Creating Your Chapter's Recruitment Value Proposition
This will allow chapters to explore the different types of values that someone may consider when joining Pi Kappa Phi. Chapters should identify different values, and then the features, advantages, and benefits that represent each of those values.

Value Type:	Description (Features)
Short Term	• Instant sense of community on college • You're more likely to finish your degree and remain at your original university for all 4 years • Joining a well establish Student Organization • Opportunity to meet many more students • Leadership Positions • Attend leadership conferences (PKCCO and PKCEL) • Pi Kapp Connect (Alumni Portal) • Nationally, Greeks beat out the National Campus GPA Average • Unique Volunteer Opportunities to Pi Kappa Phi (JOH, BAM, GUF, Ability Camps, etc) • Jump start your Spring Semester • INSERT YOUR OWN CHAPTER'S FEATURES
Long Term	• Life-long Brotherhood and Network • National Brotherhood/Alumni events Annually • Pi Kapp Premier (Member Discounts) • Supreme chapter every two years... Join elite Nu Phi after 5 • INSERT YOUR OWN CHAPTER'S FEATURES
National	• Pi Kappa Phi is a top 10 National Fraternity in membership and chapter size • The Ability Experience was created and is sustained by Pi Kappa Phi • Alumni and Alumni Groups in almost every Metropolitan area • INSERT YOUR OWN CHAPTER'S FEATURES
Local	• If a chapter has strong academics for their community/Greek Life, they can boast about that • Local alumni in the area/state • What are your chapters most fun events every year? (homecoming, Greek week, popular events or parties?) • INSERT YOUR OWN CHAPTER'S FEATURES

F.A.B. Instructions:

Once you've identified these values, then break them down by Feature, Advantage, and Benefit to use these values effectively when recruiting Potential New Members.

- Feature is a distinctive characteristic of a product or service that sets it apart from any other.
- Advantage is any trait or feature that gives a product or service a more favorable opportunity for success.
- Benefit is a desirable attribute of any product or service which a customer perceives they will get from purchasing.

Short Term Value:

	Feature	Advantage	Benefit
Value #1: (example)	Instant Sense of Community and Support	Keeps you more connected to your campus and brothers that other students won't have right away	You'll be more likely to stay at your college through 4 years and have friends the entire time
Value #2:			
Value #3:			

- Add more rows as needed

Long Term Value:

	Feature	Advantage	Benefit
Value #1: (example)	National Brotherhood/Alumni Events	Opportunity to connect with brothers and colleagues instantly across the country	You'll have access to unique alumni networks and Pi Kappa Phi brothers no matter where you live
Value #2:			
Value #3:			

- Add more rows as needed

National Value:

	Feature	Advantage	Benefit
Value #1: (example)	The Ability Experience was created and is sustained by Pi Kappa Phi	Makes Pi Kappa Phi unique compared to other national fraternities	Pi Kappa Phi has a long term advantage and opportunity to impact both students and people with disabilities
Value #2:			
Value #3:			

- Add more rows as needed

Local Value:

	Feature	Advantage	Benefit
Value #1: (example)	Local alumni in the area/state	Opportunity to connect with alumni and brothers instantly in an area	You'll have access to unique alumni networks within the city where you went to college, where you're from, or plan to move to in the future
Value #2:			
Value #3:			

- Add more rows as needed