



# SIGMA *is* YOU

FOCUSED ON THE #1 RESOURCE OF PHI BETA SIGMA

## RAY SMITH

CANDIDATE FOR  
INTERNATIONAL  
FIRST VICE PRESIDENT  
PHI BETA SIGMA FRATERNITY, INC.

ΦΒΣ

*As International First Vice President, Bro. Ray Smith will focus on adding value to the membership of Phi Beta Sigma through a focused plan of Recruitment, Retention and Reactivation:*

- **PROMOTING NETWORKING & PROFESSIONAL DEVELOPMENT**
- **PROVIDING DIRECT INCENTIVES TO FINANCIAL & LOYAL MEMBERS**
- **UTILIZING TECHNOLOGY TO MAKE IT EASIER TO OPERATE AS A SIGMA MAN**





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*As International First Vice President, Bro. Ray Smith will focus on adding value to the membership of Phi Beta Sigma through:*

## RECRUITMENT

- Analyze actual membership data with HQ Membership Department and Membership Committee to assess real trends and opportunities to foster realistic and best membership growth strategies.
- Ensure Collegiate and Alumni Members are receiving support and training through professional development.
- Work with the International Executive Director and HQ Membership Department to develop and implement technology measures to improve the Membership Intake Process, thus improving membership services
- Ensure smooth transition into automated MIP processing and testing, as proposed by the current Membership Team.

## RETENTION

- Work with the International Executive Director and Sponsorship Teams to develop targeted discount programs for members.
- Provide membership incentives to loyal members who've been financial for long time periods.
- Provide membership discounts to targeted groups: military and senior members (65+ years).
- Continue incentivizing chapters who excel in membership growth and development; grow chapters to Founder and Diamond level with the goal of all chapters being at the Silver level
- Work with the international technology team and HQ Membership Department to enhance and encourage The BluPrint experience for members.
- Conduct a quarterly on-line forum with members to listen to their needs, concerns and ideas.
- Analyze membership data and provide incentives to collegiate members who transition into the Alumni Chapter.
- Protect the legacy of the fraternity through the MIP Certification Process and Anti-Hazing Awareness
- Maximize Collegiate Advisors being certified through the Collegiate Advisor University

## REACTIVATION

- Use a strategic approach to target members that have been inactive 5+ years, thus increasing membership.
- Increase membership by developing competition between regions and states.