Year-Round Recruitment Timeline

**FALL RECRUITMENT**
- Review Recruitment Trends
- Build Recruitment Strategy
- Generate Potential New Member Leads
- Launch Digital Marketing/Social Ads
- Communicate with Potential New Members
- Evaluate Fall Recruitment Performance
- Educate New Members on Recruitment
- Generate Potential New Member Leads
- Host Small & Frequent Recruitment Activities
- Encourage Member Involvement on Campus

**WINTER BREAK**
- Utilize Chapter Builder
- Communicate with Potential New Members
- Involve Entire Membership & Committees
- Plan & Host Events
- Establish Bid Criteria & Voting Procedures

**SUMMER BREAK**
- Utilize Chapter Builder
- Communicate with Potential New Members
- Involve Entire Membership & Committee
- Plan & Host Events
- Establish Bid Criteria & Voting Procedures

**SPRING SEMESTER**
- Review Recruitment Trends
- Determine Upcoming Graduating Senior Loss
- Adjust Recruitment Strategy
- Launch Digital Marketing/Social Ads
- Communicate with Potential New Members
- Evaluate Spring Recruitment Performance
- Educate New Members on Recruitment
- Generate Potential New Member Leads
- Host Small & Frequent Recruitment Activities
- Encourage Members Campus Involvement

ⓒ Hyperlinked Content (Ctrl + Click)