

How to Gain Exposure

In order to develop a recognizable brand, your chapter should consider unique and innovative ways to gain exposure to STEM students. It is important to set yourself apart from other fraternities and student organizations so that PNMs can see the value in your chapter. Below are three unique ideas to gain exposure and will directly relate to additional PNMs on your Names List.

#1 - Care Packages

You could partner with a local sandwich shop or bakery to offer care packages during midterms and finals. Mail a letter to parents of male STEM majors a weeks before the exam period with a special offer that allows them to send a care package and a note of encouragement. Your chapter can then deliver the package while making new friends and a few extra bucks!

#2 - Summer University Partnerships

Your university probably hosts activities for incoming and perspective STEM majors throughout the summer. Create a partnership with a group of people that already interact with your target population. This way, your face is the first one that new STEM students associate with being a “friend” on campus.

BONUS THOUGHT: Could your chapter host people overnight during summer orientation?

#3- Text for...Something

Your chapter can display posters in STEM buildings to get in contact with non-Greek students. The poster could say “Which Professor is Changing the Most Lives? Text your full name, any orgs you belong to and your vote to 555-555-5555”. Make it a game, quiz or raffle – you get the idea.