

DIGITAL SORORITY PRESENTATION

Sorority Presentation Referral Email

The purpose of the first email is to contact sorority presidents and ask if they would be willing to forward an email along with a referral link to their chapter members. Do not send the entire email yet. The goal of sending these emails is to generate names of men on campus, or incoming freshmen males, with the intent of discussing the possibility of membership.

Chapters may elect to send the email to the sorority women with a referral link, send a video message with a referral link, or host a virtual presentation and follow up with the link afterward.

*It should also be known that this format can be used for other campus organizations as well. Simply replace the mentions of sorority women with “members of *organization”.*

Email to Sorority President:

Sorority President Name,

My name is *your name* and I am the recruitment chairman for PIKE at *University*. PIKE is preparing for the upcoming recruitment season and our first priority is to gather names of men on campus, or that are coming to campus, who exemplify our four pillars. PIKE prides itself on being Scholars, Leaders, Athletes, and Gentlemen. In order for us to be the best fraternity we can be, it is important we continue to recruit men of this caliber.

We know *sorority name* knows the best men on campus, and we would love to have a chance to speak with them. Would you be willing to share a message with your chapter from myself? I am hoping your members will be able to help us identify who these men are. In the message I will also include a referral link where your members can submit their referrals directly to us.

We are very grateful for the relationship we have built with *sorority name* and we look forward to seeing you all again soon.

Sincerely,

Your Name, PIKE Recruitment Chairman

Email to Chapter:

If the president agrees to send a message to her chapter on your behalf, the message should be clear and concise. An example of the email could look something like this.

Ladies of *Sorority Name*,

My name is *your name* and I am the recruitment chairman for PIKE on campus. PIKE was founded in 1868 at the University of Virginia by six men. Since then we have grown to over 215 chapters and colonies across North America and 300,000 lifetime initiates. We recently celebrated 152 years and we are excited for the next 152.

Include any chapter achievements, information, or notable facts you would like.

Our chapter is preparing for the upcoming recruitment season and our first priority is to identify the best men on campus, or that are coming to campus this coming fall. We know that *sorority name* knows the best men on campus, and we are reaching out to you to help us identify these men. We are looking for men who exemplify PIKE's four pillars: Scholars, Leaders, Athletes, and Gentlemen. To explain a little further.

Scholars. Men who place a top priority on their academics and recognize the ultimate goal of college is to receive their degree.

Leaders. Men who will not only serve in a leadership role in our fraternity, but on campus and in the community as well.

Athletes. We recruit varsity, club, and intramural athletes, but more importantly we recruit men with a competitive drive. Men who strive to be the best they can be in all they do.

Gentleman. A man may be a scholar, leader, and an athlete, but if he is not a gentleman, there is no room for him in our fraternity, period. We want men who will treat themselves, our campus, our community, and most importantly you, the women of *sorority name* with the respect and dignity you all deserve.

By identifying these men, we will be able to ensure PIKE is successful on campus and in the community. We want to create the best fraternal and college experience not only for our members, but for you as well. We want to ensure PIKE is the best fraternity it can be for the women of *sorority name*.

That is why we need your help. If you can provide us with the names and contact information of these ideal men, we can, in turn, ensure PIKE continues to be a fraternity we are proud of. At the bottom of this message you will find a referral link where you can submit the names and contact information of these ideal men. Please feel free to submit as many as you

know. Whether they are an incoming freshman, senior, or even if they have no interest in joining a fraternity, please submit their names so we may have a chance to speak with them. Please also submit your name and information so we know who to thank for the recommendation.

<Insert Chapter Builder Sorority referral link>

Thank you all for taking the time to read this message and thank you to *sorority president name* for allowing us to send this message to you all.

Sincerely,

Your Name, PIKE Recruitment Chairman

An example of a Sorority Presentation referral form can be found [HERE](#)