ESTABLISHING & DELIVERING A GUARANTEE

A guarantee is an assurance or promise that certain conditions shall be fulfilled relating to a product, service, or transaction. By utilizing this document, your chapter will be able to establish a membership guarantee. Then you will understand necessary steps to implement and deliver on that guarantee.

**Fear, Worries, Concerns**
What are the biggest fears, worries, or concerns college students or Greek life face on your campus?

1. 
2. 
3. 

*Circle the one that you think is the most relevant amongst today’s students on your campus.*

**Possible Solutions**
What is your chapter doing or what could your chapter do to help address the concern you circled?

1. 
2. 
3. 
4. 
5. 

**Delivering**
What needs to change within your chapter to deliver the solutions?

1. 
2. 
3. 
4. 
5. 

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**Example – Domino’s Pizza**

**Fear, Worry, Concern:** Ability to have a sit-down family dinner with such a busy lifestyle

**Solution:** Pizza delivery in 30 minutes or less

**Delivering:** Domino’s created internal accountability by promising to deliver the pizza in 30 minutes or less, or it’s free. This, in turn, forced Domino’s to review and innovate their current methods in order to deliver the pizza faster but with equal quality. This included creating a different process for the construction of pizzas, different ovens, faster folding boxes, an increase or change in role of employees, and a fleet of delivery cars.