

5 Tips to Nail Your Recruitment Presentation

1

Review Your Resources

Prepare by reviewing the member benefits presentation and recruiting brochure. These resources already exist for you to use.

2

Bring Tangible Materials

Bring branded Chapter swag, benefits fact sheets and informational brochures. Don't forget your business cards.

3

Present With a Partner

Have a fellow leader or member present with you. They can share personal experiences with prospective members.

4

Personalize the Presentation

Tell a personal story, mention Chapter traditions and share alumni success stories. Personalization will make the information more accessible.

5

Get Connected

Be sure to get prospective members connected to your Chapter and personal social media channels. Provide contact information to answer any questions that come up after the presentation.