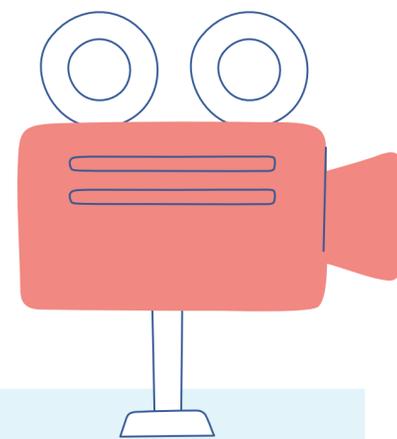


Recruitment Videos

Due to virtual recruitment, your chapter may need to create several different videos focusing on varying topics. This guide gives you tips and ideas for Open House, Philanthropy, Sisterhood, and House Tour videos.



Open House Videos

These are new for virtual rounds

Informational videos allow chapters to put their best foot forward, sharing important features about their chapter, specifically educating PNMs about their organization and operations. These videos will allow PNMs to learn necessary information about individual chapters (who they are, what they do, what they care about) so PNMs may make priority rankings decisions for their first invitational event. Chapter video presentations should provide education and information on the organization/chapter and not focus on entertainment.



Suggested Topics for Open House Videos

Below are suggestions for topics chapters should include in open house videos. Again, the focus should be on providing information to PNMs, not entertainment.

- **Organizational values, purpose, creed and/or mission.**
- **How your chapter connects with SDT Values**
- Basic information about the sorority chapter such as chapter meetings, philanthropy events, sisterhood events.
- New Member process/big little
- Stories of how the chapter has improved the community or members' lives.
- Member testimonials of how the organization has positively impacted them, particularly during COVID-19 social distancing.
- Information a PNM would want to know about your chapter in order to decide to attend another round.
- Long term benefits of SDT

Length

- 2-5 minutes
- Panhellenic will decide for your campus

Format/Footage:

- Video
- Recorded zoom videos or self recordings of sisters compiled together
- Powerpoint with live presentation
- Powerpoint with pre recorded voice over
- Prerecorded video from past chapter recruitment or philanthropy videos
- Videos from sisters at home, virtual activities, social distancing, tiktoks

*Check with your campus/school/panhellenic for rules about filming new videos and filming on campus

Remember:

This video should be a strong first impression. It may be the first and only thing PNMs see about SDT to make their decisions

Tip:

You don't need to reinvent the wheel!
Use videos or footage from past years.

Philanthropy Videos

Should we use a national video or make our own?

- That is up to you!
- [Here is a national video you can use](#)
- You can also use this national video as a template and add your own photos/videos
- Use a philanthropy video from a past year and update with new photos

Stock footage and interviews with our philanthropic partners

- [PCAA](#)
- [PCAA pinwheel garden with SDT video](#)
- [PCAA 2](#)
- [Other PCAA videos](#)
- [JWI Overview](#)
- [JWI Overview 2](#)
- [Because of JWI](#)
- [Safe Smart Dating](#)
- [Library Project](#)
- [JWI Woman to Watch- SDT Alum](#)
- [Other JWI](#)



Tip:

Use a youtube converter to download video content for your videos!



Examples from other chapters:

- [Tampa SDT](#)
- [American SDT](#)

How long should your video be?

- 2 - 3 minutes

Philanthropy Recruitment Talking points:

- This [guide](#) has an overview of our partners and information you may want to include in your video

Resources:

[This google folder has sample scripts and videos you can use and adapt for your chapter](#)

Sisterhood/ Round 3 Videos

These will likely be more “typical recruitment videos” but there are other ideas to make it engaging and show off your sisterhood. Think about if you want it to be pre recorded and shown on Zoom or live. (Maybe have both as a back up)

- **Sisterhood speeches/testimonials**

- Best friends, big little
- Either live on Zoom or pre recorded
- Can look like a “instagram live” with 2 videos talking to each other
- Can also read speeches over slideshow of photos

- **Sisterhood panel**

- choose 3-4 sisters and ~5 questions and have them “randomly” answer about their experience in SDT

- Tiktok style videos
- Gather footage and photos from past semesters
- Video from sisters at home, virtual activities, social distancing, tiktoks
- Use recruitment videos and footage from past years



***Check with your campus/school/panhellenic for rules about filming new videos**

Talking points for the Videos

- How you made it through quarantine because of their sisters
- This is how we stayed connected..
- Our Sisters always here for us during this hard time.. Examples
- What did we do for each other during stay at home /quarantine?
- Tell stories of what it was like with social distancing/ virtual chapter events/ being away from school
- Why should you join this experience in this time?
- Stories of how SDT benefited long term goals, life, professional

Remember:

We are selling a different sorority experience than what we all likely had last year! Our videos should reflect that.

Virtual House Tours:

What information do you typically cover in a house tour?

- Number of live in sisters
- Meal plans/chef
- Costs
- Study rooms

What parts of the house would you typically show to PNMs?

- Where does the chapter spend time?
- Where are chapter meetings hosted?
- Is there a chef?
- Where does the chapter eat/cook?

What is the best room in your house?

- Highlight it!

How to film it?

- If you are allowed in your house you can film with or without sisters
- 1-2 people can be the narrator or tour guide through the house!
- If not, do you have high quality pictures or videos of sisters in the house already?
- Look at the links below for ideas!

What makes your house special or unique?

- What is a selling point for sisters living in the house?
- Are there any special stories about your chapter house?
- What do you all like to do in the house?
- Show where sisters spend time and highlight fun memories or things you do in the house together.



Remember:



This is an opportunity to welcome PNMs into your home when they can't physically be there!

How long should your video be?

- Don't include images/clips that are irrelevant to your house. The tour should be anywhere from 4-7 minutes depending on the size of your house

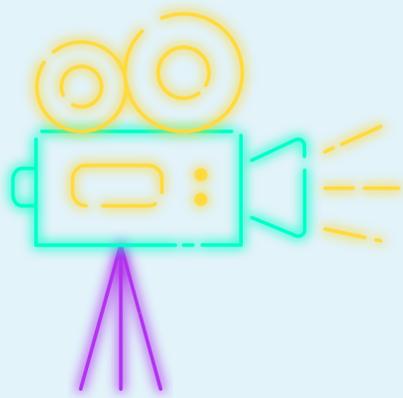
Tips:

- Make it fun and conversational!
- Try to relax and have it seem natural, real, it doesn't need to be too rehearsed
- You can talk about other things besides the house as well
- Pretend you are a 'vlogger'

Virtual House Tour Ideas and Examples

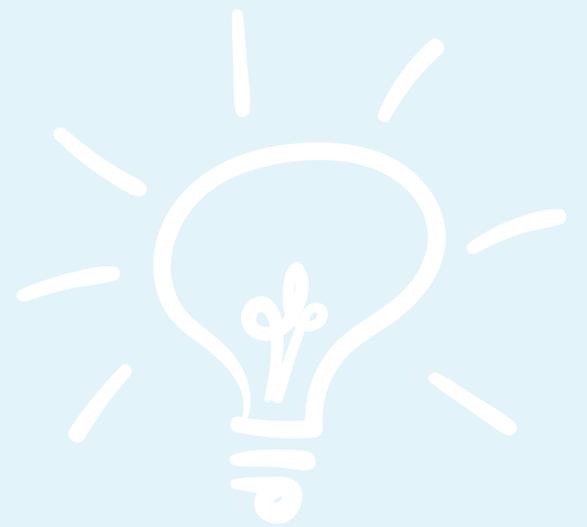
Ideas

Think MTV cribs
Vogue 73 questions
Kris Jenner House tour
Kylie Jenner Tour
Sorority Vlog style



Examples

SDT MSU
SDT MSU 2
Alpha Phi- FSU
Tri Delt FSU
AOPi OSU
AOPi OSU #2
UCONN
Pi Phi UA
KKG UM
KKG UGA
Chio UO
AChiO ASU
DG IU



Resources for all videos:

Canva.com has video templates and stock footage

Videographers:

Adnan Basrai
adnanjuzarbasrai@gmail.com

Coming soon:

SDT Video Scripts
Power Point Slides