



# AMPLIFYING SORORITY

Building a case for support to drive growth and retention and prove the relevancy of the experience



FOUNDATION  
FOR FRATERNAL  
EXCELLENCE

# Sorority: A Compelling Experience for Today and Tomorrow



The value of the sorority experience is clear — it provides an opportunity and environment for members to form lifelong friendships; work alongside others with differing viewpoints, backgrounds and lived experiences; build confidence in a supportive environment; make a difference in their communities; and cultivate leadership and sought-after professional skills.

But for the most part, these benefits are anecdotal and subjective. We are at a crossroads to **grow our communities** and clearly **articulate the significance of today's sorority experience** to key stakeholders.

As the landscape of higher education continues to evolve — contracting enrollment, rising costs, increasing legal challenges, changing demographics, and emergent concerns around mental health, connection, inclusion and beyond — **we must be able to clearly prove our relevance to potential new members and their families, collegians, alumnae, volunteers, donors and higher education administrators.**

The Amplifying Sorority Campaign — a campaign to fund research projects that will study both immediate and future industry challenges and opportunities — will be **influenced by sorority leadership** to directly benefit the sorority experience. In alignment with National Panhellenic Conference (NPC) strategic priorities and building upon previously conducted research, studies conducted will have emphasis on **driving membership growth and retention** as well as **increasing affinity** and **enhancing the alumnae experience.**

## CAMPAIGN WILL BUILD UPON RECENT STUDIES LED BY THE NATIONAL PANHELLENIC CONFERENCE:

- » Sorority Membership Perceptions Research (SMARI, 2020)
- » Fraternities & Sororities: Experiences and Outcomes in College, Work and Life (Gallup, 2021)
- » Sorority Member Experiences During COVID-19 (Biddix, 2021)
- » Studies in the areas of belonging, diversity & well-being (Biddix, 2022)

- **Headquarters professionals** will be able to use research insights to grow their membership; craft relevant, meaningful programming for collegians, alumnae and volunteers; support the housing experience; and recruit and retain volunteers and donors.
- **Board members** will be able to use research insights when crafting strategic plans to further the organization's mission and vision.
- **Collegians** will be able to use research insights while preparing for recruitment and to increase member retention and engagement.



*It is time to write our own story. We must fortify the narrative to ensure sororities are positioned as **THE sought-after membership opportunity for college women and THE number one avenue for support and engagement for members throughout their lives.***



From market research to garner interest in the experience, to gaining critical insights into member retention, to studying how to better engage alumnae, **with your support**, we can put the data to work to help build, deliver and amplify compelling membership experiences for today and tomorrow.



# Researching the Path to Stronger Connections and Lasting Engagement

With the **ultimate goal of growing, elevating and sustaining the sorority experience** for generations to come, the Foundation for Fraternal Excellence (FFE) will serve as a conduit for sorority-led, sorority-focused research with two priorities.

## **#1: Conduct at least 10 research projects beginning summer 2023 through 2026 that will:**

- Identify how to best **position and market the value** of the sorority experience to the college women of today and tomorrow.
- Prove the distinct **value and relevance** of the sorority experience.
- Identify barriers and guide strategy to **increase retention** throughout sorority membership.
- Increase affinity and provide compelling proof points for **sustained investment** in our sororities throughout the **alumnae experience**.
- Provide insight into how the sorority experience influences member **mental health and well-being**.
- Analyze Gen Alpha to **prepare sorority** for future collegiate members' generational challenges.

## **#2: Provide actionable recommendations, messaging, toolkits and conversation points for research results to apply the data and share findings with stakeholders.**



Priorities were identified following a period of surveys and focus groups with individuals representing all 26 NPC organizations, the NPC Board of Directors, the FFE Board of Directors and other critical industry partners in roles such as Inter/National President, CEO/Executive Director [of Sorority/Foundation/Housing Corporation/Enterprise], Chief Strategy/Experience Officer, Chief Panhellenic Officer and more.

# A Roadmap for Actionable, Evidence-based Practices, Policies and Conversations

Investing in **sorority-led, sorority-focused research** today will arm you with data and tools to support your members and organization now, as well as future generations of sorority leaders to come. Your investment will help drive and shape the studies selected with tangible, applicable results provided directly to your organization's leadership.

The Research Committee will select reputable, credible researchers to conduct studies and work with industry experts to distill results into materials that will help you make the data meaningful and actionable for your organization. For each study, you can expect the following:

- The full report as well as a **quick-use executive summary**.
- Recommendations to consider for **chapter support, programming, volunteer education, housing, alumnae engagement**, etc. (as applicable).
- A **roadmap/toolkit** to use the research results including **key messaging points** for stakeholder groups with **communication tools** to deploy.
- **Critical conversation points** for your boards and professional staff leaders.



## Materials provided will help you:

- Be clear, compelling and proactive in **marketing your member experience and benefits**, with attention to growing and retaining membership and increasing engagement.
- **Shape programming, interventions or policy** to strengthen the member experience.
- **Enhance strategic planning** conversations and **enable data-driven decision making**.
- **Elevate your fundraising efforts** – from capital campaigns to giving days – including donor cultivation and stewardship.
- **Respond to media or stakeholders** with compelling proof points and defend the sorority experience if litigation arises.



# Advancing Women's Fraternal Organization Research Initiatives

FFE has established the **Industry Research - Women's Initiatives Fund** to receive organizational and individual gifts designated to advance women's fraternal organization research initiatives.

The Women's Research Committee, comprised of sorority executives, inter/national presidents and industry leaders, with authorization from the FFE Board, will guide the utilization of this fund. To generate resources for the fund, a Campaign Committee, composed of sorority foundation executives, volunteer leaders and longstanding sorority advocates, has been established and will lead the cultivation, solicitation and stewardship of donors and their investments.

## ABOUT THE FUND:

The Women's Research Fund held by FFE is an expendable fund established to help us meet the current needs of the community now. Should additional funds beyond our goal be raised, those will be held for the designated purpose as the research needs evolve and will be directed by the Research Committee.

### An initial look at need and funding:

- For context, past project costs with consultant support for toolkit(s) have included:
  - 2020 Donor & Alumni Engagement Survey (aka "Cygnus"): \$115,000
  - 2021 Gallup Survey: \$85,000
- **Estimated need** for 2–4 projects per year for three years plus administrative support and consultant services: **\$1,000,000**
- The power of this project can be maximized with any additional dollars raised. If all key stakeholders invest, we recognize we will **reach beyond our initial goal** enabling us to pursue more research projects for an even greater impact.

GIFT AMOUNT	NUMBER OF GIFTS REQUIRED	TOTAL NEED
\$100,000+	1	\$100,000
\$75,000–99,999	3	\$225,000
\$50,000–74,999	6	\$300,000
\$25,000–49,999	8	\$200,000
\$10,000–24,999	10	\$100,000
\$5,000–9,999	15	\$75,000

**Campaign Goal: \$1,000,000**





# AMPLIFYING THE FUTURE OF SORORITIES TOGETHER

We know sororities have the power to impact the young women of today and tomorrow. **Your investment will directly benefit your organization and the collective sorority community.** Together, we can amplify sorority and **grow our communities** through the pursuit and application of our sorority-led, sorority-focused research agenda.

Your tax-deductible contributions toward these projects may be one-time gifts or multi-year pledges made through the Foundation for Fraternal Excellence. To learn more or make a gift, contact FFE Executive Director Ashley VanDewark at [ashley.vandewark@foundationfe.org](mailto:ashley.vandewark@foundationfe.org).

The Foundation for Fraternal Excellence exists to support organizations and individuals invested in developing the next generation of sorority and fraternity leaders. The FFE serves a membership consisting of more than 60 fraternal foundations, including their professionals and volunteers. Guided by three strategic priorities — Culture of Care, Connection and Resarch — the Foundation executes initiatives and programs to advance the fraternal movement.

Visit us online: [foundationfe.org](http://foundationfe.org) | Contact us: [foundation@foundationfe.org](mailto:foundation@foundationfe.org)

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