

Sorority Presentations

Objectives

- To introduce Phi kappa Tau to respective campus sorority members
- To build relationships with campus sorority members
- To gather referrals to add to the names list

Supplies

- Gifts
 - Phi Tau wristbands for executive council members
 - Approximately 250 3x5 Notecards
 - Box of pens
 - Hole in the Wall brochures
 - One expansion brochure
 - Two people from the expansion team (could include newly associated members)
 - GREAT ATTITUDE! (social excellence)

Abstract

If done well, sorority presentations will be the number one asset to building a comprehensive names list. If sorority women buy into who you are as individuals and why you are searching for high performing gentlemen on their campus, they will provide you with plenty of resources to help you achieve that goal. Sororities are always looking for high caliber fraternities to populate the greek system, so these presentations should be a key focus during your first few weeks on-site.

The presentation should last for approximately five to seven minutes, and should be powerful and well-rehearsed.

The presentation will typically begin with an introduction of the expansion team, why Phi Kappa Tau is expanding to their campus and why they are presenting to said sorority. After the introductions the presenters will ask for referrals. The referred men should reflect the ideals and values of what each sorority member believes to be in an ideal fraternity man.

Note that these presentations should have AT LEAST two members of the expansion team, a lead presenter and an assistant presenter.

Presentation Outline

Introduction—Lead Presenter

Two minutes

- Thank you for opportunity to speak at meeting
- My name is... (lead only)
- And I am...(job title and brief explanation)
- We want to respect your time, will take less than 10 minutes
- Why we love your organization...
 - Specific references to their organization and why you admire it—could be anecdotal, experiential, empirical or otherwise...
- Introduce assistant presenter

Purpose of Presentation (why)—Assistant Presenter

One Minute

- My name is...
- And I am...
- Reiterate thank you
- Presentation of gift (strongly encouraged)
- Specifics of why we are here
 - Informally introduce Phi Kappa Tau
 - If new associate is present, introduce him
 - We want to support your sorority in any way we can (event attendance, etc.)
 - We would also like to ask for your support...
 - With your help, we can formally introduce you all to Phi Kappa Tau at the [college/university]

Giving the Gift of Phi Kappa Tau—Lead Presenter

One Minute

- Imagine what your life would be like had you not joined your sorority
- Think about who created that opportunity for you
- Tonight, you have the ability to be that person for a quality gentleman at this campus

Namestorming—Lead Presenter

Three to Four Minutes

- Think about a man in your life that you admire
- What values or qualities does he possess that inspires that admiration
- Do me a favor and write those qualities down on the notecard provided
 - *During this time period, take the opportunity to talk to the Exec Board or whoever is around you to reiterate thanks*
- Now, write down five non-fraternity men on this campus that possess similar values
- With your permission, we would like to contact him about this opportunity or just to connect with him to gather referrals for other quality men at this campus

- Use your phones, if you could write down his phone number or at least an e-mail address on the note card we would like to get in touch with him
- If wouldn't mind also including your name on the other side of the card, we would appreciate it
 - When we contact these individuals we would just like to tell them that you thought he is a quality man and someone we should talk to
 - Mention that they may be giving these men a gift that will affect them for the rest of their lives

Closing/Thank You—Both Presenters

No More than One Minute

- If you think of any other men that you didn't write down, I have left a contact sheet with your chapter president that you can add them to
- On behalf of Phi Kappa Tau, we appreciate your support and are excited about working together with [sorority chapter] in the future!
 - *Gather cards and pens, keep the cards together for organizational purposes!*
 - *Add names to names list ASAP*
- Thanks again!

Best Practices

Setting up the Presentation

- Acquire a list of sorority president and/or Panhellenic council contact information
 - If sorority presidents contact information is not available, contact Panhellenic Council to attempt to obtain AT LEAST an e-mail address
- Send preliminary e-mail to sorority presidents regarding who you are and why you would like to connect with them via phone or one-on-one meeting (if available)
- During first phone call/meeting with sorority president learn about:
 - the president
 - the chapter
 - greek life at the campus
 - ways to support chapter during on-site recruitment (i.e. event attendance, upcoming philanthropic events, etc.)
 - insight into fraternity operations at campus (i.e. recruitment, previous expansion, etc.)
 - Anything else they would like us to know or tell us
 - Chunk for other sorority women or men that you should be talking to

Call should last no longer than 15 to 20 minutes. Take copious notes and be socially excellent. Attempt to set up second phone/in-person meeting at the end of the phone call.

- During second phone call/meeting:
 - Ask any follow up questions
 - Explain and set-up sorority presentation
 - Chunk for other sorority women or men that you should be talking to
- After setting up the presentation time with a chapter, in a follow up THANK YOU email, note the following things to the sorority president:
 - Re-affirm that you will only take 10 minutes of meeting time before you will be out the door.
 - It would be wonderful if their members have pens and their cell phone (don't rely on this - take pens anyway)
 - Tell them that their phones will only need to be on for 2 minutes!
 - That you can't wait to work with them while you're there!
- By the time you land on ground, it will be a huge win if you have a date and time scheduled to present to EVERY sorority.
- Shoot for a goal of five sorority presentations on the major chapter meeting night (usually Sunday or Monday). If their chapter meetings are private, schedule a presentation during their new member orientation meeting or ask if you can come before they officially start the meeting.
- DO NOT present at a sorority dinner unless absolutely necessary! It is a mess. Period.

If available:

Try to arrange an appearance at Panhellenic Meeting and ESPECIALLY sorority president's roundtable for pre-site work.

- Utilize Greek Advisor to gain information on their meeting times and to schedule OR figure out how to schedule an appearance.
- This is time to be socially excellent. You want to let them know:
 1. You are there to informally introduce them to Phi Kappa Tau. (Come back to this!)

2. You want to know how WE can help THEM! Philanthropy events we can support or even participate in? Service Events? Other ways we can help maximize their chapter and their community.
3. You want their help. They can be huge factor of our success. They can have a tremendous amount of influence over unaffiliated college men. Go back to number 1 and indicate that with their help, by the end of the project you will likely be able to formally introduce them to Phi Kappa Tau – 50, 60, 100 men strong.

They need to leave trusting you. If they do, so will their organization.

Preparing for the Presentation

- Rehearse and master the presentation. It should be socially excellent and come natural by the time you present to your first sorority.
- Before the presentation call/Facebook message the president to ask them how the meeting is set up:
 - Are they in chairs? Do they sit on the ground? What is the size of the room? Where will you present from? Etc.
- Budget your day appropriately so you can be on-time!

The Presentation

- Dress appropriately—SUIT AND TIE!
- Be on time.
- Be socially excellent.
- If you have already connected with the president, seek her out and thank her for their hospitality – have a gift for the house...flowers always work!
- If you have NOT connected with the president, ask someone you meet if they will introduce you to her!
- Arriving after the meeting begins...Knock. With purpose.
 - If they don't answer, walk in and own the room.