



Recruitment Presentation Guide

One (or two) Page Guide to Prepare Talking Points for Recruitment Presentations

Slide 1 - Introduction - Chapter Designation & School

- Welcome everyone and congratulate them all on deciding to go through recruitment!

Slide 2: Who We Are

- Explain your chapter's identity - "At _____, Pi Kappa Phi prides themselves on being..."

Slide 3: Campus Involvement

- Describe events, organizations, etc. your chapter is involved with in the community

Slide 4: Achievement

- Showcase achievements and campus leaders that your chapter has at your campus

Slide 5: The Ability Experience Logo

- Explain that every fraternity has a philanthropy, but Pi Kappa Phi is the only fraternity with an exclusive relationship with a national philanthropy and explain who The Ability Experience serves

Slide 6: The Ability Experience History

- Highlight all volunteer, awareness, and fundraising events your chapter hosts

Slide 7: Chapter Ability Experience Photo

- Insert and describe a brother's/chapter's most impactful experience with The Ability Experience
- This could be with a national event like BAM/GUF/JOH, philanthropy week, or staple event

Slide 8: The Chapter Experience

- Explain how your chapter experience sets itself apart from all other fraternities on your campus

Slide 9 Social Networking

- Describe chapter relationships with other people/organizations in the community that give you opportunities to network and work with other organizations in events, philanthropy and social

Slide 10: Chapter Events

- Highlight major socials, mixers, etc. that makes your chapter unique and brings you all together

Slide 11: Alumni Engagement

- Discuss any alumni events and engagement with local alum, Founding Fathers, or nationally

Slide 12: Alumni Highlight

- Showcase notable alumni in different fields/professions young and old, be diverse in ethnicity, background, and expertise

Slide 13: The Member Experience

- Discuss chapter member experience and your chapter provides leadership experience in and out of the chapter

Slide 14: Accountability

- Discuss academic success in different majors, where the money goes, and the AME process

Slide 15: Member Development

- Highlight members that have personally/professionally developed through Pi Kapp membership

Slide 16: An Uncommon Brotherhood Slide

- Highlight 1 - 3 things on how your brotherhood experience is unique from any other chapter

Slide 17: An Uncommon Brotherhood - Common Loyalty

- Have 1 or 2 speakers use a specific example on how brotherhood has impacted their life
- This could be a guest alumni speaker, a chapter member, or even an advisor

Slide 18: Uncommon Opportunities

- Discuss specific opportunities that your chapter can provide to a future member in leadership, philanthropy & service, campus involvement, personal or career development, etc.

Slide 19: Uncommon Opportunities - The Value of Pi Kappa Phi

- List opportunities that directly relate to your audience (future new members) to contribute value to your chapter and to their own personal experience

Slide 20: Exceptional Leaders. Uncommon Opportunities.

- Have one speaker explain that your chapter strives to become the ideal chapter by:
 1. Being Exceptional Leaders on your campus, in your community using specific examples
 2. Leveraging Uncommon Opportunities by using the strengths of individual chapter members and your brotherhood to enhance the lives of each brother and the chapter

Slide 21 - Hard Close - Chapter Designation & School

- Have one brother give an elevator pitch about how Pi Kappa Phi has impacted their life and how it will impact the life of anyone that joins by helping them become an Exceptional Leader and take full advantage of Pi Kappa Phi's Uncommon Opportunities