**Advisor Recruitment:**

Step 2A: Introduction Email Template



Month, Day, Year

Dear <insert name>,

My name is <insert name> and I serve as a <insert volunteer role> for Beta Theta Pi. One of the strategic priorities of the fraternity is to ensure that every chapter has a team of local advisors who is engaged in assisting our undergraduate members in both the execution of their officer positions/chapter goals and their own personal and leadership development.

I am writing to you today because we are seeking men and women who are passionate about our mission of **developing men of principle for a principled life**. Men and women who are interested in coaching and mentoring undergraduate men as they strive to live Beta’s core values of trust, mutual assistance, intellectual growth, responsible conduct and integrity. Men and women who want to make a difference in the lives of young men. You were referred to me by <insert name> as someone who would make an excellent advisor and may be interested in getting involved with our <insert Greek designation> Chapter at <insert name of college/university>.

I would appreciate the opportunity to schedule a time to discuss the strategic direction of Beta Theta Pi, what we are looking for in an advisor, the current strengths/challenges of the chapter and the expectations of the role, in addition to answering any questions you may have. Our conversation should take no more than 30 minutes. In the meantime, please feel free to visit the Beta Theta Pi website at beta.org to learn more about our purpose, programs and services.

If you are interested in learning more about this opportunity, please contact me (my information is included below) at your earliest convenience. Or, if you are not interested, you are welcome to let me know that information as well.

Thank you in advance for your consideration!

Sincerely and in \_\_\_ *kai* \_\_\_,

<Full Name>

<Volunteer Position>

<email Address>

<Phone Number(s)>

