

Recruit Follow Up Timeline

● Recruit shows interest

Ensure to receive the contact information of the recruit to follow up throughout the recruitment period.

● Send thank you/invite email

Once a recruit shows interest **within days** the chapter should reach out to the individual with a personalized message thanking them for their interest and inviting them to upcoming events. This is an opportunity to add any flyers for the recruiting events.

● Send reminder email

The **morning of** a recruitment event send a follow up email reminding the recruit of the upcoming event.

● Send thank you for attending or sorry for missing you email

The **morning following** the event send an email thanking the recruit for attending with information for more upcoming events or next steps. If the individual showed interest, but didn't attend the event the chapter should still reach out with information for upcoming events, where they would hopefully attend.

● Invite recruit to the pledging ceremony

One week prior to Pledging Ceremony/Big Brother Introduction/Pledge Meeting #1 send an invitation. Within this week the recruit would complete their pledge profile and give them enough notice to attend or communicate with the chapter if they can't.

● Pledging Ceremony/Big Brother Introductions/Pledge Meeting #1