

# Triangle

# How to Get Referrals

Triangle Fraternity has a niche market – men who are STEM majors. To build your names list, it is important to leverage this niche and build relationships with similarly aligned organizations and people. Consider asking for recommendations of men they consider to be leaders, scholars (in STEM), and well-respected students. You can ask...

- **Highschool teachers and counselors**
- **Alumni**
- **Sororities on your campus**
- **Parents**
- **STEM faculty**
- **STEM-based student organizations**

Consider making an easy fill out form and put it somewhere accessible (social media, website, etc.) Members can also put the link in the bio of their Instagram, so it reaches more people.

You can also reach out via email for a more individual approach. Here is an example of what to say to a professor. You can switch out the language for different audiences – you get the idea.

“Dr. Jones –

I am working with a group of student leaders to improve the quality of Greek Life on our campus. We think we can change the behaviors and image of fraternities by improving how we target people for membership. As a member of Triangle Fraternity, we seek high quality males who are STEM majors.

Would you be willing to share with us the names of several of your top male students, especially those who show leadership potential? Also, may we make a 60 second announcement at the beginning of tomorrow’s class to share this opportunity with others?”