

Epsilon Lambda Recruitment Campaign Strategy

Objective: To garner pupils to complete the intake process.

Goal of campaign:

1. To raise awareness
2. Garner interest
3. Collect information.

Call To Action:

- 1. Learn More!**
 - a. Links To Landing Page
- 2. Request More Information!**
 - a. Links to contact form?
- 3. Become A Sigma!**
 - a. Form for interest

Campaign Outline Overview

1. Social Media Ad/Landing Page ([List of Eligible Students](#))
2. Email Communication Flow
3. Invitation to lunch/Coffee
4. Postcard/Care Package for end of semester.
5. Conversion.

Campaign Outline Overview

- 1. Social Media Ad/Landing Page**
 - a. Aimed at raising awareness, generating interest and collecting information.
 - b. Target audience: Black Men at UCM Age 17 - 27
 - i. We can get more targeted as we collect information on students from UCM Registrar by uploading a list of emails into Google.
- 2. Email Communication Flow**
 - a. Once the student opts to fill out form to gather more information, we can begin to send Fraternity specific information centered around:
 - i. Brotherhood
 - ii. Scholarship
 - iii. Service
 - iv. How to Join
 - b. Ensure that the call to action is always
 - i. Express Your Interest in PBS today?
 - ii. Schedule A Zoom Meeting!
 - iii. Request more information.

3. Invitation to lunch/Coffee

- a. Once the students have completed the Email communication flow invite them to lunch or coffee.

4. Postcard/Care Package for end of semester.

- a. Encouragement to stay engaged.

5. Conversion.

- a. At this point we should have built enough of a report so that we can begin to gain new members.

Social Media Copy

● **Interested?**

- Are you interested in Phi Beta Sigma? Don't Know Where to Start? We are here to help!
- CTA: Request More Information

● **Thinking About Joining A Fraternity?**

- The ELite Epsilon Lambda chapter of Phi Beta Sigma has been on this campus since 1972! Want to learn more about our ELite history?
- CTA: Learn More

● **Men of:**

- Culture
- Vision
- Service



**MEN OF
VISION**



INTERESTED IN PHI BETA SIGMA?
LEARN MORE!

**MEN OF
SERVICE**



INTERESTED IN PHI BETA SIGMA?
LEARN MORE!

LEADERSHIP

SCHOLARSHIP

SERVICE

JOIN THE NEXT GENERATION OF
LEADERS
JOIN PHI BETA SIGMA TODAY

Landing Page:



Join The Next Generation Of Leaders

We are looking to fill our chapter with leaders and go-getters like YOU!

About Phi Beta Sigma

Phi Beta Sigma Fraternity was founded at Howard University in Washington, D.C., January 9, 1914, by three young African-American male students. The Founders, Honorable A. Langston Taylor, Honorable Leonard F. Morse, and Honorable Charles I. Brown, wanted to organize a Greek letter fraternity that would truly exemplify the ideals of brotherhood, scholarship, and service.

About Epsilon Lambda

The Elite Epsilon Lambda Chapter of Phi Beta Sigma Fraternity Incorporated was chartered on the Campus of University of Central Missouri on March 11, 1972. The Epsilon Lambda Chapter prides themselves on being the best, hosting a number of quality events that caters to the needs of minorities on our campus.

We truly work hard to make ourselves apart of the university priding ourselves on being "The Peoples Frat."

Our Values

Ready to take the next steps in your journey to joining our Fraternith

How To Join!

Fill out this Contact form and a member from our intake team will reach out to you!