

Phi Sigma Pi National Honor Fraternity
SURGE Program nomination
Synopsis of Project
Award Category: Membership Recruitment and Retention

The Surge Recruitment Initiative was created by the Phi Sigma Pi National Office in the Spring of 2017 to support our Collegiate Chapters in their efforts in recruiting new Members on their campus. Each Chapter receives their own webpage on the Phi Sigma Pi website. This webpage houses their RSVP form where Potential New Members can RSVP for the Chapter's Recruitment events. We send mass emails with a personal touch to eligible students on the Chapter's behalf, personally inviting the students to their events. The Chapter also advertises their webpage on campus through posters and other various marketing materials that the Chapter can request be custom made by the National Office. Each Chapter has their own "Dashboard," a Google Sheets document, to organize their Recruitment efforts, keep track of their RSVPs and communicate information with the National Office.

Phi Sigma Pi has two dedicated staff Members who manage the creation of the webpages, RSVP forms and marketing emails. Our Director of Chapter Services oversees this program and we have four Chapter Consultants who work with the Chapters in planning their Recruitment. This process involves a lot of communication between the National Office, Chapters and school administration.

This program began in the Spring of 2017 with a trial run called Recruitment Boost Initiative. Sixty Chapters were selectively asked to participate. For the Fall, we re-evaluated the program, made some processes more efficient and rebranded the program to Surge (Get connected to your Chapter's potential for growth). We advertised the program to all of our Chapters through an educational packet and several webinars and Chapters were given the opportunity to enroll. This Fall we had 111 Chapters enroll in Surge.