



COMMUNICATING WITH POTENTIAL MEMBERS

The very first communication one receives from Phi Delta Theta can leave a lasting impact on his decision to join. When communicating through a technical means, the message should be brief, authentic, intentional, and actionable. Follow the outline and suggestions below to help you layout talking points for reaching out to potential new members.

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!"