

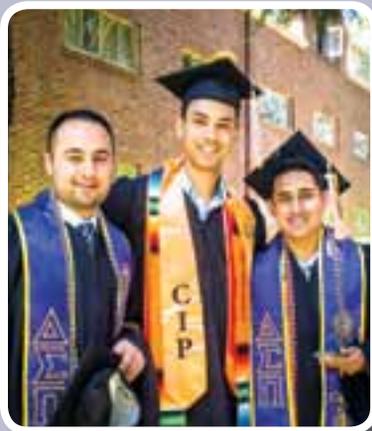
FRATERNITY



27,669 fans
1,291,693 total reached 2017-18
47,244 total engaged users



Most Liked Post on Facebook



He likes us a lot...

Uttam Singh Gill, Pacific (CA), has liked nearly all of the Delta Sigma Pi Facebook posts this year. From left: Uttam Singh Gill, Rolando Godinez and Mitchell Guillen, all Pacific (CA).

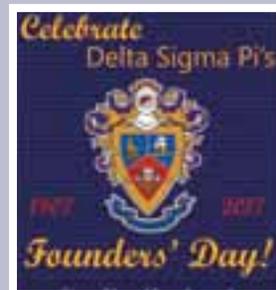
According to Brother Gill, "It is important to me to remain active within the Fraternity after graduation in order to give back and pay my dues and respect, so to say. By staying active you learn new things, you meet new people and stay fresh." Part of how Uttam stays active is by following the Fraternity on social media! This allows him to keep up-to-date on Fraternity operations, leadership announcements, special anniversaries, deadlines, award recipients, event information and so much more! "Delta Sigma Pi means to me a lifelong brotherhood and bond," says Gill. "Even though I may not see my brothers daily or have constant communication with them, I can rely upon them for support and anything else I may need."



1,105,439 dsp.org pageviews
148,062 dsp.org unique users



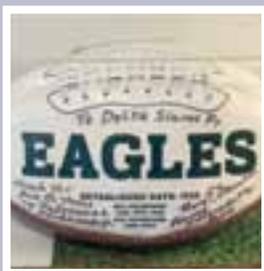
7,552 followers



Tweet with Highest Impression



4,169 followers
36,974 total engagement



Most Liked on Instagram



10,918 members "official" Delta Sigma Pi group
29,277 company page followers

LinkedIn Top 5 Industries of Page Followers:
 Financial Services- 1,561
 Information Technology and Services- 1,547
 Accounting- 1,025
 Higher Education- 876
 Marketing and Advertising- 826

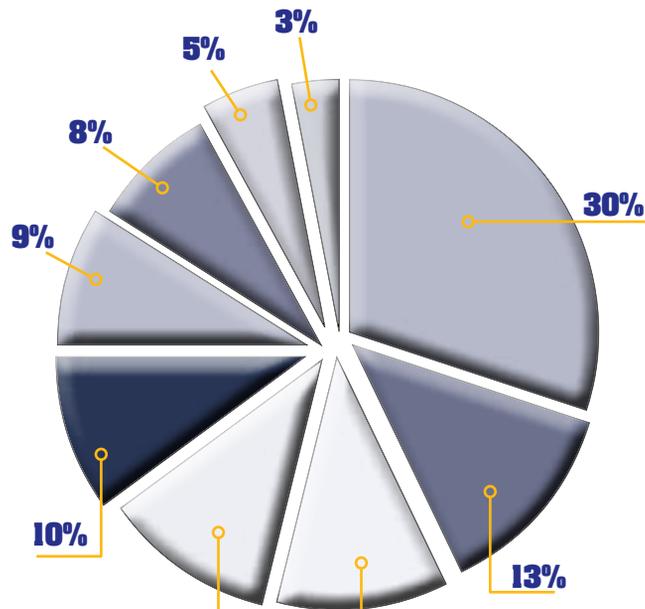
Member Engagement

Goal: Engage 20,000 alumni annually as volunteers, donors, national event participants, or supporters of chapter or national activities.

We want to provide members with meaningful involvement opportunities at every stage of life. Through this magazine, the website, social media and email communications, we hope to increase knowledge about involvement opportunities both locally and nationally. Enhancing the alumni experience will further the ideal that Delta Sigma Pi isn't just four years, it's for life. Learn more about how you can support Delta Sigma Pi by going to dsp.org/get-involved.

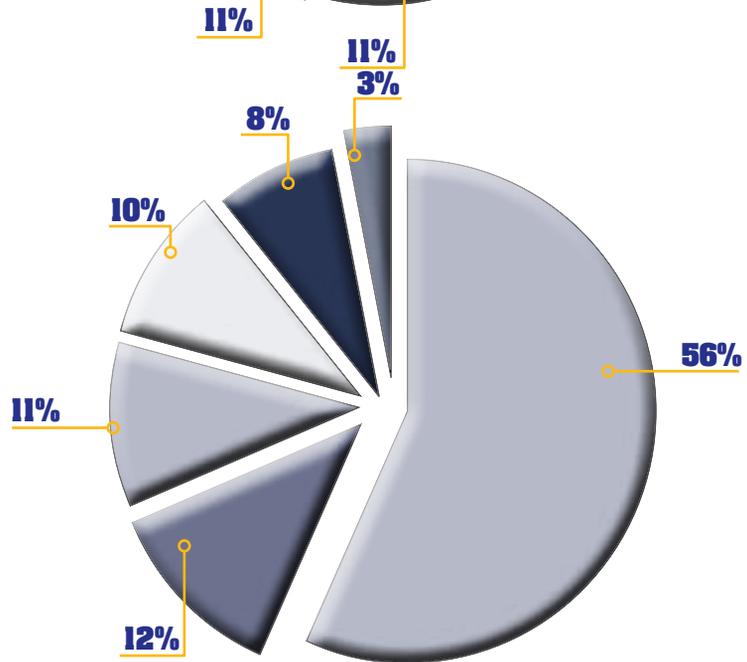
Where Does the Money Come From?

30%	Dues and Alumni Franchise Fees	\$	995,265
13%	Initiation Fees	\$	445,200
11%	Jewelry and Merchandise Sales	\$	382,402
11%	Grand Chapter Congress	\$	355,709
10%	Insurance, Regalia and Other	\$	336,544
9%	LEAD Events	\$	296,632
8%	Royalties/Investments	\$	273,712
5%	Leadership Foundation Management Fees	\$	166,500
3%	Leadership Foundation Grants	\$	84,000
		\$	<u>3,335,964</u>



Where Does the Money Go?

56%	Chapter Services	\$	1,603,860
12%	Leadership Foundation	\$	353,022
11%	Grand Chapter Congress	\$	303,608
10%	LEAD and Other Leadership Events	\$	292,437
8%	Headquarters Management/ Maintenance	\$	234,543
3%	The DELTASIG	\$	97,799
		\$	<u>2,885,269</u>



145

Staff Visits
Made to:

132 Chapters

10 Colonies

3 Potential
Expansion
Sites

CHAPTERS

Membership Growth

Goal: Expand to at least 250 active campuses.

With 225 active chapters and four chapters installed or reactivated this year (as of 6/30), we are close to reaching our goal of 250 chapters by 2021. More active and visible chapters enhances brand recognition and opens doors for Deltasigs within communities and corporations. Learn more about high interest sites and how you can help Deltasig grow by going to dsp.org/expansion.

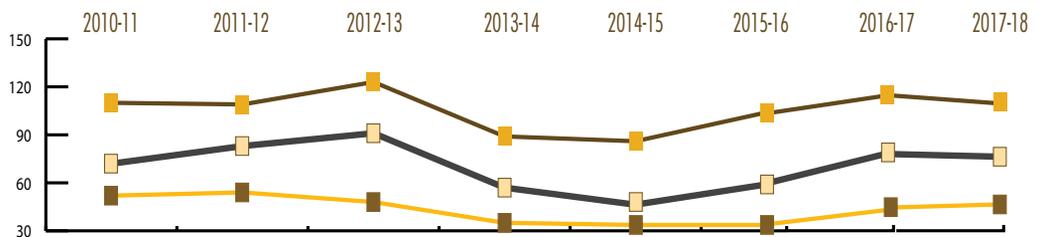
225 Active Collegiate Chapters

56 Franchised Alumni Chapters

4 Chapter Installations & Reactivations: Cal Poly-Pomona, Cleary (MI), Elon (NC) and Texas-Dallas

CHAPTER MANAGEMENT PROGRAM

- Accredited Chapter
- Chapter of Recognition
- Chapter of Excellence



Recruiting Tips from Louisiana State:

- ▲ Display statistics (i.e. percentage and number of Internships, full-time offers, and graduate school acceptances) of our most recent graduates during our class talks and Meet the Chapters.
- ▲ Schedule Meet the Chapters on the same days as our large auditorium class talks. Students who got in the habit of attending our class talk presentations would come to our Meet the Chapter events right after they finished class.
- ▲ Listen to what attracted our own members to join. We catered our presentations based on member survey results, which was increasing professionalism, while surrounding ourselves with like-minded individuals. We pushed the social aspect as well because we found that people wanted to join a group that was more than just a resume builder.



Chapter Awards' Applications



CHAPTERS WITH THE HIGHEST NUMBER OF NEW INITIATES



Average professional, service, social, academic events per chapter:

Alumni
7

Collegiate
43

Membership Growth

Goal: Ensure at least 90% of collegiate chapters have at least 30 active members.

Delta Sigma Pi continues to grow! We have shown growth over the last seven years, with another year of record-breaking initiates. We are close to our goal with about 80% of collegiate chapters with at least 30 dues paying members. Increasing active membership in local chapters enhances member experiences and lightens the workload to make happy brothers!

278,088

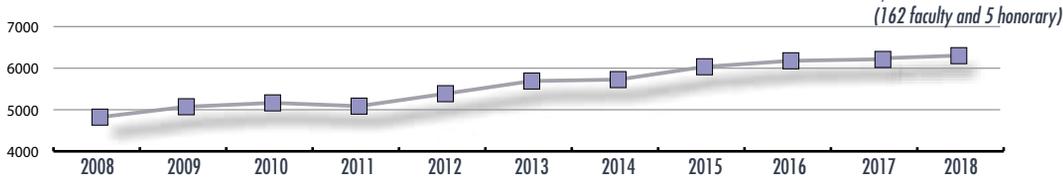
Total number of Delta Sigma Pi Initiates worldwide

15,014

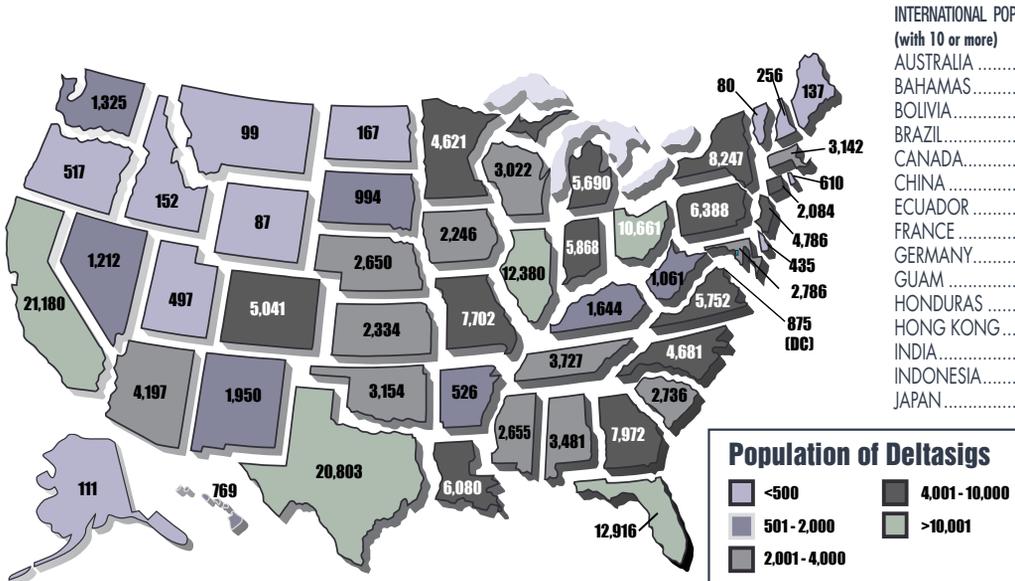
Highest number of collegians during 2017-2018

(occurred on 4/27/2018, after many new initiates were reported, but before summer graduates were reported)

Total Annual Initiates



DELTASIGS ACROSS THE COUNTRY



INTERNATIONAL POPULATIONS (with 10 or more)

AUSTRALIA	15	MALAYSIA	52
BAHAMAS	47	MEXICO	83
BOLIVIA	11	NETHERLANDS	16
BRAZIL	17	NORWAY	19
CANADA	167	PAKISTAN	14
CHINA	36	PANAMA	24
ECUADOR	12	PERU	10
FRANCE	35	PHILIPPINES	25
GERMANY	48	PUERTO RICO	54
GUAM	19	SAUDI ARABIA	19
HONDURAS	12	SINGAPORE	33
HONG KONG	33	SOUTH KOREA	24
INDIA	48	SPAIN	13
INDONESIA	30	SWITZERLAND	15
JAPAN	51	TAIWAN	17
		THAILAND	18
		TRINIDAD	10
		TURKEY	14
		UNITED KINGDOM	93
		VIRGIN ISLANDS	18

PROFILE OF A NEW MEMBER



LEADERSHIP/PROFESSIONAL DEVELOPMENT

Member Education

Goal: Provide leadership development training for collegiate and alumni chapter officers, with at least 90% of chapters participating annually.

Educating members to stand out as effective leaders on campus and beyond starts with recruitment and pledging, but also includes training for collegiate, alumni, faculty, and volunteers. Educational training at LEAD events, Grand Chapter Congress and the upcoming Presidents' Academy doesn't just focus on fraternal operations, but provides opportunities to develop professionally and personally, making these events perfect for members of all ages. Learn more at dsp.org/events.

1,215 2017 LEAD School Registrants

2,219 2018 LEAD Provincial Conference Registrants

432 Members who attended a LEAD School and a LEAD Provincial

498 Miles between Central Office and Atlanta (site of the 52nd Grand Chapter Congress, August 14-18, 2019)



"Meeting new brothers, making new connections, learning new ways to grow in the business world and hearing about scholarships/benefits we're offered is always fun! I loved being able to go with my Delta Sigma Pi brothers to the LEAD conference!" -Alaina Goins, *McNeese State (LA)*

Presidents' Academy

Delta Sigma Pi's inaugural Presidents' Academy is an exciting development this year, scheduled for January 11-13, 2019 in St. Louis. This new, comprehensive program is focused on equipping collegiate chapter presidents to develop their leadership potential in a way that has immediate benefits to them personally, the chapter they lead, and to the Fraternity as a whole. The Fraternity is working hand-in-hand with organizational management firm Plaid to develop and organize a customized curriculum that centers on assessing and developing strengths, coaching others, leading through ambiguity, values-based leadership, strategic planning, dining etiquette and more. Brothers having experienced the Presidents' Academy will become more effective leaders for the Fraternity, their communities and future industries.

Leaders

5,836 members who held collegiate chapter officer positions 2017-2018

248 members who held alumni chapter officer positions 2017-2018

Certified Deltasig Leaders

249 CDLs

173 Advanced CDLs



SERVICE

46,078

Total Service Hours Reported

84

Collegiate & alumni chapters & colonies participated in **Make A Difference Day** events

Ronald McDonald House Charities

155 chapters reported
248 events with almost
3,700 members participating

