



MEN OF PRINCIPLE SCHOLARSHIP

MPS Marketing Strategies

Awareness of the scholarship is one of the most important steps for a successful MPS. If you do not get many applicants, you are missing out on the opportunity to be selective, award the top talent on your campus, and ultimately convince them to join Beta. Based on best practices from chapters operating the scholarship around the country, here are the top 13 Men of Principle Scholarship marketing tactics:

1. **Admissions Office & High School Counselors**

These offices usually publicize the list of high schools that send a high percentage of students to the university. Obtain this list and contact the high school guidance counselors to solicit their support in publicizing the scholarship before students even graduate from high school.

2. **Campus Orientation Program**

Connect with the orientation office to find out what materials you can submit to advertise your chapter during their events. Some offices may even include the scholarship application in their scholarship mailings to incoming students. Sign up to be an orientation leader!

3. **Registrar/Student Activities/Fraternity and Sorority Life Office**

Many university offices will help student organizations connect with incoming students.

4. **Email & University Listserv**

Your campus probably hosts a school-wide or student-wide listserv that students can request to email. The university will approve appropriate and professional emails only after a careful vetting process; chapters should submit these requests early enough to reach students at the right time.

5. **Online Scholarship Applications**

Beta provides a standard online application that all chapters of Beta Theta Pi can use. Simply direct the potential scholarship candidates to www.beta.org/MPS. Chapters can also host their own online scholarship application through their own website.

6. **Student Involvement Fair**

These are great ways to make introductions and hand out scholarship applications. Have members walk around the involvement fair with applications to make introductions beyond your table – even to student leaders at other tables!

7. **Parent Interaction or Parent Facebook Groups**

Distribute scholarship applications to incoming students and their parents at academic convocation, “Family Weekend,” or “Week of Welcome.” Impressing the family with a warm welcome, a great conversation and a scholarship opportunity for their new student can get both an application and a student interested in the Fraternity! If your parents are part of a parent’s club, they could advertise the scholarship there.

8. **Paper Flyers & Advertisements**

Many university dining halls will have paper flyers or table tents at each table. Ask if student organizations can publicize on them.



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9. **Facebook or Instagram Groups**

Each year, students inevitably create their graduating class Facebook/Instagram group (ex: "Miami University, Class of 1839"). Getting to know students and advertise the scholarship here can increase the scholarship candidate pool.

10. **Social media**

Does the chapter have a Facebook page or Twitter account? Post the scholarship opportunity on your social media networks to spread the news. Consider paying for paid Instagram ads during orientation or move-in weeks.

11. **Word of Mouth**

Don't underestimate the potential of a simple conversation. Encourage your friends who are not Greek to apply. If you overhear a new student having financial troubles, suggest that they apply as well.

12. **Other Club or Sorority Presidents**

Ask club and sorority presidents if they will market your scholarship to their members and friends. Obviously, sorority women are not eligible, but they know male students who are.

13. **University Professors or Department Heads**

Whether it's your favorite professor or the head of the entire marketing department, ask your institution faculty if they would distribute the scholarship email for you or add it to their next department newsletter.