UNDERSTANDING YOUR VALUE PROPOSITION

A value proposition is an innovation, service, or feature intended to make a company or product attractive to customers. By utilizing this document, you will be able to better understand your chapter’s value proposition and utilize these talking points for recruitment.

Your Chapter

How would someone describe the Phi Delta Theta chapter on your campus?

1. 
2. 
3. 
4. 
5. 

Your Members

How would someone describe members of Phi Delta Theta on your campus?

1. 
2. 
3. 
4. 
5. 

What You Do

What does your chapter, or members, do that other students, or organizations, do not typically do?

1. 
2. 
3. 
4. 
5. 

Recruitment Talking Points

What is your chapter like? – Insert responses from “Your Chapter” section
What are your members like? – Insert responses from “Your Members” section
What does your chapter do? – Insert responses from “What You Do” section
How are you different than other fraternities on campus? – Insert responses from all 3 sections