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Generating Leads On Today’s College Campus
Submit Questions In The Chat
Target Market Defined

A target market refers to a group of potential customers to whom a company wants to sell its products and services. This group also includes specific customers to whom a company directs its marketing efforts. A target market is one part of the total market for a good or service.
Who is Your Target Market?

- Many chapters don’t know who they want to recruit and become reactive vs. proactive.
- Defining a target market creates a focused approach
- More than just a good guy
Lead Generation Defined

Lead generation is the process of attracting and converting strangers and prospects into someone who has indicated interest in your company or organization’s product or service.
A Look In The Rearview Mirror

- Recruitment Events
- In-Person Classes
- Student Organizations
- Campus Happenings
- Athletic Events
- Intramurals
- Vibrant Social Environments
Why Lead Generations Matters Even More Today

- Fraternity recruitment tactics changed overnight
- Must prepare as if formal recruitment won't happen
- Can't rely on new members coming to us
- Short term – It feels rough
- Long term – It will benefit us
Lead Generation- It’s Not Just Freshmen

Φ If your chapter heavily relies on freshman classes, you’re missing out on a huge pool of potential new members
Φ Phi Delta Theta’s push towards member development will help
Φ More mature new members have great benefits
The Four Buckets For Leads

- Social Media & Digital
- List Acquisition
- Referrals
- On Campus
Social Media & Digital Leads

Let the internet recruit for you while you are sleeping.

Before You Begin...
Φ Make sure people can find you – “Phi Delta Theta – Your School”
Φ Remove old social accounts/websites
Φ Google My Business
Themes

Remember that people join people

- Showcase your members
- Feature alumni accomplishments + Famous Phis
- Highlight your members’ talents
- Be transparent and genuine
- Be an advocate for others – university, other Greek orgs, etc.
Instagram Is The New Tabling

- Your target market is just a click away
- 67% of U.S. adults between the age of 18-29 have an account
- 30% of Instagram users are between the ages of 18-24
- Unique ways to interact with followers through posts, stories, going live, bio links, highlights, and direct messages
Where To Send Potential New Members?

futurephidelt.org

Φ Chapter Website
Social Media Advertising
Leads From List Acquisition

- Registrar’s Office
- FSL Office – No Bid List
- Dean’s Office
- Student Involvement Office
- First Year Experience Office
- Student Directories
Leads From List Acquisition

- You will be one of few groups doing this, and that’s ok!
- Have your talking points laid out before making the ask and make sure you’re asking the right people.
- If turned down, ask for other ways to insert information about Phi Delta Theta into their communications.
Leads From Referrals

You have to ask!

Φ Alumni
Φ Parents
Φ Fellow Undergraduates
Φ Recently Signed New Members
Φ Faculty & Administration
Φ Sorority Members
Leads from Referrals

- Incentivize Referral Challenges
- Direct emails to alumni and parents
- Send to Referral Form - https://www.phideltatheta.org/join/refer-someone/
- Post in Social Media Groups and Message Individuals in Group
On Campus Leads

- Virtual/Formal Recruitment
- Interactive Tabling
- Hosting Value-Add Events
- Virtual Organization Fairs
- Virtual Student Activities
- Alumni Association
Interactive Tabling

- **Attract**: Incentivize participation
- **Interact**: Unique or eye-catching question, poll, or survey
- **Collect**: QR codes or forms
- **Inform**: Breakout rooms, chapter website, GHQ website, etc.
- **Follow-up**
Value-Add Events

- Events that cater to non-joiners and provide immediate value to attendees
- Partner with offices on campus to sponsor educational events
- Interactive online opportunities for students to connect with other students.
- Opportunities to make an impact in your community.
Questions From The Chat
The Conference Will Resume Shortly
Applying Lead Generation Strategies

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Jimmy Pietras  
Robert Morris '18  
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Greg Rush  
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Southeast Missouri St. '20  
Expansion Consultant
Using Instagram To Help You Recruit

What we’re going to talk about:

- Identifying the people you want to follow
- Using interactive content to engage followers
- How to direct message with those who interact with your account
Identifying The People You Want To Follow
Using Interactive Content To Engage
## Direct Messaging With Those Who Interact With You

### Quick Introduction
It is important to be providing a good first impression since this is their first introduction to Phi Delta Theta.

Remember to:
- Introduce yourself
- Confirm recipient
- Break the ice

"Hey, is this John Lindsey? Great, my name is Robert Morrison. How are you?"

"Hey John, this is Robert Morrison. How’s it going?"

### Purpose for Outreach
Next, you will want to provide some piece of mind for why a potential stranger is contacting them.

Remember to:
- Clarify contact info source
- Confirm knowledge of source
- Explain your purpose

"I received your contact info from your friend Andrew Rodgers. You know Andrew, right?"

"Great. I am putting together a three vs three basketball game and I heard you enjoy playing basketball."

### End with More to Come
Conclude with an action question that prompts an opportunity to start building a relationship.

Remember to:
- Link your purpose
- Make the ask
- Confirm/follow up

"Andrew said you might be interested in a three vs three game. Would you want to play?"

"Awesome, we’re meeting at 7 p.m. I can shoot you a quick text when we are headed that way!"
Direct Messaging With Those Who Interact With You
Cold Calling

- This will get you out of your comfort zone

- Benefits of cold calling

- Two keys to cold calling
  - No open-ended questions
  - Keep it short

- What to do if they say “No”

- Take notes!

- Follow up text message if they hang up or don’t answer

- Make it fun!
Recruitment CRM Tool

- A customer relationship management tool helps you keep track of your relationships with potential new members and what phase of the recruitment funnel they fall into.

- The tool is completely free and can be found on your myPhiDelt page.

- Ability to call and text directly from your phone using the myPhiDelt mobile app.

- Collect general info, take notes, create tags, and keep track of conversations.
Chapter Websites

- A professional website can help your chapter sell itself as potential new members scour the web for info.
- Websites are free
- Can be turned on and edited in the new myPhiDelt
- Designed around key calls to action from potential new members, alumni, and parents.
Submit Questions In The Chat
Small Group Discussion

Φ Why is the small group discussion important?
Φ Page 25 in workbook
Φ Work with recruitment committee and advisers
Φ Involve any other members who tuned in via Facebook Live
Dismissal & Reminders

Φ Tomorrow night’s session will begin at 7:00 p.m. EST.

Φ Zoom link can be found in the conference workbook. Same room as tonight.

Φ Tomorrow’s programming will be focused on relationship building strategies during the COVID era and dynamic recruitment practices.