



Does Your Greek Community Have a Branding & Marketing Plan?

One of the largest and most common mistakes we see when working with Greek communities throughout the country is that they lack an identity. We continually hear chapters and councils complain that....

- The perception of Greek Life on campus from Non-Greeks is awful
- Nobody realizes how many great things Greeks do in the community
- Non-Greeks have no idea all of the benefits our chapters provide for its members
- People don't understand the life long benefits a Greek organization
- And many others....

Despite voicing their frustrations, these communities never know what to do about it. The truth is, there isn't an easy way to fix this or one "big idea" to make all of these problems go away. There is a solution however - building a great brand for your Greek community that educates Non-Greeks on the values your community has and highlights all of the amazing things that your organizations collectively offer its members. Here are the five things your brand must have:

- CLEAR MESSAGE** - are you quickly educating people on what you stand for?
- SIMPLICITY** - does your brand have a clean and simple look?
- CONSISTENCY** - does your brand have the same feel across all marketing channels?
- REPETITION** - are you utilizing as many marketing channels as possible?
- INTEGRITY** - do people perceive your brand to display a high level of integrity?

Are you ready to build a great brand for your Greek community? If so, we would love to help by offering our workshop designed specifically to help you build a brand and market your community to ultimately attract more high-quality members to your chapters.

Here are the details:

RBC: COMMUNITY BRANDING & MARKETING WORKSHOP (5 HOURS) - This interactive workshop walks your council(s) through a step-by-step system on how to brand your community and attract high-quality members to your chapters. We will discuss the essentials of building a brand, tons of ways to market your community to non-Greeks, how to build partnerships with other groups on campus, how to sell the benefits of Greek Life and much more! The end result will be a detailed action plan on how your community will build an incredible brand and market it all over campus! (Investment - \$4,500)