



The National Fraternity of Phi Mu Delta

Chapter Vice Presidents of Membership,

The National Office communicated in the spring semester that we would be providing the recruitment technology, ChapterBuilder, to all chapters and colonies. ChapterBuilder is a tool to help chapter/colony members manage the list of potential new members.

An introductory training was provided to the participants at Sapphire Leadership Institute but all Vice Presidents of Membership and Recruitment chairs are required to participate in trainings to ensure you know how to appropriately utilize this tool.

The trainings will be on:

- August 9, 2017 at 4pm
- August 14, 2017 at 8:30pm

The trainings are roughly 45 minutes long and you will need a computer with internet access. This will be a live demo specifically for Phi Mu Delta members. To get the call information, members must choose a date and complete [this form](#) to indicate their training date. From there, the participant will receive the call details. If you cannot attend either session, please contact the National Office immediately.

Failure to participate in trainings will result in a fine determined by the National Standards and Ethics Committee.

We recognize that ChapterBuilder is a tool to aid in the success of chapters/colonies. The National Office staff and volunteers will be monitoring each chapter's account. If a chapter is not using the tool, that chapter/colony will be invoiced \$500, the cost the National Fraternity invested to provide this tool to each chapter/colony.

At a minimum, chapters/colonies must:

- Have all active members added to the system
- Potential new members must be added to the account - the number of potential new members must equal or exceed the number provided by the National Office. This number is based on the metrics provided from Phired Up Productions.
- Potential new members must be moved from D (Needs to be Contacted) to another category, indicating that the chapter/colony has communicated with him.

The National Fraternity has seen huge success from chapters/colonies that utilize ChapterBuilder effectively. Please recognize that ChapterBuilder is simply a tool to manage a names list, chapter members must go out and effectively communicate the value and expectations of your chapter in order to be successful during recruitment.

Sincerely,

Jackie Hackett
Director of Chapter Services and Growth

National Council

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