



Printed Marketing Materials Guide

How to Use Recruitment Items on Campus – Step-by-Step

These printed materials are designed to help your Chapter get noticed and connect with Potential New Members (PNMs). Use this guide to learn what each item is for, where to use it, and how to use it well! Grab your materials, start smiling, and let's grow Phi Sigma Pi!

Posters

Use for: Hanging around campus to get students' attention

Great for: Getting the word out early in the term

Step-by-Step:

1. Gather push pins, painter's tape, or masking tape (no duct tape)
 2. Write your Chapter's webpage url, Instagram handle, and event dates in the white space at the bottom of the poster.
 3. Hang in places with lots of foot traffic:
 - Hallways in academic buildings
 - Student Union bulletin boards
 - Residence hall entryways
 - Dining hall entrances
 4. Check once a week and replace if they fall or get covered.
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Table Tents

Use for: Grabbing attention where students eat or hang out

Great for: Dining areas, coffee bars, and residence hall lounges

Step-by-Step:

1. Assemble the table tent:
 - Fold it in half along the center score line
 - Fold the bottom base flaps on each side along the score lines. Slide the slits on each side of the bottom together to secure the base
 - (Optional) Add a small piece of tape inside the base to make it extra sturdy
 2. Place them on:
 - Dining tables in food courts or dining halls
 - Coffee bar counters and campus lounges
 - Study spaces and common areas
 3. Ask permission from dining staff or student life staff if required
 4. Refresh or replace any that go missing or get damaged
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Business Cards

Use for: Giving your info to someone interested in joining

Great for: These work best when paired with a personal invitation to an event or info session

Step-by-Step:

1. Write your name and email (or cell phone number/Instagram handle) neatly on the card
2. Hand it out after a conversation or when someone asks for more info
3. Keep a few in your wallet, backpack, or pocket every day during recruitment

Giveaway Items

Items include: Bookmarks, pens, stickers, and sticky notes

Use for: Handing out to students or placing around campus

Great for: Tabling, giveaways, and attention-grabbing small talk

Step-by-Step:

1. Bring these items to:
 - Tabling events in your Student Union
 - Involvement/Club Fairs
 - Information Sessions and/or Recruitment Events
2. Offer them along with a smile and a brief intro:
"We're Phi Sigma Pi, a gender-inclusive honor fraternity! Want to learn more?"
3. Place stickers/sticky notes around your table or in permission-granted campus offices.

Buttons

Use for: Wearing on your backpack, jacket, or tote bag to get people talking

Great for: Passive promotion all day long

Step-by-Step:

1. Pin your button to something you wear or carry daily—like a backpack, jacket, or tote.
2. When someone asks "What's that?" be ready to say:
"It's Phi Sigma Pi, we're an honor fraternity for people who want to lead, serve, and grow!"
3. Hand out a contact card or invite them to your next event!

Rotating Your Button:

Some buttons may need to be rotated so the image is upright.

- Easiest method: Place the button in the palm of your hand. Apply a small amount of pressure while turning the pin clockwise.
- Tough to turn? Use the prongs of a fork for extra grip and twist gently to get it aligned.

Need More Copies?

Many Student Involvement or Greek Life offices will print materials for free or at a discount for student organizations. If your Chapter needs extra copies, we recommend:

- Posters – print on cardstock for durability
- Table tents – print on cardstock so they stand up on tables
- Bookmarks – print double-sided on cardstock. Set the printer to "flip on long edge" for correct alignment
- Business cards – print on cardstock and cut them into smaller cards
- Flyers – it's perfectly fine to print on regular paper (especially if you're printing a lot and need to save on cost)

You can use the [design files linked in this guide](#) to reprint any materials your Chapter needs! Or scan the QR code!

[Download the social media templates!](#)

