:</p> <ul style="list-style-type: none"> <li>• Quick welcome back and express your excitement to share preference with them</li> <li>• If time allows, walk them through how the round is going to work logistically (number of breakouts, ceremony, etc.)</li> </ul> | <p>Song can be playing softly when the PNMs enter</p> <p>The vp: membership/director of primary recruitment/president should share this message</p> |

|                                      |   |  |
|--------------------------------------|---|--|
| <p>15-18 minutes<br/>(4:03-4:20)</p> | <p>One on One Conversations:</p> <ul style="list-style-type: none"> <li>• Conversations should begin by welcoming her back, sharing you are glad to see her, asking her how she is doing/what thoughts she has right now, and explaining we will be participating in a preference ceremony and will come back to chat again afterwards</li> </ul>   | <p>In a completely virtual preference event, these conversations should be done in breakout rooms</p>  |
| <p>10 minutes<br/>(4:20-4:30)</p>    | <p>Preference Ceremony:</p> <ul style="list-style-type: none"> <li>• The ceremony without the individual component is roughly 5 minutes.</li> <li>• With the individual component: Time how long it takes to have each member say a statement. It takes roughly 5 seconds to share a statement. Multiply the number of PNMs you have attending by 5 and then divide by 60 to see how many minutes it will take to give the statements. Allow 1-2 minutes for any delays.</li> <li>• You can use the remaining time to: <ul style="list-style-type: none"> <li>○ Play a recorded song</li> <li>○ Give a speech</li> </ul> </li> </ul> <p>Be sure to introduce whatever you chose to do at the end of the ceremony to the PNMs. Be sure they know what is happening each step of the way.</p> | <p>In a completely virtual event, all participants should leave the breakout room to go back to the main room prior to the ceremony beginning</p> <p>Soft music should be playing in main room</p> <p>Members should also be in the main room. They can either have their cameras on to “react” to the ceremony or a photo to highlight different aspects of chapter life.</p> |
| <p>15-13 minutes<br/>(4:30-4:48)</p> | <p>One on One Conversations:</p> <ul style="list-style-type: none"> <li>• During this time, members debrief the preference ceremony with the PNM (what questions does the PNM have, what stood out to the PNM in the ceremony), members share their personal stories about what they have found in Delta Gamma, expand on the</li> </ul>  | <p>In a completely virtual preference event, these conversations should be done in breakout rooms</p> <p>It is recommended that members are paired with the</p>  |



|                                  |  |   |
|----------------------------------|--|---|
|                                  | <p>light they see in PNM, share their commitment and hope of doing good, ask the PNM about her hope of doing good in a sorority etc.</p>                                       | <p>same PNM from the prior one on one conversation</p> <p>If your membership numbers allow, consider having another member “float” into breakout rooms to help seal the deal or if a member is having trouble determining If a PNM really wants Delta Gamma.</p>                        |
| <p>2 minutes<br/>(4:48-4:50)</p> | <p>Closing:</p> <ul style="list-style-type: none"> <li>Share one final message of hope and of anticipation to see how all attendees find ways to do good this term.</li> </ul> | <p>The vp: membership/director of primary recruitment/president should share this message</p> <p>In a completely virtual event, all participants should leave the breakout room to go back to the main room prior to this closing.</p> <p>Soft music should be playing in main room</p> |

**Ceremonies:**

Delta Gamma has created a new, exclusive virtual preference ceremony. This ceremony will mark this unique time in our world’s and Fraternity’s history as well as connect with today’s PNM’s feelings and attitudes.

**Hope Ceremony:**

Information about the ceremony: For virtual preference events, each speaker should have a candle and lighter. If open flames are not permitted in the space, please utilize electric/flameless candles for this ceremony. Consider how the lighting of the candle might be seen if being recorded. Maybe, the lights should be dim during the ceremony. Speakers should use a consistent virtual background for preference (if possible). Each Delta Gamma member speaking to a PNM should be numbered off in a predetermined order for the individual component of the ceremony.

Speaker 1: Today, we want to begin with a story about three young women that mean a lot to us, Anna, Mary and Eva. Almost 150 years ago, in 1873, these three women found themselves together during their winter break from school, unable to travel home due to poor traveling conditions and an outbreak of yellow fever sweeping through Mississippi, impacting many. As conditions surrounding this epidemic unfolded, there were countless unexpected consequences. Among them was the disruption of plans and the cancellation of holiday celebrations. Anna, Mary, and Eva missed out on all the traditions and fun they were expecting to have back home with their friends and family. Despite everything, during that time of great uncertainty, these three women had hope.

Speaker 2: Separated from their family and friends, Anna, Mary, and Eva started a little club named Delta Gamma. They chose the letters DG to stand for the club's mission: do good. While stuck at school in those bleak, grey, December days, their hope ignited something empowering, impactful, and supportive: a sisterhood.

Speaker 3: Their experience that winter is not unlike our experience these past nine months. All of our lives were suddenly disrupted. We all missed out on things we were looking forward to, from once-in-a-lifetime moments like prom and graduation to small moments with good friends that used to just happen. During this time of great uncertainty, we come together like Anna, Mary, and Eva did, and choose hope.

DIRECTIONS: Light a candle for each founder when they are mentioned, light a candle for members when they are mentioned, light a candle for PNMs when they are mentioned. Each speaker should have a candle to light. Speaker 1: Anna, Speaker 2: Mary, Speaker 3: Eva, Speaker 4: Members in "each member" statement, Speaker 5: PNMs in "we encourage you" statement. After each speaker lights their candle, candles should be set aside but still visible until the end of Speaker 5's part.

Speaker 4: Anna, known for her leadership and perseverance. Mary, known for her determination. Eva, known for her loyalty and generosity. Our Founders individual talents and collective desire to do good created our strong sisterhood. Each member of our chapter has a passion to contribute unique talents to multiply the impact we have. We encourage you to think about what you will bring to Delta Gamma at (UNIVERSITY HERE).

Speaker 5: We each bring an individual light to Delta Gamma. When we share our light with each other, it illuminates new things for all of us. We have welcomed you here today because we see the light that you can bring to our chapter.

### **Individual Component:**

DIRECTIONS: If recording ceremony, pause the video after Speaker 5's last sentence and switch from sharing your screen back to the main room view with all members and PNMs. In a predetermined order (we recommend assigning Delta Gamma member's a number/order before the ceremony so they will be cued for their turn after their Delta Gamma sister speaks), the Delta Gamma member should unmute herself and say the PNM's name first followed by

their statement. If done socially distant in-person, one by one, members should turn to the PNM and use the prompt, "DG has shown me \_\_\_\_, in you I see \_\_\_\_."

Examples:

Name, DG has shown me strength, in you I see perseverance.

Name, DG has shown me belonging, in you I see home.

Name, DG has shown me courage, in you I see fearlessness.

Name, DG has shown me adventure, in you I see my partner to try new things.

Name, DG has shown me community, in you I see a best friend.

Name, DG has shown me sisterhood, in you I see someone to share it with.

Name, DG has shown me joy, in you I see pure sunshine.

Name, DG has shown me opportunity, in you I see a future leader.

DIRECTIONS: If recording ceremony, hit play on the video after the last chapter member shares her individual component message above.

Speaker 1: Anna, Mary, and Eva never could have known how much good would come out of such a difficult time. Almost 150 years later, Delta Gamma is an organization that supports 250,000 women and believes that the pursuit of doing good is never done. Now, we are excited to share our light with you and have you share your light with us. Together, we can expand our ability to do good.

Speaker 2: [Craft this paragraph to include the commitments of your chapter considering things like your watchword or chapter goals for this year. It might start with: Our Delta Gamma chapter at (UNIVERSITY HERE) utilizes the individual lights of our members to XX. Specific mentions could be: create an inclusive and equitable sorority experience, support women to be their best, etc.]

Speaker 3: We believe Delta Gamma empowers women of impact by merging individual strengths into a collective power. We believe you belong here.

Speaker 4: We remember being in your shoes not that long ago and we know recruitment can seem like a whirlwind culminating in a difficult choice. We hope today/tonight has given you more of a sense of what DG means to each of us and what choosing DG would mean for you. We want you to know how deeply we value the individual light you would bring to our chapter and how much stronger DG would be with you in it.

DIRECTIONS: In a virtual preference, a predetermined Delta Gamma member should announce that everyone will be broken back into virtual rooms for the remainder of the event. They should encourage the PNM to think about and share what individual light they'd bring to the chapter and encourage the chapter member to share how she uses her individual light to support the chapter's goals/Delta Gamma's ideals.

### **Adapting ceremonies to be virtual:**

If your chapter is choosing to use a ceremony that already exists, visit [virtual ceremonies](#) at the bottom of this resource.

## Evaluating Committee

This section will cover additional support for EVCs during virtual recruitment.

### Matching for virtual recruitment

In a virtual recruitment, it is recommended to match every round. Due to the virtual nature, many College Panhellenics are providing additional information for PNMs to include in their registration. This means EVCs may have more information about the PNM before Round 1 than previous year. Additionally, matching each round allows EVC to engage and include more members by giving them responsibilities during recruitment. The director of continuous recruitment and retention should lead the matching efforts unless your chapter has a specific officer for this role. You can read more about the purpose of matching in the [Recruitment Confidential](#). Be sure to cover how members can recommend a match in MyVote when practicing voting. You can learn about matching in the MyVote resources.

For virtual, small group conversations it's important to pay attention to what kind of PNMs you are matching in a small group.

- Consider having PNMs who are close friends be in the same group.
- Pay attention to the personalities! If you have all extroverted PNMs with one introverted PNM, she may have a harder time speaking up in a room full of extroverts.
- Match PNMs in the small group based on similar interests. Consider putting all PNMs who all held leadership positions or all the PNMs who have extensive service experience in the same small group.

Matching suggestions by round:

- Open House:
  - Similar Interests, Hometown, Majors, Top Recruiter to Top PNM
- Middles Rounds (Round 2, 3, philanthropy/sisterhood, etc)
  - Do not match a PNM to a Delta Gamma member in a rotation group she already spoke too, take input and suggestions from chapter members
  - Utilize fact finding/needs analysis - figure out what the PNM values, ask Delta Gamma members to rank their passions/values and match accordingly
  - Utilize strong matching suggestions on MyVote
- Preference
  - Family/friend relation (if appropriate), someone who she has already met through the recruitment process preferably round 2 or 3
  - Ask for requests from the chapter as to who they would like to be matched with

### How to run EVC virtually

- It is recommended that chapters utilize Zoom for EVC meetings
  - Ensure that the [waiting room](#) is enabled so that members are only invited into the meeting when EVC is ready
- Only one member should be permitted to meet with EVC at one time
- Utilize same format of EVC meetings found in the [Recruitment Confidential](#)

## Virtual PNM evaluations

This section provides guidance to EVCs regarding best practices to utilize when helping chapter members to evaluate PNMs virtually. The best way to ensure PNM evaluation is done well virtually is to practice during Prep Week.

### Eliminate Bias from Evaluation

It is always important for Delta Gamma's to be aware of the way their biases impact recruitment decisions. In a virtual recruitment environment, there are other factors that exist that we may need to draw attention to in order to eliminate them from our membership selection processes. Chapter members need to practice eliminating their curiosity about a PNM's background space, what she is wearing or what may be related to technology concerns, as these factors do not impact a PNM's qualifications to being a member of Delta Gamma.

### Evaluating PNM Pre-recorded Introductions

Many College Panhellenics are requiring that PNMs record a video of themselves answering a set of questions that will be utilized as an introduction to all Panhellenic chapters on campus. This may happen for Round 1 or the Open House round.

Consider asking chapter members, members of a Delta Gamma alumnae group or friends of Delta Gamma to submit sample videos to EVC so that the chapter can practice their virtual evaluation during Prep Week.

Delta Gamma recommends that an equal amount of PNM introduction videos are assigned to each bump group/small group recruiting group. Each member of the bump group should watch the PNM intro videos on their own time and will then submit their votes via MyVote. EVC must monitor the voting to ensure that all PNMs receive votes during this round. This means the director of recruitment records should "open" this round once videos have been distributed to bump groups.

Be sure to give members clear guidelines on how to complete this task, as well as a deadline by which to submit their votes. At this deadline, the director of recruitment records should "close" the round. Ensure that this deadline gives EVC enough time to complete their work prior to any Panhellenic deadlines.

Consider scheduling a time during which all chapter members will watch their assigned PNM videos. Setting aside this time block will create a virtual recruitment/sisterhood experience and will help EVC to mitigate any technology issues that arise at one time.

All other virtual round voting should use the [Voting Criteria](#) practices.

### Clearly Outline Chapter Membership Goals

Evaluation of PNMs will be easier for chapter members when there is a clear expectation of chapter membership goals. Although viewing videos does make it more difficult to get to know a PNM than a conversation, chapter members can listen for clear elements of the chapter's membership goals in the stories that PNMs share via video. Without this guide, it may be more challenging to evaluate if a PNM has potential to be a great Delta Gamma.

If your chapter did not set membership goals in Spring 2020, begin your Prep Week with this conversation.

### **Encourage MyVote Comments**

Show chapter members how to include comments with each of the PNMs they review or meet. These comments will be even more helpful to EVC in a virtual recruitment setting. Be sure to cover what makes a comment helpful during recruitment preparations.

### **Additional Evaluations**

Engaging all Delta Gammas during recruitment is important! While logistics of virtual recruitment rounds may hinder the ability for all chapter members to recruit, EVCs can be intentional in their inclusion efforts by utilizing Additional Evaluations. It is recommended that EVC hosts Additional Evaluations after each round of virtual recruitment except for the round after Preference. All chapters should host Additional Evaluations the round right before Preference. EVC should utilize Zoom to host Additional Evaluations. Be sure to remind members to be in a private place when participating as this process is confidential. Members should have their videos on if they are participating in Additional Evaluations.

While in an in-person recruitment the Additional Evaluations process is required for all members to attend. While Additional Evaluations is only required for recruiters to attend in a virtual setting, it is recommended that all members attend Additional Evaluations virtually in order to stay engaged and learn more about the potential new members of the chapter.

### **Additional Evaluations before Preference:**

At the conclusion of the round before Preference, EVC should host Additional Evaluations. This Additional Evaluations round will look different than the traditional process of Additional Evaluations for other rounds. Members can take notes during this discussion, but they should be reminded that this is confidential information and that EVC will ultimately make the best decision for the chapter based on all feedback received. Please note, the actions taken in the steps that follow must be informed by the number of PNMs the chapter is allowed to invite to Preference.

1. **Block Voting:** EVC should predetermine which PNMs they do not need any discussion on as they are confident these PNMs will make excellent Delta Gamma's and are preferred for membership by the current chapter. The director of recruitment records should use a screen share to show this list of PNMs to the chapter. The vp: membership should give members the option to remove a PNM from this list by placing her name in the chat box. Removing a PNM from this list means that the chapter will engage in Additional Evaluation for her. After members have had the opportunity to remove PNMs from this list, the vp: membership should prompt the chapter to vote on the remainder of the list via the "raise hand" feature. Essentially, the chapter at that time is block voting PNMs to appear on the chapters invite list for Preference. Those PNMs voted on within this block will not be discussed further during this Additional Evaluations meeting and through this vote, have given EVC the confidence to include them on the invite list for Preference.
2. **Additional Evaluations:** Next, the vp: membership should begin discussion of the PNMs that EVC wants to learn more about in order to make a thoughtful and strategic

release list. As a reminder, the number of PNMs on this list will be determined by the number of women Delta Gamma is allowed to invite to Preference.

This conversation will be centered on the PNMs that were removed from the list made in step 1 above, as well as any women that EVC wishes to discuss. This should follow the format of traditional Additional Evaluations. The vp: membership will ask 3-4 members who either know the PNM or talked to her during recruitment to speak about her qualities and fit for membership in Delta Gamma. The president will monitor the time to allow 30-45 seconds per member speaking on the PNM's behalf. After each member has spoken about the PNM, all members present vote on the PNM in MyVote.

Review how to host Additional Evaluations and to determine which PNMs to discuss in the [Recruitment Confidential](#).



## Continuous Recruitment & Continuous Open Bidding (COB)

Before you begin this section, you can hear from women who completed a successful and safe COB by watching this [webinar](#). The code to watch the video is mem@DG1873.

One of the first things Anna, Eva and Mary did after founding Delta Gamma was go through their class roster and identify the women, they wanted to invite to join Delta Gamma. When their peers came back to campus after the holidays, they approached them and invited them to join their beloved Fraternity. From the very beginning, recruiting new members has been the lifeblood of our organization, and it is important that we continue to bring in new members to pass our history onto. **We need you** to help us do this, especially during these uncertain times when it's important that your chapter remains at Total. You know (or can help find!) the best women on campus who exemplify Delta Gamma's values but have not found their home in fraternity and sorority life yet. **How can you do this?** By helping your chapter recruit year-round through Continuous Recruitment.

What is Continuous Recruitment? Continuous recruitment is just that, continuous! It is not defined by specific time periods or limited to when the chapter is holding recruitment events. Continuous recruitment is the concept of continually showcasing Delta Gamma's brand on campus.

Continuous recruitment ensures that members are always on the lookout for unaffiliated women on campus that share Delta Gamma's values and provides them with the opportunity to join Delta Gamma's sisterhood. When your chapter is not recruiting, EVC is responsible for reminding chapter members about continuous recruitment and facilitating opportunities throughout the year to identify and meet potential new members!

Continuous Open Bidding (COB) is a process designed to help collegiate chapters reach Total by extending bids to the women they meet during continuous recruitment. A chapter is eligible for Continuous Open Bidding if they did not achieve Quota **or** if it is not at Panhellenic Total. A chapter may be above Total after bid matching, but if the chapter did not match to Quota, it may still COB to Quota until it reaches that number.

**For deferred recruiting chapters in Spring 2021, Panhellenic Total will be reset to your college Panhellenic's Total from Spring 2020 (unless your Panhellenic bylaws total setting method would yield a higher total for Spring 2021).** The impacts of COVID-19 on college campus student populations are largely unknown at this time. Further, social distancing and virtual primary recruitment could reduce potential new member pools below recent historical levels. That said, it is our belief COB will be more important than ever to help chapters reach Total, imperative for our members experience and chapter budgeting and livelihood. Further, a more virtual or hybrid college experiences provide a unique opportunity to highlight the benefit of membership in Delta Gamma's sisterhood and networking.

*We anticipate most recruiting chapters will need COB to achieve total, and through this document and working with your RCRS, our hopes are you will have all tools at your disposal for an incredibly successful pursuit!* You may be over Total after primary recruitment and below Total the following semester. This could happen for numerous reasons. Some chapters fall under Total due to a large graduating class, missing quota during primary recruitment, unexpected transfers, an unexpected change in dues, and/or housing changes.

Many of our chapters regularly participate in informal recruitment or COB in some form due to the frequency of adjusting Total. While needing to COB is not a result of a poor recruitment performance, we anticipate even more chapters will need to COB this year due to reduced participation in primary recruitment year over year. Read more about Delta Gamma Fraternity [Policy](#) regarding COB.

All chapters should achieve Quota and maintain Total to ensure a financially sound chapter, and to give women for whom primary recruitment is not a fit (e.g. athletes) an opportunity to join Delta Gamma. Below is a list of the type of women you may meet through COB efforts.

- The woman who is overwhelmed by primary recruitment or could not attend but wants to be in a sorority.
- The woman who is curious about sorority life but was intimidated by primary recruitment, therefore did not go through.
- The women who started primary recruitment but did not complete the process either because the structure suppressed her interest or because she slipped through the cracks.
- The woman who claims she will never join a sorority but is attending events for the free food or to support a friend.
- The woman who didn't know anything about sorority life until she came to college and saw other women join.
- The outstanding upperclassmen who has not joined, yet.

### COB Team

The COB team consists of the following officers:

- *EVC* - chapter president, vp: membership, director of continuous recruitment and retention, director of primary recruitment, director of recruitment records, ATC and membership adviser
- *director of public relations or vp: communications* - She/they will need to assist with publicizing COB events and/or creating invitations
- *vp: membership education and/or director of new members* - she will need to plan new member classes
- *vp: finance* - she should be notified of all anticipated future costs, such as: a second new member period
- COB Committee - an identified team of members dedicated to assisting the director of continuous recruitment and retention in planning and executing the chapter's COB strategy
  - 3-12 members
  - Pro Tip: Sometimes the best women for COB are those underutilized in primary recruitment! Consider freeing up some of these women's time to focus on what happens after primary recruitment wraps up to ensure the chapter hits the ground running with COB.**
  - Responsible for assisting the vp: membership and director of continuous recruitment and retention in the chapters efforts to plan, coordinate, and execute continuous open bidding (COB) within the guidelines provided by your campus and Panhellenic council. This committee can assist EVC in the following ways:
    - Identify potential new members not participating in primary recruitment

- Education chapter members through presentations or recordings; topics might include:
  - What COB is and its importance
  - COB Conversations
  - Outlining a COB Action Plan & calendar
  - Creating a spreadsheet tracking contacts and communications for COB

The COB team is responsible for the following:

- Notifying the chapter! All members should know what COB is and how the process works. The chapter can contribute and help the director with executing COB. There should be transparency with COB efforts between EVC and the chapter.
- Setting realistic goals for how many women to pledge each semester, taking into consideration Quota/Total.
- Educating the chapter on the importance of informal recruitment/COB, which
  - Strengthens the chapter.
  - Keeps the fraternity/sorority system healthy.
  - Brings additional members to fill leadership positions and share responsibilities.
  - Is more relaxed than primary recruitment.
  - Requires effort by the whole chapter to be successful.
- Keeping track of the potential members and who is recruiting them.  
**Pro Tip: Reward your members with small treats/gifts for providing names and doing a good job of recruiting. Keep expenses within your budget. Remember that a little recognition goes a long way!**
- Being positive and upbeat, creative thinkers. Trying new things can bring success in COB!
- Consider making a COB committee in addition to the COB Team for this coming year.

## Preparing for COB

### Names List

A names list is a list of contact information for women on your campus not currently affiliated with a chapter in the sorority community. The director of continuous recruitment and retention should actively manage a record of the names throughout her time in office. This names list should be utilized by EVC to invite women to COB events. It is recommended to *always* have a running names list in case you unexpectedly fall below Total.

If you do not currently have a names list, consider having the COB committee to begin creating one during primary recruitment. At any time, should the chapter need to participate in COB and you not have a names list, or if you find your list is getting short, you can always facilitate an ad-hoc names list activity during a chapter meeting or new member meeting to gather more names as the year progresses.

How many names should be on your names list prior to COB? It is always ideal to build a bigger names list than your anticipated target number for COB members. Typically, 25-30% of the women invited will accept your invitation to attend COB, and then 25-30% of the women in attendance will accept an invite to join Delta Gamma.

Here is an equation on how many women you should be adding to your names list:

- Size of ideal COB member class = (your campus Total minus (-) your current chapter Total)
  - Number of COB attendees = (ideal COB member class x 4)
  - Suggested # of names on names list = (COB attendees x 4)
- For example:  
 Campus Total = 50  
 Chapter Total = 40  
 So, our ideal COB member class is 10 women (50 minus 40)  
 We want at least 40 attendees at our COB events (10 X 4)  
 We want 160 names on our names list (40 X 4)  
 That means if every member of the chapter submitted the name of four unaffiliated women, we'd reach our names list goal!

Ways to create a names list:

- Send a Google Form out to the chapter to complete.
  - Items to include: Delta Gamma who is filling out the form, Potential New Members name, email, phone number, year in school, Delta Gamma members she may know already, and how she meets the Article II criteria
- Utilize a chapter meeting to facilitate an activity.
  - Example: Bring notecards to chapter for women to write names and phone numbers/social media accounts down. Read off different criteria of women you all are looking for or where to find the women. Refer to the list below for some examples.
- Utilize a new member meeting to facilitate an activity by facilitating a similar activity during a new member meeting.
- Leverage the "Where to find PNMs for COB" list below to brainstorm names of women your members may not already be aware of/may not be top of mind!

**Pro Tip: Be sure to do this activity a few times a year to make sure the list is always growing and remains fresh!**

### Where to find PNMs for COB

- In-person:
  - Enrolled in classes with Delta Gammas
  - Residence Halls - focus on specific buildings or floors
  - On-campus involvement fairs
  - Campus events such as concerts, lectures and sporting events
  - Student activities- sports teams, dance teams, clubs, organizations to which Delta Gammas do or do not already belong
  - Women who work, volunteer or intern with other Delta Gamma members
  - Recruitment-those women who withdraw from recruitment or were released (check with FSA on any rules on this)
    - If you have Delta Gamma recruitment counselors, see if they know of any PNMs during recruitment that did not sign their Membership Recruitment Acceptance Biding Agreement (MRABA)
- Virtual:
  - Campus digital platform - use these to search for and connect with women who are involved in your target clubs, majors, etc.!

- Piazza
  - Handshake
  - Campus Labs
  - LinkedIn
- Social Media - consider utilizing quizzes, polls, sponsored posts, etc. to generate interest!
  - Snapchat
  - TikTok
  - Instagram
  - GroupMe or WhatsApp
- Have members evaluate the contacts in their cell phones and their Facebook/Instagram/SnapChat/TikTok friends to identify unaffiliated women
- Review the President's/Dean's list for students who are not affiliated
- Women from the same hometown or high school as a Delta Gamma
- Ask the FSA for a list of transfer students or non-affiliated students on campus
- Collect the names of women who participated in primary recruitment but did not pledge or ask the FSA for this list.
  - Request a list of women who withdrew from primary recruitment or utilized registration information to identify these women.
  - Cross reference recommendation forms received for primary recruitment for women who may not have registered to participate. Consider reaching out to alumnae who submitted these forms for a direct introduction.
- Contact alumnae - ask for names of their college-aged neighbors, baby-sitters, friends from camp, etc.
- Student Organizations
  - Interest clubs, non-NPC fraternities and sororities, etc.
    - Check out your school's student organizations list. Some schools even list officers and a full student roster with emails included!
    - Go to student organization meetings - say what Delta Gamma is about, does that sound like you?
    - Can we do an outreach to other orgs who are experiencing the same thing to say "we are all in this together, how can we help each other" as a sign of gratitude?
    - Do we have women who are already involved in these organizations who can help spread the word?
    - Recommendation - look for groups who typically wouldn't seek out fraternity/sorority life - first generation college students, etc.
  - Student Government
    - Many student leaders run for Student Government to make a positive change on their campus, and on a lot of campuses they are often unaffiliated. Delta Gamma can provide a positive outlet for change.
    - Most schools have a Student Government roster, with emails included!
  - Resident Assistants, Orientation Leaders, Peer Mentors, etc.
    - Many who serve in these roles enjoy connecting with students and being involved in different activities on campus.
    - Primary recruitment may conflict, but they may be able to join later in the semester, making them a great candidate for COB!
  - Athletic Programs
    - Varsity & Club athletes usually cannot participate in recruitment during their sport schedule.

- With the move to virtual, their season may be impacted and this may be a good opportunity out to these women to join.
    - Many athletes also tend to join in their off seasons, making the new member period more manageable.
    - If you recruit athletes, you are recognizing that they have busy schedules during the season and need to be willing to work with them to maintain that priority, as well.
    - Another strategy is to focus on athletes who decide not to continue - i.e. decide not to play their junior year - these are great candidates for recruitment, as they usually are looking for their new home.
  - Transfer Students
    - Women who transfer to a new campus are usually looking to make friends, which can be harder given they may not have the standard “week of welcome” activities that freshmen do.
    - See if you can obtain a list of transfer students to proactively reach out to.
    - BONUS - sometimes Delta Gamma women are transferring. Proactively reach out to them to let them know about your chapter and ask if they are interested in affiliating!
- Recommendations
  - Faculty & Staff
    - Your professors usually have a list of students that they believe are high-caliber, hard-working, etc.
    - Ask your professors if they have any women they would recommend you reaching out to!
    - Student Activities staff - who are student leaders who are not affiliated?
  - “Ambassadors”
    - Are there students in your friend circles or other student organizations that aren’t interested in joining sorority life at this time, but otherwise have enjoyed getting to know Delta Gamma women? See if you can leverage them to be ambassadors and help connect you with unaffiliated women who may be interested in joining DG!
    - Word of caution - stay away from men/fraternities being ambassadors
  - Alumnae
    - If you aren’t already leveraging your alumnae network for recommendation forms, please reach out to your local alumnae chapter and recommendation chairmen to help connect you with PNMs coming to your campus this year!
    - Are there any Delta Gamma alumnae who work on your campus that can connect you to great PNMs?

## Engaging with the PNMs on your Names List

Once you’ve created a names list, work as an EVC to determine who to invite.

- Use the “4x” rule referenced earlier to determine how many women on your list you need to invite to COB

**Pro Tip - Don’t wait for COB to start to begin to network with the women on your list! Remember, the most effective list is a list that is continuously updated. EVC should review this list throughout the year and meet with the women who do not have a pre-existing Delta Gamma connection to build that relationship.**

Congrats on having your invite list finalized! Now, you need to decide who will reach out and connect with the PNMs to invite them to the COB process. Here are some tips and tricks for connecting with PNMs!

Who should reach out ...

- **If the PNM knows someone from class, an internship, student org, sport, etc.,** it's best if whoever knows her reaches out. Going through COB can be an intimidating process and having a familiar face helps ease the nerves!
- **If names are given from Panhellenic or through another avenue,** have the vp: membership reach out to invite them!
- **Leverage the tools at your (virtual) fingertips!**
  - Use digital platforms, such as e-vite or Paperless Post, to send professional looking invites virtually!
  - Create Facebook events and invite PNMs to attend (check your college Panhellenic recruitment rules to ensure that communicating with PNMs through social media is allowed).

What to say ...

- Personalize, personalize, personalize!
  - Double check that you are using the right spelling of their name, the correct reference to how you learned of them, etc.
  - Nobody wants to feel like you just copied and pasted an invitation. A personal note goes a long way!
- Why you are reaching out
- How you received their information (If a member, professor, alumnae, etc. gave you their information, let them know! If you found their information on a Dean's List, club roster, etc., tell them!)
- Why are you interested in them? What is it specifically about them that you think is a fit for Delta Gamma?
- Why should they be interested in Delta Gamma? What is in it for them?

Example Reach-Out ::

Hi Carrie,

My name is Anna and I am the vp: membership of the Delta Gamma chapter on Test University's campus. I found your information on the Student Government website and enjoyed reading about the changes you have advocated for in order to make your residence hall a better place for other residents!

Delta Gamma values leadership and advocacy, and we are always looking for women who want to work hard to leave a positive legacy on our campus. We received the Most Improved Chapter on campus two years ago and have continued to raise our GPA, have won multiple philanthropy events, and our members have gotten involved with many student organizations that they are passionate about. Based on what I've learned about your background, I believe we would benefit from having someone like you in our chapter!

We are hosting recruitment events this week and would love for you to join to meet more of our sisters and learn more about our chapter. If you are interested, please RSVP "yes" using the invite below. If you would like to learn more about our chapter before deciding, please fill out this Doodle Poll to let us know a few times you are available this week and one of our members will reach out to set up a time to talk!

I look forward to meeting you!  
Best,  
Anna

If they say maybe ...

- Offer to have a call with them prior to the COB event to answer any questions they have about attending
- Remind them that attending the event is just an opportunity to explore if sorority life is for them

Hi Carrie,

I totally understand being unsure about sorority life. As a first generation college student, I myself was unsure about going through recruitment, but ended up deciding through the process that this was a safe space for me to learn, grow and try new things. Many of our members have had a similar experience, as well.

Would you be open to a call with someone to talk about sorority life in general to better understand your hesitations and share more information on membership expectations, experiences, etc.? There's no pressure to join, we just want to help you make the most informed decision possible!

I look forward to hearing back!

Best,  
Anna

If they say yes ...

- If your COB event will be a larger event vs. a 1:1 meeting, offer to connect them with someone 1:1 before a larger virtual event. This will make them feel more comfortable "knowing someone" at the event.
- Tell them what to expect at the event - how should they prepare, what they should wear, etc.
- If the event is more than a few days from when you reached out, send a **personalized** reminder the day before letting them know how excited you are to see them!
- Note, if the event is in person, assign someone to meet them and walk them to your event so they do not have to show up alone!

Hi Carrie!

We are so excited that you are attending our COB event tomorrow afternoon! Just as a reminder, we are doing a virtual painting class, led by our sister Eva who is an art major! We



will drop off a package for you at your dorm tomorrow morning with all of the supplies that you need.

See the zoom link below to join!

After we paint, we will have breakout sessions where you will be paired with two of our sisters to learn more about their experiences and get a chance to ask any questions you have. They will also ask you questions about you, what you are passionate about, what you want to accomplish if you join a sorority, and generally get to know you better :)

Let me know if you have any questions in the meantime!

Best,  
Anna

### COB Conversations

During COB conversations, the recruiter will have to do a lot more explaining of membership expectations because they won't have a recruitment counselor to answer general questions. Depending on the size of the COB effort, EVC may want to consider hosting a quick review of COB conversations tips the chapter meeting prior to COB. At a minimum, EVC should send out an "FAQ" to all recruiters! Here are some things all members should cover in their conversations :

- Delta Gamma members should discuss the basics of being a member of the Panhellenic community as well as share the responsibilities and expectations of membership (such as: financial responsibilities, as well as required attendance, service hours etc.).
- Overall, conversations should be more casual in nature and allow the recruiter to dive deeper into conversations like values, scholarship, and sisterhood.
- If possible, having multiple members meet and talk to the PNM is recommended to allow members to get to know PNMs and vice versa.
- It is important that Delta Gamma members are engaging with the PNMs and facilitating conversations continuously in order to connect with the PNM on a deeper level and keep her engaged and interested in Delta Gamma.
- Find out her timeline and if she is COBing with other chapters. Time is of the essence during COB and knowing if she has other possible decision deadlines is helpful!
- Create an e-book or flyer of chapter information for your members to review with PNMs. This should include the benefits of membership, as well as the responsibilities, such as attendance and financial obligations related to membership. You'll want to be transparent with this information so potential members know exactly what will be expected of them.

### COB Voting

Chapters must conduct voting between recruitment events. During COB, however, it is imperative that EVC move as quickly as possible to extend bids to potential new members that meet chapter requirements and standards for membership. That said, we suggest chapters employ interaction voting to facilitate this expediency.

As provided in the Constitution, to be eligible for pledging, a candidate must receive the approval of the chapter members in the manner selected by the chapter as stated in the bylaws and

standing rules of the chapter. Negative votes that are unsupported by reasons deemed adequate by the EVC or Evaluating Sub-Committee may be reconsidered. Some form of voting after COB events is required to meet this Constitutional requirement for chapter approval. However, simple interaction voting is sufficient, and neither preference voting nor additional evaluations are required. Simple interaction voting is in line with the Constitution and allows EVC to move quickly.

We know that the BLSRs no longer have voting methods and refer members to the Recruitment Confidential. The Recruitment Confidential also allows EVC to move forward on extending bids based on collecting information from chapter members as they meet PNMs. If you feel the need to have a more involved voting process for COB, we are not discouraging that.

### COB Action Plans

The director of continuous recruitment and retention and/or the vp: membership, with help from EVC, will create a COB action plan using the Anchorbase task called the COB action plan. This plan will be approved by your RCRS/CRC/NCRC. At the beginning of each semester, the vp: membership will be required to upload their current chapter statistics to Anchorbase. The RCRS/CRC/NCRC will evaluate these statistics and help you implement the needed COB action plan.

To prepare for all potential outcomes, EVC will create three different action plans. One will be for recruiting 10 or fewer members, one will be for recruiting 10-20 members and finally, one for recruiting 20+ members. Prior to filling out this action plan, all potential COB events and a potential COB bid day should be added to your Anchorbase calendar. Below you will see the differences between recruiting different COB class sizes. Please utilize this grid as well as the sample calendars when creating your action plans. You will also see sample action plans below each calendar.

Decide how you will COB and for how long based on your campuses guidelines for social distancing. Remember to consider the new member period when you are planning your COB. If Quota/Total is not reached, one or more additional efforts can be scheduled throughout the school year. The number of COB periods, the length of the efforts and the number of events in each effort must be customized to meet your chapter's needs and calendar. Work with your membership adviser and RCRS/CRC/NCRC to plan for and execute an appropriate COB for your situation.

| COB Class Size               | 1-10 New Members                                      | 10-20 New Members                              | 20+ New Members  |
|------------------------------|---|--|--|
| <b>Structure</b>             | Least structured                                      | Moderately strategic                           | Most structured and strategic  |
| <b>Invitation Style</b>      | Text or social media message, phone call or in person | Text or social media message, email, in person | Facebook invite, paper or electronic invitation, text or social media message, in person |
| <b>Chapter Participation</b> | COB Committee and EVC                                 | COB Committee and EVC                          | Appoint teams:   |

|  |  |  |   |
|--|--|--|---|
|  |  |  | <ul style="list-style-type: none"> <li>● Bronze Team: Your best recruiters who will attend all events</li> <li>● Pink Team: Less-experienced recruiters, such as newly initiated members who are very enthusiastic; assign them to attend certain events or pair them with someone from the Bronze Team</li> <li>● Blue Team: Behind-the-scenes workers, responsible for decorations, nametags, invitations, etc. (Members who have class or work commitments are good for this team.)</li> </ul> |
|--|--|--|---|

**COB 1-10 new members:**

**Event Ideas & Best Practices:**

Challenge yourself to create events that will intrigue PNMs and make them want to come learn more about Delta Gamma and your sisterhood! Here are a few event ideas that could be held in person or virtually:

- All About Delta Gamma (one larger event could be an open house to share key aspects of what a PNM should know about joining our organization)
- Individual conversations over text or social media
- Individual Zoom meetings and/or 1-3 members with a potential new member
- Coffee Dates
- Dinner, brunch
- Study breaks with snacks
- Outdoor activities such as walks or runs
- Invite to sisterhood events or chapter meetings.
- TikTok dance-off
- Virtual "Cribs" tour of the chapter facility
- Virtual cooking class

Be sure that each event allows attendees the opportunity to talk and get to know one another. For instance, if your chapter hosts a virtual yoga session, be sure to build in time for conversation after.

It is highly recommended that you meet each potential member at least three times, so plan your events accordingly. However, during COB time is of the essence. If EVC and the chapter feel they know the PNM and believe she represents all components of Article II, EVC can extend a bid without meeting the PNM during three events.

In addition to larger primary events where all PNMs are invited, smaller groups of members should be connecting with each PNM in a more casual setting. For instance, members could utilize coffee dates or small group video chats to get to know PNMs on a deeper level in between larger events.

Don't forget that you can use chapter events that are already on your calendar as COB events. Sisterhood, philanthropy/Foundation activities, member education and appropriate social events (no alcohol or men) can and should be used as COB events. Be creative and to develop a COB plan that will fit your chapter personality and that will appeal to PNMs! For more information on developing a theme, contact your RCRS/CRC/NCRC. Be sure to pay attention to what historically works on your campus. This may determine when and where events take place and how to best publicize that Delta Gamma is recruiting.

**Sample Anchorbase Action Plan:** If Omega Omega chapter is below total by one to three members after primary recruitment, we plan to reach out to our Collegiate Panhellenic Council for the list of women who pulled out of primary recruitment. EVC will also attend NMM Week 1. At this meeting, they will explain what a names list is and create a names list with the new members. We will also use our continuous names list the chapter fills out through a Google Form. On Sunday, we will reach out to PNMs and invite them to coffee or ice cream. One member of EVC and one member of the COB crew will be at each coffee date. Coffee dates will be complete by Wednesday, September 1<sup>st</sup>. EVC will be held Wednesday evening and bids will be hand delivered Thursday. Director of Sisterhood is planning a sisterhood event Friday evening to welcome the Newest New Members.

**COB Sample Calendar:**

Here's a sample calendar containing components of a successful COB reaching for 1-3 new members. Be sure to bring chapter members or COB Committee to Coffee Dates. This is essential to make sure the chapters voice is heard.

| Sun  | Mon          | Tues         | Wed                                  | Thurs                | Fri   | Sat   |
|--|--------------|--------------|--------------------------------------|----------------------|---|---|
| Contact PNMs from names list and schedule coffee dates | Coffee Dates | Coffee Dates | Coffee Dates/ EVC meeting in evening | Deliver Bids to PNMs | Host sisterhood event for new members to attend and be celebrated | New members attend make up new member meets with vp: member education in order to integrate into current new member class |

COB 10-20 new members:

**Event Ideas & Best Practices:**

Challenge yourself to create events that will intrigue PNMs and make them want to come learn more about Delta Gamma and your sisterhood! Here are a few event ideas that could be held in person or virtually:

- All About Delta Gamma (one of the first events could be an open house to share key aspects of what a PNM should know about joining our organization)
- Individual Zoom meetings and/or 1-3 members with a potential new member
- Coffee Dates
- Study breaks with snacks
- Outdoor activities such as walks or runs
- Yoga Class
- Invite PNMs to participate in a DG Dialogue
- Painting Party
- DG Carnival (outdoor option)
- One Special Item (ask each PNM and recruiter to come to the event with one item that represents something meaningful in their lives)

Be sure that each event allows attendees the opportunity to talk and get to know one another. For instance, if your chapter hosts a virtual yoga session, be sure to build in time for conversation after.

It is highly recommended that you meet each potential member at least three times, so a minimum of three to four larger events is necessary. This process will give chapter members several opportunities to meet each potential member. You may adjust the schedule for your chapter, but three to four events over a 7-14-day period is recommended. In addition to the three to four primary events, smaller groups of members should be connecting with each PNM in a more casual setting. For instance, members could utilize coffee dates or small group video chats to get to know PNMs better between primary events.

Don't forget that you can use chapter events that are already on your calendar as COB events. Sisterhood, philanthropy/Foundation activities, member education and appropriate social events (no alcohol or men) can and should be used as COB events. Be creative and to develop a COB plan that will fit your chapter personality and that will appeal to PNMs! For more information on developing a theme, contact your RCRS/CRC/NCRC. Be sure to pay attention to what historically works on your campus. This may determine when and where events take place and how to best publicize that Delta Gamma is recruiting.

**Sample Anchorbase Action Plan:** Our chapter, Omega Omega, is below total by 4-9. We will utilize coffee dates and open house events. Due to our new member class being around 50 women, we can easily integrate 4 to 9 women into the current new member class. At the first chapter meeting after bid day, we will lead a names list activity to ensure our running names list is up to date. During the EVC meeting after chapter, we will contact the PNMs with an invite to the open house events as well as an option to sign up for a coffee date. Coffee dates will be held during the day on Tuesday and Thursday. A member of EVC and a member of the COB committee will attend these coffee dates. Signups will be sent out at chapter on Sunday. The director of sisterhood is planning a game night sisterhood event Tuesday night. PNMs will be invited to the event and asked to RSVP. When a PNM RSVP's, the director of continuous recruitment and retention will pair the PNM up with a member of the COB Committee to escort them to the event. This structure will be used for the philanthropy event, Slices for Sight, happening on Wednesday as well. On Thursday, the chapter will meet for Additional Evaluations with an EVC meeting the next day. EVC and the COB Committee will hand deliver bids on Friday and invite them to attend a sisterhood event that night.

**COB Sample Calendar:**

Here's a sample calendar containing components of a successful COB reaching for 4-9 new members. You will see the most variation in this type of COB. Depending on the size of a new member class at your university, you might want to hold a fully structured COB. For example, if quota is around 50 at your university, coffee dates are most likely the better option. However, if quota is usually around 10-15, you might want to choose a more structured approach.

| Sun  | Mon | Tues                                       | Wed                         | Thurs  | Fri   | Sat  |
|--|-----|--|-----------------------------|--|---|--|
| Contact all PNMs on names list and schedule coffee dates |     | Coffee dates;<br>7pm: COB sisterhood event | 7pm: COB philanthropy event | Coffee dates;<br>7:30pm additional COB event;<br>Additional Evaluations with chapter members;<br>EVC meets | Hand deliver bids to PNMs;<br>invite to sisterhood event tomorrow | 2pm: sisterhood event;<br>make up new member meeting with vp: member education |

COB 20+ new members:

**Event Ideas & Best Practices:**

Challenge yourself to create events that will intrigue PNMs and make them want to come learn more about Delta Gamma and your sisterhood! Here are a few event ideas that could be held in person or virtually:

- All About Delta Gamma (one of the first events could be an open house to share key aspects of what a PNM should know about joining our organization)
- Individual Zoom meetings and/or 1-3 members with a potential new member
- Coffee Dates
- Study breaks with snacks
- Outdoor activities such as walks or runs
- Yoga Class
- Invite PNMs to participate in a DG Dialogue
- Painting Party
- DG Carnival (outdoor option)
- One Special Item (ask each PNM and recruiter to come to the event with one item that represents something meaningful in their lives)
- Trivia night
- Pizza Party
- Late night study break with snacks
- Virtual bingo night

Be sure that each event allows attendees the opportunity to talk and get to know one another. For instance, if your chapter hosts a virtual yoga session, be sure to build in time for conversation after. While hosting larger COB events, don't lose sight of making this experience feel personal for the PNMs. This helps the PNMs feel a sense of belonging and allows the chapter the get to know them better.

It is highly recommended that you meet each potential member at least three times, so a minimum of three to four larger events is necessary. This process will give chapter members several opportunities to meet each potential member. You may adjust the schedule for your chapter, but three to four events over a 7-14-day period is recommended. In addition to the three to four primary events, smaller groups of members should be connecting with each PNM in a more casual setting. For instance, members could utilize coffee dates or small group video chats to get to know PNMs on a deeper level in between primary events.

**Sample Anchorbase Action Plan:** If Omega Omega chapter is under total by 10 or more, during the chapter meetings before COB events begin, we will lead name lists activities as well as a conversation activity. We will table on campus offering sight related study tips to students on campus to increase our PR. The COB events will span over two weeks. On September 10<sup>th</sup>, EVC and the bronze team will hand deliver invitations, as well as a text or direct message reminders for PNMs to RSVP. Director of public relations will be responsible for posting information on our events as well as vp: membership’s contact information for women interested that are not on our names list. On Thursday, September 14<sup>th</sup>, we will hold a coffee house night at the chapter facility. It will be an open house; potential new members will be able to stop in and out as they please. The bronze and pink team will be in attendance. On Saturday, September 16<sup>th</sup>, there will be a tailgate for the gymnastic meet at the house. Once again, the tailgate will be open house and PNMs are invited to go to the meet with chapter members afterward. The last open house event will be a movie night, on Monday, September 18<sup>th</sup>. Snacks will be provided as well! After this event, the chapter will meet for Additional Evaluations and EVC will meet after. On Tuesday, September 19<sup>th</sup>, EVC will deliver invitations for Preference. Preference will be held at a restaurant downtown on September 20<sup>th</sup>. There will be a preference vote at the house after Preference. Finally, on September 21<sup>st</sup>, EVC and director of new members will deliver bids and inform the members of Bid Day plans on Friday night.

**COB Sample Calendars:**

Here are a few sample calendars containing all the components of a successful COB. You can arrange the days and events to suit your chapter. This sample COB effort spanned eight days from the first COB event until Bid Day. When scheduling your events, consider your chapter calendar as well as the campus calendar. You may want to lengthen the time to 10 -14 days and spread out some of the events if there is a lot of chapter and campus activity going on. If your chapter has not reached Quota and/or Total, plan for a subsequent effort later in the semester or early in the next semester.

|               | Sun  | Mon                               | Tues                              | Wed                              | Thurs                               | Fri                              | Sat                                |
|---------------|--|-----------------------------------|-----------------------------------|----------------------------------|-------------------------------------|----------------------------------|------------------------------------|
| <b>Week 1</b> | Reach out to PNMs listed on the names list | Post about event on social media; | Post about event on social media; | Follow up with PNMs about event; | 7pm: Coffee House event; Additional | Follow up with PNMs who attended | Post reminder about today’s event; |

|               |   |   |  |  |  |  |   |
|---------------|---|---|--|--|--|--|---|
|               | for Coffee Dates and sharing about events this week                             | table on campus   | host coffee dates                            | host coffee dates                      | Evaluations with chapter members                                     | event; post about upcoming event; remind PNMs about upcoming event | 2pm Tailgate and Gymnastics meet event            |
| <b>Week 2</b> | Post about upcoming events; host coffee dates; remind PNMs about upcoming event | 5pm: Slices for Sight event; host Additional Evaluations with chapter members ; EVC meeting | Share invitation to preference event to PNMs | 7pm: COB preference event; EVC meeting | Hand deliver bids to PNMs; invite to sisterhood celebration tomorrow | 6pm: COB Bid Day sisterhood  | Post on social media excitement about new members |

Calendar for Virtual COB:

| Day 1:  | Day 2:  | Day 3:   | Day 4:                        | Day 5:   |
|---|---|--|-------------------------------|--|
| Reach out to PNMs from names list to see if interested and let them know about upcoming events. After you have reached out, email/deliver a cute itinerary of the events of the week. | Post on social media and have members share a graphic with the itinerary of events. | Continue to post graphics. Highlight members and them share why they love DG. Showcase members who went through COB and have them share what DG means to them. | Follow up and have PNMs RSVP. | Getting to Know DG; Host a zoom call with all PNMs. Have VP Membership introduce herself and explain how the evening will go, keep things light and very fun. Break out the PNMs into small groups with one PNM and 2 members. |



| Day 6:  | Day 7:  | Day 8:  | Day 9:  |  |
|---|---|---|---|--|
| Follow up with PNMs and remind them about the next event. | Now that the PNMs have gotten to know DG's, this event could have a theme. Make this FUN. | Have a preference like Zoom call where you have a member sharing her DG experience. Make this meaningful and when breaking out into small groups of 1 PNM and 1-2 members try to have deeper conversations about what the PNM is looking for in DG. | Give out bids! If everything is virtual, you could inform girls of their bids and mail their bid card so they still have that experience. |  |

**Increasing Positive Public Relations For COB**

Delta Gamma must be visible on campus and in the community to be successful in COB. Be sure to continue to market your chapter during this time. Refer to the Marketing your Chapter section of this guide for additional details.

**COB Recommendation and Reporting**

Recommendations are a Delta Gamma constitutional requirement. If you have time, the director of recruitment records should contact the Recommendation Chairman and see if they can recommend PNMs that you have invited to COB events. If a chapter member knows a potential member before informal recruitment/COB, she may sign the Recommendation Form. Evaluating Committee may also endorse the Recommendation Form if the candidate meets the Article II criteria and the PNM meets the constitutional GPA requirement.

The COB Statistics Report must be entered into Anchorbase as soon as you have finished the COB process for the term, including the list of new members pledged. This report is generated by including a COB Bid Day on the Master Calendar in Anchorbase. Give the Recommendation Forms to the vp: member education to upload to Anchorbase as part of the New Member Entry task.

**COB and Panhellenic**

You should contact your FSA if you are pursuing PNMs to join Delta Gamma through COB. Your FSA may be able to help you verify if the PNMs GPA meets the grade requirement to pledge as well as helpful information about signing the MRABA as a COB potential new member.

## Marketing your chapter

Limited in-person interactions mean that chapters will need to change their previous social media and marketing plans as PNMs likely won't have the ability have their questions answered in the ways PNMs may have last year. In addition to that, PNMs have different questions this year prior to recruitment than the previous years. EVC should work with their vp: communications to ensure that communications plans are adapting for the current needs. In order to assist chapters, consider the following [resources](#).

### Join a Sisterhood: Positive Panhellenic Contact

To learn more about how you and the alumnae near you can promote Delta Gamma's message to encourage PNMs to join a sisterhood, click here: [https://s3.amazonaws.com/dg-library/Join-a-Sisterhood\\_Positive-Panhellenic-Contact.pdf](https://s3.amazonaws.com/dg-library/Join-a-Sisterhood_Positive-Panhellenic-Contact.pdf).

### Social Media Considerations

Now more than ever, we need to be intentional about our social media. Before posting on your chapter accounts, please consider the following:

- Is there a larger social/cultural/political movement happening that would take precedence over your post and/or make your post appear ignorant or oblivious?
- Are images on your social media diverse?
  - Both in their reflection of membership representation, and also in their content?
- Have you highlighted the way your chapter connects with alumnae to showcase lifetime engagement in Delta Gamma?
- Do your posts show variation between staged and candid photos?
- Do the images look authentic?
- Are you representing all aspects of your chapter and Delta Gamma values?
  - Educational and Cultural Interests
  - Philanthropy
  - Social Responsibility
  - Friendship
  - Character
- Have you made a larger social media plan?
- Have you had a few sisters and/or the communications adviser review the content to make sure that it will be perceived in the way you intended?
- If asking sisters to review, have you made sure to ask a diverse set of sisters?
  - Consider diversity of interest, year in school, hometown, major, race, body type and background.

Here are some considerations for your chapter's social media content:

- Share a wide variety of stories

- Include unique and diverse stories of sisters who: might be joining a sorority later in their college experience (transfers, etc), work to pay for college/dues, first generation college students, women who don't see a sorority as the only way to make friends, etc.
- Focus on conveying the value of joining
- Incorporate personal/chapter examples of Article II values
  - How our chapter is living these values
- Share personal experiences
- Acknowledge financial considerations
- Address diversity/equity/inclusion
  - You can utilize Delta Gamma's statement on inclusivity, recent initiatives, etc.
- Add in quotes from sisters
  - Why it's important to them/why they joined?
- Ask for stories from recent graduates
- Use your campus and Panhellenic hashtags
- Follow other DG chapters on your campus to get new ideas
- Utilize Delta Gamma EO Instagram and find saved story templates (find it in the highlights)

## TikTok

With a large number of PNMs on TikTok, consider finding creative ways to use what is trending on TikTok to create your own marketing of Delta Gamma. This is a great way to allow chapter member to participate in marketing Delta Gamma on their own account as well as a tool for your chapter to use for your chapter account. Please note that any TikTok creation should feel organic and real! It's not important that these videos look "perfect" as viewers are interested in seeing authentic content.

Here are a few examples:

- <https://vm.tiktok.com/Tg8xQG/>
  - Screenshot someone who makes you happy - could do this with DGs to DGs
- <https://vm.tiktok.com/Tb3jCV/>
  - The "we just became doctors" could be "we are a Sorority family" or something authentic and not stereotypical
- <https://vm.tiktok.com/TgJyeh/>
  - Consider using this idea to spotlight some of your alumnae members
- <https://vm.tiktok.com/TgLfBo/>
  - A fun way to show a more authentic look at sorority photo shoots
- <https://vm.tiktok.com/Tbtr3g/>
  - Consider a similar format with content PNMs are interested in learning. Could be "ways I stay organized when I'm in full time student with a job and a part of a sorority"
- <https://vm.tiktok.com/TgAnoS/>
  - A genuine, authentic example
- <https://vm.tiktok.com/Tb3GCM/>
  - Consider this topic and adapt it to your experience. Maybe "mind blowing sorority experiences" to highlight big/little reveal, Founder's Day, etc.

While those are just examples, consider viewing TikToks through the lens of how you can share your sisterhood through this fun platform!

### Vimeo

Use Delta Gamma's videos! Delta Gamma has several videos your chapter can use to engage with PNMs and help them learn more about the values of Delta Gamma. Find these videos here: <https://vimeo.com/deltagammafraternity>

### Recruitment Videos

Some campuses recruiting virtually will need to have a video for Round 1 that will help PNMs make a decision on which chapters they'd like to visit the following round. While social distancing may have taken away the ability to film when the chapter is all together, now is the time to collect the authentic footage your members have had all year. Unsure of what footage you'll use for your video?

- **Use footage from last year's events!** Didn't get to film at this year's Founders Day? Use the footage from last year as this event is still important and relevant to members. Didn't have Anchor Splash or your annual service project? Use the footage from last year to highlight the event.
- **Screen record!** You can use footage from Zoom calls, Facetimes, TikTok, etc. PNMs know this is an abnormal time of social distancing. Consider altering your footage to answer the question, "What does sisterhood look like virtually?" Hosting a virtual trivia night? Having a game night with your member class? Doing yoga online together? Use these authentic moments and film them. Let's show members what sisterhood has looked like over the last few months.
- **Find Snapchat videos!** Just be careful of any footage that may contain questionable substances and behaviors. Be mindful that the footage doesn't feel "exclusive" or like "you had to be there." It's hard for PNMs to see themselves in those moments.
- Need a powerful statement? **Utilize voice-overs** using your phone to record statements. Have members go to a quiet spot or a tile bathroom (for acoustics) to record themselves saying what Delta Gamma means to them or other prompts.
- **Pay attention to the diversity** of the video content! It's important to be inclusive to all women in your video.

What should your video convey about your chapter?

- Authenticity - in relationships, conversations, and how the experience is characterized. PNMs cannot be "sold" on superficial things that don't exist. Be true to who you are as a chapter!
- Development - How can we share the ways Delta Gamma has helped up grow pre, post, and during COVID-19?
- Acceptance - for all identities and for their level of development, maturity, and interests - "There isn't just one way to be a DG. We have women who bring their full selves to the table. Here, let us show you!"
- Affirmation - "We see you, we want to know you, and you are enough to join our sisterhood." Voice-overs are a great way to get this message across!
- High value -- This is worth your monetary investment, there will be a payoff for joining and aligning yourself with women who want to support you. Can someone share some

footage of themselves talking to a professional goal or milestone and how Delta Gamma helped them get there?

- A Healthy Community -- If PNMs are skeptical of unhealthy social patterns in the Greek community, simply saying "We love Greek life!" seems shallow, insular and pretty inauthentic. You should include messages that communicate that the DG community includes our alumnae, families, loved ones, siblings, teachers, mentors, student life professionals, service partners and more.

## Updating your Chapter Website

With all that is changing, it's more important than ever to assess your chapter's current website through the view of a PNM. What information will she need to see? What information will she be looking for? How can our content make her feel like Delta Gamma is a place she could belong?

Here's some areas you may want to work with your vp: communications to update:

- President's letter (tip: read it out loud to a sister after written to make sure it sounds natural and like you)
  - Incorporate examples of how your chapter is living out Article II values
  - Share a personal experience in the chapter
  - Acknowledge financial considerations
  - Address diversity/equity/inclusion - our statement on inclusivity, recent initiatives, etc.
  - Include quotes from sisters: why it's important to them/why they joined
- Updated recruitment information
- Update all email addresses
- Include financial transparency (not just amount, all that is included)
- Update the calendar so PNM can see all the fun things they can be doing (even with remote events if that is what is happening)
- Link Instagram to your website
- Update pictures
- Add the work you do to support other organizations in the spirit of "do good"

## How to Engage with Potential New Members

This recruitment season, there are a lot of opportunities to engage with new members in ways that were not previously available. However, there are also unique challenges to this situation. This section is designed to help you navigate forming personal connections with these women and will hopefully help to get you thinking about new ways of marketing all that DG has to offer! This should be shared out to all members of your chapter!

As you start to communicate with these potential new members, remember that you can communicate with them in any number of ways, including email, text, social media, direct messaging, and meeting in person. We encourage you to reach out directly to PNMs by following them and interacting with them on social media. It's important that members who know PNMs are connecting with PNMs instead of only having EVC or your chapter's account reaching out.

Remember, we want you to be excited about promoting Delta Gamma! However, this should not come at the expense of the spirit of Panhellenic unity. This means that you should be highlighting the benefits of joining a sisterhood while sharing about Delta Gamma, and not criticizing or speaking poorly about other organizations. Learn more about Positive Panhellenic Contact [here](#).

### Tips & Ideas

- Consider utilizing your chapter's social media to post a weekly "WhyDGWednesday" to share stories about members' experiences as well as answer questions. This is also a great place to share recruitment videos.
- 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 she would enjoy connecting with.
  - You can find a free resource on organizing your process through Chapter Builder. Click [here](#) to learn more about it.
- Encourage members to add your chapter's social media handle in their Instagram bio so PNMs can see that they are a part of a Panhellenic sorority!
- Let PNMs follow members and follow them back! If members feel comfortable, this is a great way for PNMs to see more authentic content about sorority membership by seeing what members post.
- Utilize general campus hashtags as well as your Panhellenic community hashtags. This will help bring traffic to your page!
- Wear Delta Gamma shirts to classes (even virtual classes).
- Find ways in your other organizations to connect with PNMs in those groups.
- Share these [Yard Signs](#) with your local alumnae group and encourage them to put one up in their yard.

### How to Engage PNMs

- If members know the PNM, they should reach out first. Most PNMs aren't really sure what EVC or vp: membership means. A personal connection and reach out means much more! Utilize the "Sharing PNM information" guide to find the most efficient way to share which PNMs are interested in recruitment. Additionally, reach out to PNMs who are on that list as well.
- Remind members that they can talk about the benefits of membership in a sorority and also promote positive Panhellenic relations!
- Be sure to utilize the method of communication that feels most comfortable to the member. While some members may feel more comfortable with text or email, others may feel more comfortable with direct messages on Instagram.
- If a member of EVC wants to connect with a PNM, be sure to share why you are connecting. Again, titles may not be an area they understand so you may want to skip the title and get straight to the connection!
- After a member connects with a PNM, consider having a member of EVC connect with the PNM as well!

Below are some sample text scenarios. It is crucial that this message is genuine and authentic, so **please rewrite and adapt this messaging as necessary to better suit your voice** and the

culture of your campus and chapter. You may want to find a sister to share your messaging with and ask for feedback to make sure the tone sounds like you!

**Sample Text (should not be copied and pasted as is)**

1. 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!
2. 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!
3. Hi [PNM name]! I hope you are getting excited about attending [name of school]. I'd love to tell you a little bit about my sorority experience! In Delta Gamma I have found true sisterhood, meaningful service opportunities, opportunities for my future, as well as a deep connection to the community here at [school name]. I think the sorority experience is such a valuable part of my college experience. If you want to know more about sorority life, I'd love to tell you about my recruitment experience and answer any questions you may have!
4. Hi [PNM name]! I'd love to take a minute to share with you about how meaningful my experience in Delta Gamma has been! By joining my sorority, I've gained a sisterhood that truly lives its values. I would love the opportunity to introduce you to some of my sisters or answer questions you have about the value of sorority membership.

# Retention

Retention of our current and new members has been and continues to be a priority for Delta Gamma. All resources throughout this handbook gave consideration to the goal of retaining our current and new members. Below are retention specific resources. This section includes the implementation of the Retention Committee and Financial transparency for member who have questions about their dues.

## Retention Committee

Retention is the ability to keep members engaged in our sisterhood. It is the strength of the tie that keeps them involved in Delta Gamma. The recruitment of new members is important, but equally as essential is meeting the needs of our current members and providing the membership experience they seek. This task is larger than any one officer, though the director of continuous recruitment and retention is charged with spearheading these efforts. To ensure that we have the voices of all chapter members considered in the retention conversations and planning, chapters should convene a retention committee.

## Committee Charge

The retention committee is the primary administrative group focusing on the factors that keep women engaged in chapter membership. Committee members work together to understand the current chapter climate and lead the chapter to a successful realization of its retention goals. The committee has broad responsibilities for understanding the membership experience, discerning trends around membership resignations, and determining actions that need to be taken to ensure members feel seen and valued by the chapter and its officers.

## Committee Personnel

The retention committee is led by the **director of continuous recruitment and retention**, and includes the following collegiate officers:

- director of DG Dialogues
  - If the chapter does not have a director of DG Dialogues, the vp: programming should be included
- director of scholarship
- director of new members
  - If the chapter does not have a director of new members, the vp: member education should be included
- one member of Honor Board
  - Where possible, this member should not hold a CMT officer position.
- continuous recruitment adviser (or Honor Board adviser, if the chapter does not have a continuous recruitment adviser)

While not directly serving on the Retention Committee, the membership adviser, member education adviser, new member education adviser, and programming adviser all work with collegiate officers serving on this committee. As such, it is essential that they receive committee meeting agendas and minutes so that, while they do not attend meetings, they can support their collegiate officer in preparing for meetings and executing tasks.

Many officers serve on this large committee, but there are also other officers who do not that may be critical to the retention of chapter members. It is essential that this committee share its



findings and recommendations (including the rationale behind them) widely to ensure collective action can be taken to promote a strong connection between individual members and the organization. Transparency is key. Committee members are strongly encouraged to connect with the general membership to engage in dialogue about how they can help retention efforts. Retention involves every single member as agents of change and inclusion.

### **Start Here**

It is easy to get caught up in the excitement surrounding the recruitment of new members, but it is equally important to focus on the efforts to retain all of our members, including our newest. When executed intentionally, retention can strengthen the bonds of sisterhood within the chapter, increase engagement in chapter programs and initiatives, and reduce the number of resignations. In order to be intentional, it must be carefully thought through and planned out.

The retention committee should begin by exploring the experiences of two groups, current members and those that have resigned, to better illuminate areas of focus.

### ***Resignations***

Delta Gamma's resignation of membership form captures a multitude of reasons why members may choose to resign their membership in Delta Gamma. Below, you will find the reasons new members and members indicate resigning.

- SCHOLARSHIP - My grades are suffering as a result of membership, or I need to focus on professional opportunity, like studying for LSAT, GRE, etc.
- FINANCIAL HARDSHIP - While membership in Delta Gamma has been a valuable experience, I cannot afford the cost.
- FINANCIAL VALUE - While I can afford dues and fees associated with membership, membership is just not worth the cost.
- PERSONAL - While membership in Delta Gamma has been a valuable experience, personal circumstances have impacted my ability to remain a member.
- CONNECTEDNESS - I don't feel connected to members in the chapter.
- MENTAL HEALTH - My mental health would be better served by resigning my membership.
- TIME - I am too busy with other obligations and no longer have the time for Delta Gamma.
- HONOR BOARD - Honor Board has recommended a sanction that I don't agree with and am choosing to resign instead.
- HOUSING - There was not enough room for me to live-in the chapter house, or I was not granted live-out status.

Reflecting reasons why members may choose to resign their membership in Delta Gamma, the time of year they resign, and their year in school is an important step in understanding what retention looks like for your chapter. Utilizing the following questions, the retention committee should explore the reasons members have previously resigned to bring increased awareness to areas of the chapter experience that could be enhanced.

- Which population of members, new or collegiate, does your chapter see the most resignations for?

- What year in school does your chapter see the most resignations? What kind of programming does this year in school have for them? What encourages them to stay?
- What month does your chapter see the most resignations? What does the chapter calendar look like during this time? When does chapter morale decrease or peak historically in your chapter?

Understanding why women resign can help us prevent future resignations.

### *Current Members*

As we head into an unprecedented time this school year, retention can be increased when we understand the needs and desires of our membership. Chapter members should be surveyed to understand what they are looking forward to and what kind of support mechanisms would be helpful to them as they enter the new academic year. Knowing each campus scenario is different, sample questions are included here, but each chapter is encouraged to customize this assessment to fit their unique needs. You do not need to ask all of the questions below. In fact, we encourage you to ask about 5-6 questions in your assessment related to retention. It is also recommended that chapters ask questions specifically about the areas which were identified as a cause of previous resignations. Doing so will allow chapter officers to better plan to address them in the upcoming academic year.

Your chapter may have completed a Chapter Culture Survey. You can email [chapterdevelopment@deltagamma.org](mailto:chapterdevelopment@deltagamma.org) to request more information on your chapter's results.

- How are you personally? What has your experience the last few months been like?
- How can we, your sisters, better support you in the months ahead?
- Knowing what our school is planning for the 2020-2021 academic year, how do you feel about the next term? What questions or concerns do you have related to your Delta Gamma experience?
- What are you most excited about when you think about the next term?
  - List 5-6 areas of your chapter experience, but perhaps do not include parts of the experience that cannot happen due to university/college policies or local governance regulations around group size
  - Could be ranked or simply select the one you are most excited about
- What are you concerned about that might be different?
- What do you think is the most valuable part of your membership in Delta Gamma?
- What does Delta Gamma provide to you that you do not get elsewhere?
- What are the aspects of our sisterhood that you expect to see in the next term? What would you be willing to let go of?
- What are ideas that you have?
- What makes you feel like you belong to this chapter of Delta Gamma? To Delta Gamma as a whole?
- What would help you feel a stronger sense of belonging to your chapter? To Delta Gamma as a whole?

Prior to sending out the assessment, check with EVC to see if there are questions related to recruitment preparations that they would like included as well. Surveying the chapter once will yield the most results, rather than multiple assessment tools which can get confusing for members.

### **Suggested Steps for Promoting Retention**

Retention efforts must be carefully thought through and planned out. Using the information from reviewing resignations and the chapter member survey, a retention report can be created. While the idea of retention can sometimes be quite large, the retention committee should identify three areas in which they can immediately focus their efforts.

For each of the three goals, it is important to explore who can help to have an impact on the successful realization of that goal. Is it other officers? Advisers? Campus staff? Other community resources? For individuals/organizations outside of the chapter, it is encouraged that chapter officers arrange a meeting or phone call to discuss the identified goal and how they can collaborate to make progress for the benefit of the chapter members.

Action steps should be identified to work towards achieving each goal. Retention committee members are encouraged to reach out to other chapter officers, advisers, and campus resources to complete each step. These do not need to be elaborate plans, but rather intentional efforts that are rooted in the reasons members stay or choose to resign.

In the current landscape, it is essential that at least one goal focuses on individual contact with each and every member. As we have all been physically separated, many of our members are feeling alone, unsafe, and unvalued. It is through sisterly outreach, from a place of care and compassion, that we can support one another and strengthen the bonds of sisterhood within Delta Gamma. Additionally, there is value in supporting seniors as they prepare for post-graduate experiences or members near the slating and election process.

While the chapter should have at least three goals, they can choose to have more. Additionally, action can be taken even if not tied to a goal. Anything that helps us take care of one another is a step in the right direction.

### **Using the Retention Plan**

It is recommended that you share your retention plan with your regional team, both to promote the intentional work you are doing to foster sisterhood and to seek any feedback or suggestions they might have to help you achieve your goals.

### **Committee Structure Suggestions**

Similar to EVC and Nominating Committee, the retention committee is a standing committee that should exist at all times moving forward. We recommend meeting twice per month throughout the year, but more frequently as the chapter needs require.

### **Role of the Adviser**

As collegiate leaders develop their leadership style and pursue their chapter goals, the adviser's role is to foster a chapter culture designed to mirror Article II of the Fraternity Constitution, as well as to support and empower the collegians as they work to achieve their goals. Utilizing a ritual and values-based approach, advisers should coach collegians to follow Fraternity standards and to use resources, policies, and external resources. Advisers should demonstrate leadership and be an example of and connection to lifetime membership within the Fraternity.

In alignment with the role of advisers, it is important that the adviser serving on the retention committee focus on listening. Try to encourage committee members to come up with plans and ideas on their own, offering feedback only when asked directly. Given the number of collegiate officers from different programmatic areas, it is essential that this adviser regularly and consistently share updates with the advisory team so that they can support their officers in executing goals and strategies that come out of this committee.

### **Committee Meeting Agenda & Minutes**

The [committee minutes form](#) in the DG Library can be a useful tool in preparing for a documenting discussion at committee meetings.

### **Financial Transparency for Members: Paying Your Dues**

A necessary part of membership is the payment of membership dues. This year will look a bit different, as many chapter experiences are transitioned to virtual spaces. This shift may have your members questioning where their dues are going, and why they need to pay them. We have created tools to help you communicate the importance of paying your chapter dues.

Members may feel more committed to paying their dues if they know where every dollar they pay is spent. A chart you can utilize in demonstrating that has been created on the next page. This resource has been developed utilizing the categories in your chapter budget. To insert the dollar value into the empty column, simply take the amount allocated to that portion of the budget and divide by the number of members for which your chapter has budgeted.

While increased transparency will increase the likelihood of members paying their dues, some members may also need a greater understanding of why it is important. The following statement was crafted so that you can include it when sending the completed chart to your members. Please do not simply copy and paste. Rather, we hope you expand upon it to fit the needs of your chapter. You know what is important to them; speak to that. Also be sure to remove any references to housing if your chapter does not have a residential property.

Paying your chapter dues is a necessary part of membership in Delta Gamma. However, we understand that personal budgets are limited, and it can be tough to understand why dues are worth your hard-earned financial resources. Benefits of your dues include tangible things like supplies for chapter programs, participation in events, housing, and the salaries of people like your house director. They also include the intangible benefits, like leadership development, sisterhood, sense of belonging and an increased likelihood to remain enrolled until graduation. In short, your dues help turn the idea of women supporting women into something actionable. You're investing in yourself and your sisters to gain leadership development and to experience personal and professional growth opportunities. You're investing in your advisers to receive the tools to be great coaches and supporters. Paying dues puts Delta Gamma's purpose into action—empowering our members to be champions of the ideals and missions that support our sisterhood. Dues provide our members the foundation and platform to develop into empowered women.

However, dues are about more than just your 4-year collegiate experience. Paying your dues helps lay the groundwork for future members. The things we are passionate about today, including racial

equity, mental health, and sexual violence prevention among many others, are advanced through the dues we pay. We know that our future sisters will benefit from the work we are doing now. That work begins with our commitment to give back and give forward through our dues.

# Chapter Financial Information

2020-2021

|  | LIVE-IN | LIVE-OUT | NEW MEMBER | EXCUSED STATUS* |
|--|---------|----------|------------|-----------------|
| Rent charge per academic term  |         |          |            |                 |
| Board charge per academic term (i.e. Food)   |         |          |            |                 |
| Chapter Obligation charge per academic term  |         |          |            |                 |
| Payroll charge per academic term   |         |          |            |                 |
| House Corporation Fee (one-time fee paid as a new member)  |         |          |            |                 |
| What are your local chapter's dues per academic term?  |         |          |            |                 |
| List what is included in your chapter's dues.  |         |          |            |                 |
| Do you have separate social fees? If yes, list the cost and what the fee includes (Family days, formals, date events, party favors, etc.). |         |          |            |                 |
| Fees paid to Delta Gamma Executive Offices (Per Capita, Tech Fee, NPC Fee)   |         |          |            |                 |
| What is your one-time New Member fee?  |         |          |            |                 |
| What is your one-time Initiation Fee?  |         |          |            |                 |
| Do you charge separate recruitment fees (t-shirts, clothing, etc.)? If yes, list and what the fee includes.                                |         |          |            |                 |
| Do new members regularly eat meals at your facility? If so, how much are they charged, and for how many meals per week?                    |         |          |            |                 |
| What is the campus Panhellenic fee per academic term?  |         |          |            |                 |
| What is the greekbill fee per academic term?   |         |          |            |                 |
| Any other fees charged that are not listed above (miscellaneous fees)  |         |          |            |                 |
| Please list the total term cost.(Please list each term separately if costs vary per term.)   |         |          |            |                 |
| Do you offer installment plans (term/monthly)? If so, please describe.   |         |          |            |                 |

\*rates will vary based on reason for status

**What is the first payment amount a new member can expect to pay and when is it due?**

## Other Resources

All Delta Gamma chapters will be utilizing the new Voting Criteria Model that is centered around Article II. You can find resources on MyVote and the new model here:

[MyVote](#)

[Voting Model](#)

## Appendix A: Virtual Preference Ceremonies

These ceremonies were modified to be performed in a virtual or video preference setting.

- For campuses with an in-person preference with social distancing, these ceremonies also eliminate any items that would be given to the PNM to hold during the ceremony along with that relevant language.
- Be aware that speeches will have a different feel in a recorded setting since the orator will not be able to feel the energy in the room.
- Any music should be recorded by the chapter and not from another source.
- Be sure the president or vp: membership thanks the Delta Gammas who created the recording during the round so members receive recognition for their hard work and talent!
- In a virtual preference, a predetermined Delta Gamma member should announce that everyone will be broken back into virtual rooms for the remainder of the event.

### Hope Ceremony

This ceremony is recommended for any chapter that is completely virtual and is to only be used for virtual preference ceremonies.

### Cream Rose Ceremony

This ceremony is recommended for chapters with access to fresh cream-colored roses and a preference/recruitment budget that will accommodate the purchase of fresh flowers.

### Golden Anchor Ceremony

This ceremony is recommended for chapters with small preference parties, lower preference event budgets (all supplies can be reused from year to year), or who need a shorter ceremony to accommodate Panhellenic requirements/event times to allow for more conversation.

### Lighthouse Ceremony

This ceremony is recommended for chapters with small preference parties, lower preference event budgets (all supplies can be reused from year to year), or who need a shorter ceremony to accommodate Panhellenic requirements/event times to allow for more conversation.

### Article II Ceremony

This ceremony is recommended for chapters with limited resources/budget or Panhellenic requirements that prevent giving items to PNMs during preference ceremonies. We also recommend this ceremony for chapters who would like to feature a large number of member speeches.

During normal times, the Fraternity recommends that the preference ceremony be performed at the beginning of the preference event so that the ceremony can provide a springboard for conversation between the PNM and Delta Gamma. With the virtual platform, we recommend the ceremony be in the middle of the round to allow for conversation before and after the ceremony.



## The Cream Rose Ceremony

Adapted from Recruitment Confidential

This ceremony was modified to perform in a virtual or video setting.

Items needed: Pink, yellow and red roses (1-2 of each) in a vase with additional cream roses which is on a table in front of the speakers. (Each speaker holds the colored rose she is referencing when speaking then adds them to the cream roses in the vase when her speech is finished.)

Note: Speakers stand six-feet apart and step forward when reciting her speech.

**Speaker 1:** Throughout the ages, when we have wanted to speak of emotion and feeling and found words were not strong enough, we have sent flowers to carry the message for us. For flowers, fresh and fragrant speak more eloquently than words can ever hope to do. The Delta Gamma flower is the rose, chosen for its beauty and delicacy. The color of our rose is cream, symbol of goodness and hope: the goodness of our mission and the hope for the future. At this time, we in Delta Gamma wish to share our love for one another with you through this ceremony.

**Speaker 2:** I would like to share with you what Delta Gamma offers and can mean to you...what it means to us. I can think of no better way than through this lovely multi-colored bouquet of roses. Contrary to many existing beliefs about the sorority experience, individuality is never lost by being a part of Delta Gamma. Just as there are many fragrances and hues in one bouquet of roses, so there are many different women who make up Delta Gamma.

**Speaker 3:** The pink rose reminds us of the opportunities offered by Delta Gamma to develop into the best version of ourselves, women prepared to achieve dreams that others see as impossible. The constant working with others in on and off-campus activities is a real testing ground for leadership, just as we have tested ourselves being apart during the pandemic. Delta Gamma encourages and stimulates us to become the exceptional person in life. It is an opportunity for initiative and creativity, which we, as Delta Gammas, could have found no place else on earth.

### Featured Speaker #1 holding a pink rose

This sister should speak on how Delta Gamma has contributed to her personal growth.

**Speaker 3:** The yellow rose represents an opportunity for service beyond self. Our service to the community is one way that we share Delta Gamma's values with the world. In Delta Gamma, we know doing good is more than just our motto - it is our way of life. Our service through Delta Gamma fulfills the promise of our Founders to bring hope to every life we have the privilege to touch.

#### **Featured Speaker #2 holding a yellow rose**

This sister should speak about the impact of Service for Sight, the DG Foundation, or social responsibility in regard to her Delta Gamma experience.

**Speaker 3:** The red rose exemplifies the cooperative effort and spirit I have seen so many times in Delta Gamma. Many experiences in life depend upon the efforts of a group and getting along with others. Delta Gamma is a group that believes in unity, but encourages your own individuality; that believes in cooperation, but encourages individual potential. In Delta Gamma, we are ourselves, together - no matter where we are.

#### **Featured Speaker #3 holding a red rose**

This sister should speak about developing sisterhood relationships.

**Speaker 4:** The cream rose is the primary rose in any Delta Gamma bouquet. It is our symbol of sisterhood and friendship. Its elegance and richness bind the others into a complete and beautiful whole—yet never allows the individuality, the uniqueness of each rose, of each petal, to be overshadowed or hidden by its own beauty. The total experience of living—of life itself—will not all be found in Delta Gamma. We do not pretend to possess that. But, the doors, the channels to all of it are here. And, as Delta Gammas, we may choose as many as we would like to pass through, as individuals alone, on our own, or together with a sister. The decision is always our own, guided by the goals and ideals of Delta Gamma which we, ourselves, have established.

#### **Preference Song (optional)**

**Speaker 1:** We all had friends before we came together. Now I have come to know their friends and they, mine. I am an individual. My first responsibility is to myself: to learn, to mature, to become an adult in the full sense of the word. But I took on a responsibility when I accepted membership in Delta Gamma. As they help me, I help them. I help them, because I love them, I care about them, I'm proud of them. They chose me and I chose them and because of this mutual selection, I feel an extra sense of loyalty to them. They are more than

my close friends, because I chose to call them my sisters. We wear our golden anchor badge to show the world who we are, but we are much more than a pin, a name, and a title. Not all of you will choose to be Delta Gammas, but for those of you who will join us tomorrow, I can promise you friendship, sincerity, and sisterhood that will last not just during your years of college, but forever. I have learned through experience that these are the most beautiful and treasured times, and they are found here in Delta Gamma.

We would like for you to carry the goodness and hope of our cream-colored rose in your heart when we close tonight. We hope it will grow and return to us again. We leave you with hope in our hearts that you'll always be anchored in friendship that will support and sustain you throughout your life.

**Exit Song (optional)**

## Golden Anchor Ceremony

Adapted from Rho-Syracuse

This ceremony was modified to perform in a virtual or video setting.

Items needed: Tall battery-operated candles for each member speaking. A floral arrangement of cream colored roses could be added on a table near the speakers for decorative effect.

Note: Speakers stand six-feet apart with tall battery-operated candles and step forward when reciting their speech.

### Director of Rituals:

Welcome back to Delta Gamma. My name is (director of rituals name) and I am the director of rituals for the (chapter name) chapter of Delta Gamma.

### President:

And I am (president name), the president of the (chapter name) chapter of Delta Gamma. We personally chose each one of you to be here with us today, and we are happy that you have chosen us too.

### Director of Rituals:

Recruitment is just the beginning of the many memories that you will make here at (university name). All of the sisters together today found a home in Delta Gamma, and we hope that you find that as well.

### President:

For some of you today may be the beginning of your journey as a Delta Gamma. For others, your thoughts may lead you to a different door and a different sisterhood journey. Some of you may still be struggling with your choice.

Three years ago, I was thinking of the same things that you are today - faced with the same decision. I cannot begin to count the number of emotions I felt: excitement, nervousness, anticipation, worry and confusion. But my decision was made when I came to Delta Gamma and watched the way the DGs reacted to one another. Some smiled with pride. Others laughed remembering funny times they had shared, and some were obviously touched by the spoken words about the place they called home. Since I made that important decision, I have learned that Delta Gamma means many things to our members here at (university name). One of our (seniors (or another class)) will now share how she found her home in Delta Gamma.

Speech – Keep in mind that funny stories may sound flat because of the virtual setting.

**Director of Rituals:**

One of our Founders, Mary Comfort Leonard, described the experience of creating the first Delta Gamma pin saying "We went to a local jeweler and had our pin made - the letter 'H,' which stood for hope, for we hoped for great results and have not been disappointed..." A few years later, Delta Gamma adopted the anchor, the age-old symbol of hope, as our official symbol. When each one of us looks at an anchor, we see our own hopes - hopes for ourselves, hopes for our sisters, and hopes for our Fraternity - reflected back at us.

**Preference Song (optional)**

**Director of Rituals:**

Not all of you will choose to be Delta Gammas, but for those of you who will join us tomorrow, I can promise you friendship, sincerity, and sisterhood that will last not just during your years of college, but forever. I have learned through experience that these are the most beautiful and treasured times, and they are found here in Delta Gamma.

**President:**

Our Founders chose the anchor, a symbol of enduring hope, to guide them to the women who would become their sisters. We leave you with hope in our hearts that you'll always be anchored in friendship that will support and sustain you throughout your life and that you may return tomorrow as our new sister.

After returning to the Zoom breakout room with the PNM, the member can convey her "hope" for the PNM.

Example: My hope for you, Sarah, is that you will find amazing sisters to laugh with in Delta Gamma.

## Delta Gamma Lighthouse

Written by Jordan Rawlinson (Delta Kappa-South Florida), Meghan Roberts (Zeta Gamma-Richmond), and Anna Weeks (Beta Upsilon-Oregon State)

This ceremony was modified to perform in a virtual or video setting.

Items needed: Tall battery-operated candles for each member speaking. A floral arrangement of cream colored roses could be added on a table near the speakers for decorative effect.

Note: Speakers stand six-feet apart with tall battery-operated candles and step forward when reciting their speech.

**POLICY: Candle/Open Flame - Open flames/candles may not be used in chapter facilities**

**Speaker 1:** Throughout recruitment, you've gotten to know our sisters and have learned more about what makes Delta Gamma special. We hope you have felt welcomed, valued, and appreciated (chapter may personalize to their values) here. Tonight we invite you to sail away with us to a place where we feel at home by giving you a glimpse into our ritual. Our ritual is what distinguishes us from a group of friends or other organizations. It is what makes us a sisterhood. At this time, we would like to extend this sisterhood to you. Friendships that begin here will last a lifetime and we sincerely hope you will decide to be another link in the cable that binds us. Delta Gamma will always be here when you need her and you will be there when she needs you. Delta Gamma gives us a place where we can drop our anchor.

### Preference Song (optional)

**Speaker 2:** When seafarers are out at sea, lighthouses are their guiding light. Whether the waters they are traveling through are rough or calm, the ever-present light can be trusted to guide them safely back to shore. Like a lighthouse, Delta Gamma is our beacon of hope, especially in times of trouble.

**Speaker 3:** The college experience brings waves that take us on some of the highest highs and the lowest lows. We have the opportunity to courageously pursue our passions, but may encounter fear of the unknown. We meet people that will love us in ways we didn't know we needed, but may risk the chance of heartbreak. We discover the bravery it takes to be our most true selves, but may feel torn in different directions from time to time. All of us have our stories and all of you have yours. But no matter what waves you are traveling through, we can promise that Delta Gamma will be as strong and sure as a lighthouse and that she will guide you home.

**Member Speech:** Highlight how Delta Gamma guided/supported chapter members through high times and low times. Recommend keeping it brief.

**Speaker 4:** Delta Gamma has not only been a light in so many of our lives, but it has also reflected the light that has been inside each of us all along. We have welcomed you here today because we can already see the light that you could bring to our chapter and we want to share with you what we see.

**Speaker 1:** DG has shown me strength, in you I see perseverance, especially during these unusual times.

**Speaker 2:** DG has shown me belonging, even when we can't be together physically, in you I see a confidant.

**Speaker 3:** DG has shown me community, in you I see a best friend, someone who gets me.

**Speaker 4:** DG has shown me sisterhood, in you I see someone to share it with for a lifetime.

**Note:** Chapters can modify and adjust the above prompts to fit their purpose.

**Speaker 4:** Alone, our individual light may flicker and be faint. But together, you see our lights shine brighter and reach further. All of our sisters that came before us saw something special in us. Now, in all of you, we see our Delta Gamma legacy growing stronger.

**Speaker 5:** Tonight you will have to make a decision that all of us had to make, one that could change your life in the best ways. We hope you feel empowered by your choice, for only you can make it. As your potential future sisters, all we can tell you is that you are all worthy of sharing the special experiences that come with membership in Delta Gamma.

**Closing:** After only a limited time with us in recruitment, you may see just a glimmer or spark of hope for your future in Delta Gamma. Or perhaps you can already see the brightness that shines from within this chapter. Wherever you are on your journey, it is our hope that you know how deeply you are valued here and we hope that you choose to follow Delta Gamma's guiding light to shore.

Upon completing the ceremony and returning to the Zoom breakout, members recite to their PNM this prompt and insert their own words similar to the ceremony.

"DG has shown me \_\_\_\_\_, in you I see \_\_\_\_\_".

Examples:

DG has shown me courage, in you I see fearlessness.

DG has shown me adventure, in you I see a partner to try new things.

DG has shown me joy, in you I see pure sunshine.

DG has shown me opportunity, in you I see a future leader.

DG has shown me social responsibility, in you I see someone who stands for others.

**Note:** A song can also be inserted above should the chapters choose to do so.



## **Article II Ceremony**

Written by Brittney Anne Bahlman, Sigma-Northwestern

This ceremony can be used in a video or virtually as written. Speakers should review the individualized section after each explanation of the objects of Article II and provide tangible ways the individual or chapter has upholds or has grown in that area.

Items needed: Four tall battery-operated candles with appropriate candle holders. A floral arrangement of cream-colored roses could be added for decorative effect.

**POLICY: Candle/Open Flame - Open flames/candles may not be used in chapter facilities**

### **Director of Rituals:**

On behalf of all the sisters of Delta Gamma, I would like to welcome you to our preference event tonight. As you know, preference is the last event of the recruitment period, and by now we hope that you have come to know Delta Gamma as we know her - her values, her meanings, and her purpose. Delta Gamma's primary purpose is to create an environment for its members in which lasting friendships are established and to foster an atmosphere in which women will develop a deeper love and consideration for one another, a more profound understanding of the purpose of life, and a basic wisdom upon which to build their lives. We hope that throughout recruitment, you have seen this purpose reflected in us - how we care for one another, lead in our campus community, and support one another as we strive to fulfill our personal and academic goals. We know that we have seen this purpose reflected in you.

### **President:**

Tonight, we would like to share what Delta Gamma can be for you...what she is for all of us. I can think of no better way than by sharing the values that were written into our very first Constitution in 1873, values that continue to inspire each and every Delta Gamma. Article II of our Constitution states: "The objects of this Fraternity shall be to foster high ideals of friendship among women of all ages, to promote their educational and cultural interests, to create in them a true sense of social responsibility and to develop in them the best qualities of character." These four values: friendship, educational and cultural interests, social responsibility, and character, are the very heart and soul of Delta Gamma and we honor them today by lighting a candle to reflect on their meaning to us.

### **Speaker 1:**

We light the first candle for friendship. Friendship is more than a gift. It is a sweet responsibility. Sisterhood involves thought... thought on our part for the consideration of others. It takes a constant effort to establish and maintain those ties of friendship that we seek in Delta Gamma. We need to respect the individuality of other people and be aware of how

our behavior affects them. Fraternity life can be a rewarding and enriching experience. Because we do not all live together, we must learn to work together to become a little more kind, a little more thoughtful, and a little more giving than when we first came to Delta Gamma.

The sister should then speak to how Delta Gamma has brought her true friendship.

### **Speaker 2:**

We light the second candle for educational and cultural interests. Just as a light in the night sky is a precious beacon, providing guidance in the dark, so too can Delta Gamma be a beacon for you as you explore all the opportunities that college has to offer. Our pursuits may be individual, but the unity of Delta Gamma is our champion - developing our capacity as learners, challenging our assumptions, strengthening our leadership potential, and supporting us in becoming the very best versions of ourselves. Whatever steps we take next, we know Delta Gamma will continue to remind us that with hope, we can achieve our impossible dreams.

The speaker should then speak to how Delta Gamma has supported her educational goals.

### **Speaker 3:**

We light the third candle for social responsibility. As Delta Gammas, we promote a culture of care. This culture of care is our public declaration of our commitment to spreading hope through character and service, empowering women to be their best selves and holding our sisters accountable while cultivating the special love that makes Delta Gamma's sisterhood shine. This vision of Delta Gamma is ascendant: idealistic in its support of members achieving their dreams, innovative in its focus on individualized personal growth, bold in its commitment to and pursuit of equity and inclusion, and relevant to the needs of our members and our communities. Wherever she goes, Delta Gamma is a powerful force for good.

The sister should then speak to how Delta Gamma has made her more socially responsible.

### **Speaker 4:**

We light the fourth candle for character. By strengthening our ideals, we attain greater unity by improving our own qualities: our integrity, our loyalty, and our devotion to ourselves, our sisters, and to the rest of the world. In determining our own ideals, we not only gain a greater understanding of ourselves, but also of others. We develop a more broadminded attitude toward others, an ability to distinguish between right and wrong, and then to accept that which we sincerely believe to be true. In establishing these ideals for ourselves, we never stop short of the highest possible aims and then, never stop working toward them. Honor, honesty,

sincerity, and integrity are the foundation of Delta Gamma, and are the ideals that set her apart.

The sister should then speak to how Delta Gamma has made her a woman of character.

### **Director of Rituals**

The soft glow of these small flames symbolize the four objects, or values, of our Fraternity, kindled in 1873, and light the way to her future. These candles have burned clearly, the flames growing stronger year after year, their glow reaching farther and farther, to shine on the sisterhood that is Delta Gamma today.

### **President**

We now offer that gift of sisterhood in Delta Gamma to you. To choose and to be chosen is a wonderful honor. You have chosen Delta Gamma and Delta Gamma has chosen you. If you join us tomorrow, I can promise you sincere friendships, intellectual growth, caring consideration, and deep purpose. How can I promise you all these things? I can promise you these and many more extraordinary things because that is what Delta Gamma promised me. I have learned that these things are what come with being a Delta Gamma. After your short time with us this week, you may see just a glimpse of these values in our sisters, or perhaps you can already see how the objects of our beloved Delta Gamma support and guide us each and every day. Wherever you are, it is our hope that you see the inspiration of Delta Gamma's purpose and the impact they can have on your life in the glow of these four flames and follow their light back to us tomorrow, as our new sister.

## Hope Ceremony:

Information about the ceremony: For virtual preference events, each speaker should have a candle and lighter. If open flames are not permitted in the space, please utilize electric/flameless candles for this ceremony. Consider how the lighting of the candle might be seen if being recorded. Maybe, the lights should be dim during the ceremony. Speaker should use a consistent virtual background for preference (if possible). Each Delta Gamma member speaking to a PNM should be numbered off in a predetermined order for the individual component of the ceremony.

Speaker 1: Today, we want to begin with a story about three young women that mean a lot to us, Anna, Mary and Eva. Almost 150 years ago, in 1873, these three women found themselves together during their winter break from school, unable to travel home as there were poor traveling conditions, plus an outbreak of yellow fever swept through Mississippi, impacting many. As conditions surrounding this epidemic unfolded, there were countless unexpected consequences. Among them was the disruption of plans and the cancellation of holiday celebrations. Anna, Mary, and Eva missed out on all the traditions and fun they were expecting to have back home with their friends and family. Despite everything, during that time of great uncertainty, these three women had hope.

Speaker 2: Separated from their family and friends, Anna, Mary, and Eva started a little club named Delta Gamma. They chose the letters DG to stand for the club's mission: do good. While stuck at school in that bleak, grey, December days, their hope ignited something empowering, impactful, and supportive: a sisterhood.

Speaker 3: Their experience that winter is not unlike our experience these past six months. All our lives were suddenly disrupted. We all missed out on things we were looking forward to, from once-in-a-lifetime moments like prom and graduation to small moments with good friends that used to just happen. During this time of great uncertainty, we come together like Anna, Mary, and Eva did, and choose hope.

DIRECTIONS: Light a candle for each founder when they are mentioned, light a candle for members when they are mentioned, light a candle for PNMs when they are mentioned. Each speaker should have a candle to light. Speaker 1: Anna, Speaker 2: Mary, Speaker 3: Eva, Speaker 4: Members in "each member" statement, Speaker 5: PNMs in "we encourage you" statement. After each speaker lights their candle, candles should be set aside but still visible until the end of Speaker 5's part.

Speaker 4: Anna, known for her leadership and perseverance. Mary, known for her determination. Eva, known for her loyalty and generosity. Our Founders individual talents and collective desire to do good created our strong sisterhood. Each member of our chapter has a passion to contribute unique talents to multiply the impact we have. We encourage you to think about what you will bring to Delta Gamma at (UNIVERSITY HERE).

Speaker 5: We each bring an individual light to Delta Gamma. When we share our light with each other, it illuminates new things for all of us. We have welcomed you here today because we see the light that you can bring to our chapter.

### Individual Component:

DIRECTIONS: If recording ceremony, pause the video after Speaker 5's last sentence and switch from sharing your screen back to the main room view with all members and PNMs. In a predetermined order (we recommend assigning Delta Gamma member's a number/order before the ceremony so they will be cued for their turn after their Delta Gamma sister speaks), the Delta Gamma member should unmute herself and say the PNM's name first followed by their statement. If done socially distant in-person, one by one, members should turn to the PNMs and use the prompt, "DG has shown me \_\_\_\_\_, in you I see \_\_\_\_\_."

Examples:

Name, DG has shown me *strength*, in you I see *perseverance*.

Name, DG has shown me *belonging*, in you I see *home*.

Name, DG has shown me *courage*, in you I see *fearlessness*.

Name, DG has shown me *adventure*, in you I see *my partner to try new things*.

Name, DG has shown me *community*, in you I see *a best friend*.

Name, DG has shown me *sisterhood*, in you I see *someone to share it with*.

Name, DG has shown me *joy*, in you I see *pure sunshine*.

Name, DG has shown me *opportunity*, in you I see *a future leader*.

DIRECTIONS: If recording ceremony, hit play on the video after the last chapter member shares her individual component message above.

Speaker 1: Anna, Mary, and Eva never could have known how much good could come out of such a difficult time. Almost 150 years later, Delta Gamma is an organization that supports 250,000 women and believes that the pursuit of doing good is never done. Now, we are excited to share our light with you and have you share your light with us. Together, we can expand our ability to do good.

Speaker 2: [Craft this paragraph to include the commitments of your chapter considering things like your watchword or chapter goals for this year. It might start with: Our Delta Gamma chapter at (UNIVERSITY HERE) utilizes the individual lights of our members to XX. Specific mentions could be: create an inclusive and equitable sorority experience, support women to be their best, etc.]

Speaker 3: We believe Delta Gamma empowers women of impact by merging individual strengths into a collective power. We believe you belong here.

Speaker 4: We remember being in your shoes not that long ago and we know recruitment can seem like a whirlwind culminating in a difficult choice. We hope today/tonight has given you more of a sense of what DG means to each of us and what choosing DG would mean for you. We want you to know how deeply we value the individual light you would bring to our chapter and how much stronger DG would be with you in it.

DIRECTIONS: In a virtual preference, a predetermined Delta Gamma member should announce that everyone will be broken back into virtual rooms for the remainder of the event. They should encourage the PNM to think about and share what individual light they'd bring to the chapter and encourage the chapter member to share how she uses her individual light to support the chapter's goals/Delta Gamma's ideals.