



SAMPLE E-MAIL MESSAGES FOR RECRUITMENT

SAMPLE FOLLOW-UP EMAIL	2
SAMPLE MORE INFO RESPONSE	3
SAMPLE NO-SIGN LIST MESSAGE	4
SAMPLE REFERRAL MESSAGE	5
SAMPLE STUDENT ORGANIZATION MESSAGE	6
SAMPLE SCHOLARSHIP MESSAGE/LETTER	7
SAMPLE SORORITY REFERRAL REQUEST	8

Sample Alumni referral request

Dear Brother **LAST NAME**:

Greetings from Sigma Nu Headquarters; my name is **FIRST NAME LAST NAME** and I am the **POSITION TITLE** for the **CHAPTER DESIGNATION** of Sigma Nu Fraternity. As you may be aware, this upcoming semester we are recruiting at **INSTITUTION NAME**. Our goal is to pick a group of quality young men that will one day lead this Colony to Rock Chapter status.

There is a way that you can greatly assist us as we prepare for our on-campus recruitment effort. If there are any outstanding young men that you know of who are currently enrolled at **INSTITUTION NAME**, please refer their names and any contact information to us. You can contact me via phone or e-mail using my contact information below, or by going to the following website link and submitting a membership referral WWW.CHAPTERWEBSITE.COM. I cannot emphasize enough how much these referrals help us in our recruitment efforts as we strive to find the best men that **INSTITUTION NAME** has to offer.

Furthermore, we are looking for alumni volunteers to serve on the Alumni Advisory Board. If you would like additional information, please contact me at your earliest convenience. The Alumni Advisory Board training will take place on **DATE, TIME, LOCATION**.

Thank you for your continued support and dedication to the Legion of Honor.

Fraternally,

E MAIL SIGNATURE

Sample follow-up email

Hey **FIRST NAME**,

Thanks for taking the time to meet with me today. I enjoyed getting to know you and I hope you found this to be an interesting opportunity. I have us scheduled to meet again on **DATE, TIME, LOCATION** to talk more about our effort and the possibility of you playing a role. In the meantime, if you have any questions, feel free to contact me by email, telephone or take a look at our website at WWW.CHAPTERWEBSITE.COM. Thanks again, **FIRST NAME**, and I will see you again soon.

E MAIL SIGNATURE

Sample more info response

Hi **FIRST NAME**,

I am glad to hear of your interest in our recruitment effort, and am happy to give you more information.

Sigma Nu Fraternity was founded in 1869 at the Virginia Military Institute. Following the Civil War, the south was struggling through economic turmoil, civil strife, and social unrest. During this period, the practice of hazing was commonplace at VMI. In fact, hazing was rampant, as underclassmen were treated as subservient to upperclassmen. Three men, who believed strongly in the VMI honor code, "I will neither lie, cheat, or steal, nor tolerate those who do," felt that the code also included respect for individuals no matter what their age, class, or rank, and that hazing violated this code. They, therefore, took an oath to form the Legion of Honor -- today known as Sigma Nu Fraternity. Sigma Nu is the only fraternity in existence that was founded on the principle of honor and in firm opposition to hazing. Our core principles are Love, Honor, and Truth, which we are committed to and which bind us together to this day. These ideals, in addition to our stance against to hazing, are what define us as a fraternity.

Sigma Nu, currently, has over 175 active chapters and colonies across the United States and Canada, making us one of the largest and most influential organizations in the fraternity world. **(Include a short well written excerpt about the history of your chapter. Include when it was founded on campus, interesting facts, and accolades the chapter has received.)**

While I can go into much greater detail, I would prefer to save the rest for a face-to-face conversation. If you are interested, and believe you are the kind of man we are seeking, contact me and I will meet with you personally. In the meantime, take a few minutes to visit www.sigmanu.org/expansion. There you will find a prospective member questionnaire, which you can fill out and submit. It will be sent directly to me, and will give me some general information about you, as well as why you are interested in Sigma Nu and what concerns you may have. Feel free to navigate our website in as much depth as possible, exploring links to history, expansion, and LEAD, our ethical leadership development program which all of our members will experience. I am sure you will find these and the rest of our site intriguing.

Once again, thank you for your interest. Please call or e-mail me after reviewing this information, and I look forward to meeting you. I will also let you know the details about our next interest meeting, which will be held tomorrow at **DATE, TIME, LOCATION**.

Thanks, **FIRST NAME**, I will talk to you soon.

YOUR NAME HERE

Sample no-sign list message

Dear **FIRST NAME**,

I am sure you are busy with school work, so please read this at your leisure. I understand that you registered for IFC recruitment last semester, but did not choose to join a fraternity. I wonder if perhaps you did not find something that was right for you. If that is the case, the following may be of interest.

Next semester, Sigma Nu Fraternity will be looking for fine gentlemen, such as yourself, to help us build and maintain an outstanding chapter.

Sigma Nu is committed to its founding principles of Love, Honor, and Truth, and has stood in firm opposition to hazing since its founding in 1869 at the Virginia Military Institute. We are looking for outstanding men who want to get involved on campus, gain valuable leadership skills and training, develop themselves personally and professionally, create meaningful and lifelong relationships, and get the most out of their college experience.

This is going to be a once in a lifetime opportunity: to build a truly outstanding organization and create a legacy of honor. If you would like to learn more about Sigma Nu and our effort here, visit our website at www.sigmanu.org/expansion or call/email **FIRST NAME LAST NAME**, our chapter's Recruitment Chairman at **PHONE NUMBER** and/or **E-MAIL**.

If you are interested in fraternity, but have not found what you are looking for at **HOST INSTITUTION**, this could change your life. I'm looking forward to hearing from you, **FIRST NAME**.

Become something more. Become a Sigma Nu.

E-MAIL SIGNATURE

Sample referral message

Dear **FIRST NAME**:

My name is **FIRST NAME LAST NAME**, Recruitment Chairman for the **CHAPTER DESIGNATION** of Sigma Nu Fraternity. You are receiving this message because you have been highly recommended to us. **PERSON REFERRED BY NAME** believes that you may have the qualities and characteristics that we are looking for in men we want in our organization.

This semester, Sigma Nu Fraternity will be looking for more fine young men to help us continue our legacy of honor at **HOST INSTITUTION**.

Sigma Nu is committed to its founding principles of Love, Honor, and Truth, and has stood in firm opposition to hazing since its founding in 1869 at the Virginia Military Institute. We are looking for outstanding men who want to get involved on campus, gain valuable leadership skills and training, develop themselves personally and professionally, create meaningful and lifelong relationships, and get the most of their college experience.

This is going to be a once in a lifetime opportunity: to build a truly outstanding organization and maintain a legacy of honor. The traditions that Sigma Nu at **HOST INSTITUTION** will continue to be known for 50 and 100 years from now with the help of men like you who join today. If you would like to learn more about Sigma Nu and our effort here, call or e-mail me at **PHONE** and/or **E-MAIL** and I will be happy to share some more information with you. Also, you can visit our national fraternity website at www.sigmanu.org/expansion.

FIRST NAME, you have come highly recommended. I hope to hear from you in the near future. Until then, take care.

E-MAIL SIGNATURE

Sample student organization message

Hello **FIRST NAME**,

This is **FIRST NAME LAST NAME** with Sigma Nu Fraternity, and I'm sending this to you as the leader of **ORGANIZATION**. I hope this message finds you well.

As a leader of a student organization yourself, I'm sure you can understand both the challenges of a strong organization and having a positive impact on campus—both of which we hope to do.

Sigma Nu is a general college fraternity committed to its founding principles of Love, Honor, and Truth, and has stood in firm opposition to hazing since its founding in 1869 at the Virginia Military Institute. We are looking for outstanding men who want to get involved on campus, gain valuable leadership skills and training, develop themselves personally and professionally, create meaningful and lifelong relationships, and get the most of their college experience.

You can learn more about Sigma Nu by visiting our national website, www.sigmanu.org, and our local website, **WWW.CHAPTERWEBSITE.COM**.

We hope that **ORGANIZATION** might be able to help Sigma Nu. We are looking for men who might be interested in learning more about this unique opportunity. To that end, there are a few different ways that you might be able to help:

- Forward this email to your roster or email group/listerv.
- If you think it would be more effective, we could attend an upcoming meeting and make a brief presentation.
- If there are men in your organization that might be interested, they can visit WWW.CHAPTERWEBSITE.COM and click on 'PROSPECTIVE MEMBERS LINK.'
- If anyone (men or women) in your organization knows someone that might be interested, they can visit WWW.CHAPTERWEBSITE.COM and click on 'MEMBERSHIP REFERRAL LINK.'
- Anyone wishing to learn more can contact me directly at **E-MAIL**.

Our goal is not at all to detract members from **ORGANIZATION**; in fact, men involved in other organizations often make great members in Sigma Nu, and through their experiences in Sigma Nu tend to make better members in their other organizations, thus being mutually beneficial.

In return, Sigma Nu will be happy to help **YOU**. Whether making an announcement at one of our meetings, sending a message to our roster announcing a campus event, or something else we can do to support you, we are willing to help. As a student organization leader, I'm sure that you recognize the potential benefits of working with other campus organizations.

Please send a brief reply to this email letting me know if you and **ORGANIZATION** are willing to help Sigma Nu, and if you think Sigma Nu can help you in return.

Thank you **FIRST NAME**; I hope to hear back from you soon, and best of luck to you this year!

Sincerely,

FIRST NAME LAST NAME
E-MAIL SIGNATURE

Sample scholarship message/letter

Dear **FIRST NAME**,

I am sure you are busy with finals, so please read this at your leisure.

I understand that you are a **SCHOLARSHIP WINNER**, indicating that you have many of the qualities that we are looking for in members of Sigma Nu. People committed to scholarship, service, values, personal and organizational growth will find themselves benefiting the most from what Sigma Nu has to offer. This includes opportunities for leadership, service, personal development, and true, genuine brotherhood, among many other things. If you find these things intriguing, this is something that could change your life.

Sigma Nu is committed to its founding principles of **Love, Honor, and Truth**, and has stood in firm **opposition to hazing** since its founding in 1869 at the Virginia Military Institute. We are looking for **outstanding men** who want to get involved on campus, gain valuable leadership skills and create meaningful and lifelong relationships. These individuals the most out of their college experience.

This is going to be a once in a lifetime opportunity: to be part of an outstanding organization and create a legacy of honor. The traditions that Sigma Nu at **HOST INSTITUTION** will be known for years from now will be continued by the men who join today. If you would like to learn more about Sigma Nu and our chapter here, visit our website at **WWW.CHAPTERWEBSITE.COM** or contact **RECRUITMENT CHAIRMAN** at **PHONE NUMBER** and/or **E-MAIL**.

Tomorrow's traditions start with you. Join Sigma Nu and continue the legacy of honor.

I'm looking forward to hearing back from you **FIRST NAME**.

Sincerely,

YOUR NAME

Sample sorority referral request

Hello **LADY'S FIRST NAME**,

My name is **FIRST NAME LAST NAME, POSITION**, for **CHAPTER DESIGNATION** chapter of Sigma Nu at **HOST INSTITUTION**. As you may already know, Sigma Nu is recruiting outstanding young men to join this **FALL/SPRING** semester.

I am sending you this message with a request; if possible, I would like to make a brief announcement at or just prior to one of your chapter meetings between **DATE, TIME, LOCATION**, and **DATE, TIME, LOCATION** (if you have dinner before meetings that will work fine as well). I am sure your meeting agendas are quite full, so I will keep my visit short. The purpose will be a) to inform the ladies of **SORORITY** of our mission at **HOST INSTITUTION**, and b) to ask for referrals for membership to assist in our recruitment process.

We are confident that our effort will be highly successful, especially with the help of **SORORITY**. Please let me know if you can fit me into the agenda for one of your chapter meetings, as well as the date and time and any details that I will need to know.

If you have any questions or concerns, or if you would like to speak with me personally, please let me know; I will be happy to meet with you and share any information regarding our upcoming effort. Thank you **LADY'S FIRST NAME**; I look forward to meeting you personally and continuing the success of Sigma Nu at **HOST INSTITUTION**. Good luck this semester!

Kindest fraternal regards,

YOUR FIRST NAME