

## GENERAL OVERVIEW

This toolkit helps chapter and alumni leaders bring the ‘*Find Your Purpose*’ campaign to life. Use this guide to reinforce the message across your events, communication, and daily interactions – not by teaching the slogan, but by modeling what it looks like in action.

## QUICK HITS

**Slogan:** *Find Your Purpose.*

**Tone:** Empowering, values-driven, and clear

**Usage:** Consistent across verbal, written, and visual communication. Reinforce it through stories, questions, and actions – not just repetition.

## TIPS FOR SUCCESS

**Keep it authentic:** Let the message come through naturally.

**Lead by example:** Use it yourself in casual conversation and formal remarks.

**Reinforce visually:** Include the logo or slogan on event materials, chapter reports, and presentations.

**Story > slogan:** Focus on telling real stories that reflect the message – that’s what makes it stick.

## RESOURCES

Find images, graphics, and more to use with the campaign at:  
**[sigmapi.org/purposetoolkit](https://sigmapi.org/purposetoolkit)**

## TALKING POINTS

### Recruitment

- + Message: *Find Your Purpose. Start Your Quest.*
- + Show how joining Sigma Pi is more than social, it’s the beginning of a purpose-driven journey.
- + Use the phrase in presentations, slide decks, and printed materials.

### Chapter Operations

- + Message: *Find Your Purpose. Achieve Excellence.*
- + Encourage brothers to see operations not as requirements, but as opportunities for growth.
- + Integrate the slogan into chapter meeting slides or officer retreats.

### Leadership

- + Message: *Find Your Purpose. Lead with Integrity.*
- + Use it during officer transitions, exec board meetings, or elections.
- + Reinforce during officer training or event planning sessions.

### Programming

- + Message: *Find Your Purpose. Elevate Your Leadership.*
- + Promote campus involvement or events using the slogan as a headline.
- + Frame development activities as purpose-driven growth opportunities.

### Engagement

- + Message: *Find Your Purpose. Build Lifelong Bonds.*
- + Share stories of brotherhood beyond college.
- + Encourage check-ins with brothers you haven’t heard from in a while.

### Alumni Events

- + Message: *Find Your Purpose. Engage with Others.*
- + Reinforce at Founders’ Day or regional meetups.
- + Print it on name tags, banners, or slide decks.

### Community Service

- + Message: *Find Your Purpose. Serve Your Community.*
- + Ask brothers why service matters to them.
- + Frame every effort (small or large) as part of a broader mission.

### Mentorship

- + Message: *Find Your Purpose. Guide the Next Generation.*
- + Highlight how alumni have shaped your journey.
- + Invite mentors using this message as the subject line or event tagline.

### Financial Giving

- + Message: *Find Your Purpose. Make an Impact.*
- + Reinforce the tangible outcomes of their support (i.e. student stories).
- + Include in giving emails or thank-you notes.

### Planned Giving

- + Message: *Find Your Purpose. Leave Your Legacy.*
- + Use in estate planning literature or FreeWill outreach.
- + Frame it as a way to secure Sigma Pi’s future for generations.

## FOR CHAPTERS: BRINGING ‘*FIND YOUR PURPOSE*’ INTO RECRUITMENT

Every chapter has its own personality, strengths, and challenges, and *Find Your Purpose* should reflect that. This isn’t about following a script. It’s about making the message your own in a way that feels authentic and aligned with your Brotherhood. Here’s how to integrate the slogan into your recruitment efforts:

### 1. Start with the Why

At the beginning of recruitment, take time to explain what *Find Your Purpose* means to your chapter. Use it as a conversation starter: “We believe every brother has something to give and we want to help you figure out what that is.”

### 2. Incorporate the Language in Conversations

Don’t just say “we’re a great group of guys.” Tie it back:

- + “We help each other grow in academics, confidence, and character.”
- + “We’re looking for guys who want more than a social club – who want to lead, serve, and build something that lasts a lifetime.”

### 3. Use Chapter-Specific Examples

Show, don’t tell. Share what purpose looks like within your chapter and its members:

- + A brother who discovered a passion for service through philanthropy events.
- + An officer who stepped up to lead with integrity.
- + Alumni who stay connected and offer real-life mentorship to undergraduate members.

### 4. Update Your Materials

Add the slogan to your recruitment flyers, videos, slide decks, and event signage.

Use some of the phrases listed in the Talking Points section, such as:

- + Start Your Quest.
- + Lead with Integrity.
- + Build Lifelong Bonds.

### 5. Highlight Purpose During Events

Open your recruitment events with a brief “why we’re here” moment tied to purpose.

Include a short testimonial from a brother about how Sigma Pi helped them find direction, confidence, or lifelong friendship.

### 6. Empower Your Chapter’s Storytellers

Identify members who can naturally speak about their personal growth or reasons for joining.

Equip them with messaging that connects their story to purpose – not just activities or parties.

### 7. Involve Alumni When Possible

Invite an alumnus to share how Sigma Pi shaped their path – personally or professionally.

Ask them to frame it around “how I found my purpose in Sigma Pi.”

### 8. Make It a Theme

Incorporate *Find Your Purpose* throughout your entire recruitment week.

Use it as a closing message on bid day: “Today, your quest begins. Now it’s time to *Find Your Purpose*.”

#### Remember:

You don’t have to check every box. The goal is to make *Find Your Purpose* feel real in your chapter’s voice. The more your brothers believe in the message, the more powerful it will be to those joining you.

Let purpose lead the way – and recruitment will follow.