

Pi Kappa Alpha Summer Campaign

Jace McGowan



Pi Kappa Alpha
Zeta Epsilon



June 2024–August 2024

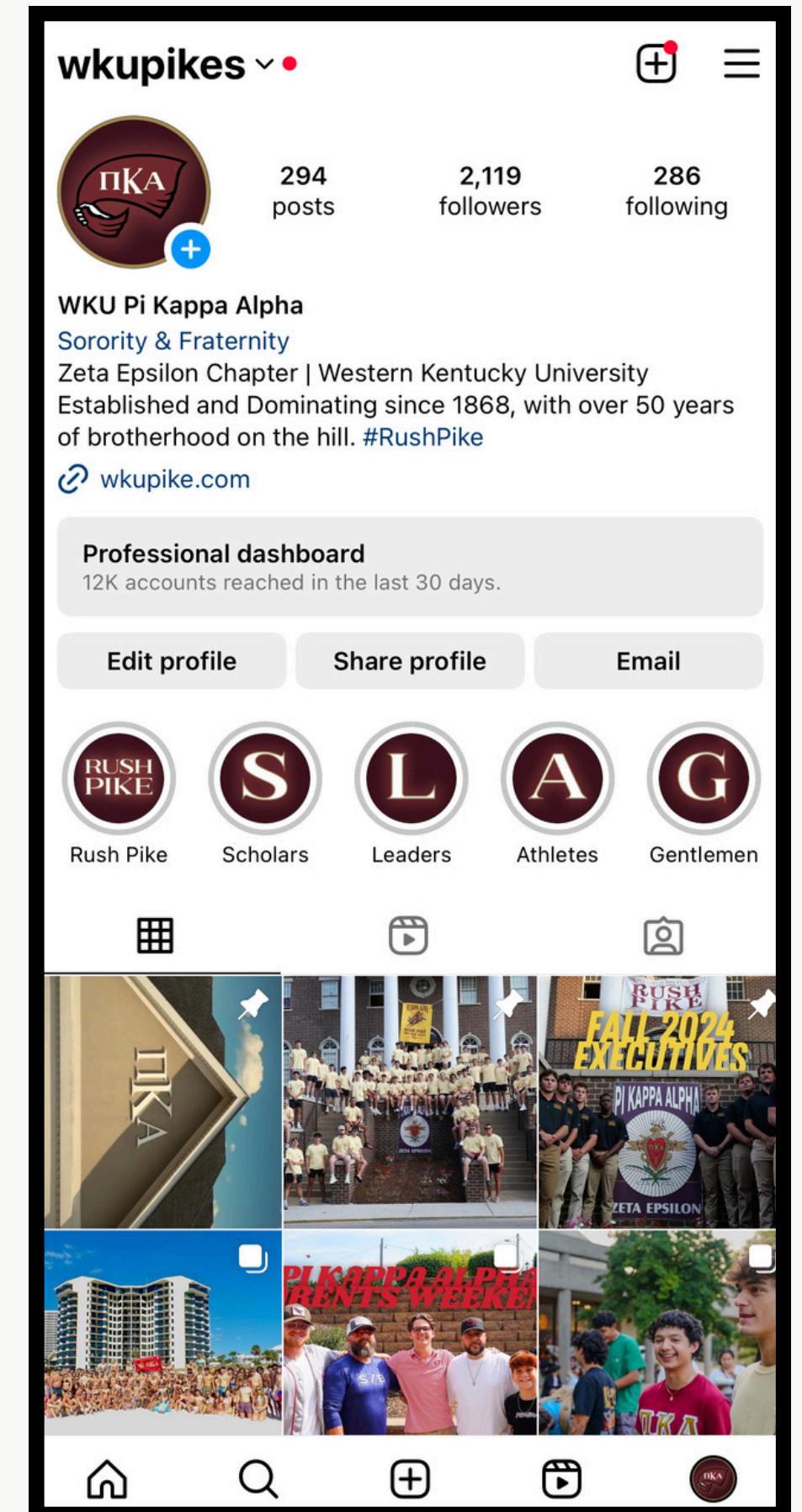
Challenges and Objectives

Challenges

- **Recruitment:** The fraternity's social media page serves as a critical first point of contact for potential new members (PNMs). Often, first impressions are formed online rather than in person, making it essential to create content that appeals to them.
- **Alumni Engagement:** In recent years, engagement from alumni has been minimal. Re-establishing and strengthening these connections is a top priority.
- **Quality Content:** During the summer months, when the fraternity is less active, it can be challenging to produce engaging content.

Objectives

- **Build Awareness:** Educate PNMs about the chapter and the value of fraternity membership.
- **Improve Image/Branding:** The current branding has become repetitive with annual posts focusing on the same events. A refresh with new, creative ideas is necessary.
- **Drive Engagement:** Expanding the reach and growing the audience are ongoing goals. Increasing follower engagement helps support the overall objectives of the social media presence.



Identity, Messaging, and Tone



Identity

Maintain the fraternity's traditional brand identity while incorporating modern, fresh elements into visual designs to keep the branding relevant and engaging.



Messaging

Create content that showcases all aspects of fraternity life through educational posts, active member testimonials, and alumni spotlights to provide a comprehensive view of the chapter.



Tone

Adopt an assertive and confident tone of voice that reflects the fraternity's strong, leadership-oriented culture and attitude.

Member Spotlight Mondays

Each Monday, an active chapter member was highlighted to share what the fraternity means to them and how it has impacted their college experience. The goal of this series was to provide a platform for members to express their personal stories in a relatable and authentic way, offering genuine insight into fraternity life.

**SENIOR,
JACE MCGOWAN**

WHEN I ARRIVED ON CAMPUS, I HAD NO IDEA WHAT BEING A FRATERNAL MAN MEANT. SINCE ACCEPTING MY BID IN AUGUST OF 2021, MY TIME AS A PIKE HAS ALLOWED ME TO GROW SO MUCH AS A PERSON. LIFE CAN BE CHALLENGING, ESPECIALLY WHEN YOU MOVE AWAY FOR THE FIRST TIME AS AN 18 YEAR OLD KID. I STRUGGLED WITH MY MENTAL HEALTH, BUT HAVING A FOUNDATION OF LIKEMINDED INDIVIDUALS JOIN ME ON THIS WILD JOURNEY CALLED COLLEGE HAS BEEN THE BIGGEST BLESSING I COULD HAVE ASKED FOR. THIS CHAPTER PUSHES YOU TO TAKE PRIDE IN WHAT YOU'RE APART OF IN ORDER TO ACHIEVE SOMETHING GREATER THAN YOURSELF. IF YOU'RE MOTIVATED TO BECOME A BETTER MAN, STUDENT, AND FRIEND, THE ZETA EPSILON CHAPTER OF THE PI KAPPA ALPHA FRATERNITY IS THE PLACE FOR YOU.

Delta Omicron

**MEMBER
SPOTLIGHT
MONDAY**

Jace McGowan

**SENIOR,
AUSTIN GOUGH**

COMING INTO WKU I WAS READY FOR A NEW SCENE, I TRULY DID NOT KNOW WHAT TO EXPECT GOING INTO SCHOOL NOT PLAYING A SPORT. ONE THING I DID KNOW IS I WANTED TO HAVE A BROTHERHOOD LIKE I DID ON PREVIOUS TEAMS. FIRST DAY OF RUSH I MET ALL THE GUYS AT THE HOUSE AND I IMMEDIATELY KNEW IT WAS WHERE I WANTED TO BE. EVERY GUY HAD THEIR OWN PERSONALITY, EVERYONE WAS HONEST AND TRULY JUST STAND UP GUYS. AS TIME WENT ON IT WAS APPARENT TO ME THAT I MADE THE RIGHT CHOICE BECAUSE NO ONE LETS YOU SETTLE TO BE AVERAGE IN THE CLASSROOM, IN YOUR HOBBIES, AND JUST AT LIFE IN GENERAL. I HAVE MADE LIFE LONG FRIENDS HERE WHO WILL BE THERE FOR YOU AT YOUR LOWEST AND CHEER FOR YOU AT YOUR HIGHEST. THE BONDS I HAVE MADE HERE AT PI KAPPA ALPHA ARE ONES THAT HAVE CHANGED MY LIFE AND I WILL CHERISH FOREVER. I'M EXCITED FOR ONE LAST GO AROUND THIS YEAR.

Delta Sigma

**MEMBER
SPOTLIGHT
MONDAY**

Carter Hicks

**MEMBER
SPOTLIGHT
MONDAY**

Nick Dawson

**MEMBER
SPOTLIGHT
MONDAY**

Alfredo Luna

**SENIOR,
NICK DAWSON**

AFTER DECIDING TO QUIT BASEBALL AND TRANSFER SCHOOLS. IT FELT LIKE I WAS MISSING THE TEAM ASPECT FROM MY LIFE. GOING FROM MORNING LIFTS TO COOKING DINNER WITH TEAMMATES I NEEDED SOMETHING TO REPLACE THAT FEELING. A FEW GUYS I KNEW PRIOR TO MOVING TO BOWLING GREEN REACHED OUT AND INVITED ME DOWN TO SEE THE PLACE. INSTANTLY, THE TEAM ASPECT CAME BACK. SEEING 70+ GUYS WITH MUTUAL INTEREST AND STRIVING TO BETTER THEMSELVES ALONG WITH THE PEOPLE AROUND THEM. I FELT LIKE IT WAS HOME. FROM LEADERSHIP OPPORTUNITIES TO MAKING MEMORIES WITH MY CLOSEST FRIENDS. I CAN SAY THERE'S NOT A SINGLE REGRET IN MY DECISION TO RUSH PI KAPPA ALPHA.

Delta Rho

Highlights and Summer Trips

Asking fraternity brothers to share their favorite moment from the past school year fosters community engagement and highlights the personal, memorable experiences that define fraternity life. It encourages reflection on shared events and strengthens bonds through storytelling. Similarly, showcasing brothers on fun trips not only promotes the chapter's camaraderie but also demonstrates the balance of fraternity life—emphasizing both personal growth and adventure. These posts create relatable content for potential new members while reinforcing a sense of pride and connection among current members.



Alumni Updates

Highlighting the accomplishments of alumni serves a dual purpose: it showcases the fraternity's strong legacy and demonstrates the long-term value of membership. By sharing their success stories and asking alumni what being part of the fraternity has meant to their career journeys, we not only honor their achievements but also provide inspiration for PNM's. This connection emphasizes how fraternity membership fosters personal and professional growth, making it an appealing choice for those considering joining. Additionally, this initiative strengthens ties with our alumni base, encouraging them to engage with the chapter and reaffirming their pride in being part of our fraternity's enduring community.

Pi Kappa Alpha Edition

ALUMNI UPDATE

AARON PFAADT SAVES THE FRATERNITY?!

Some might say.

SIGN UP FOR IFC RECRUITMENT TODAY!

If you are going through rush, be sure to sign up through IFC. The link is in our bio.

MEMBER SPOTLIGHT MONDAY CONTINUES

This week is all about Senior Nick Dawson!

VISIT OUR WEBSITE

wkupike.com

ABOUT OUR PHILANTHROPY

Each year we set aside a week to raise money for St. Jude's called Peak Week.

AARON PFAADT

I rushed in the Fall of 2019 and Graduated in the Spring of 2023 with a Construction Management Degree. In my 4 years as a PIKE I served as Chapter President, External VP, Alumni Relations Chair, and was also Secretary of IFC for a year. During that time I was awarded Most Valuable Active, Mr. PIKE, and Athlete of the Year.

EVAN HULSMEYER

Positions Held in PIKE:

- President
- Internal VP
- Philanthropy Chair

Awards:

- Leader of the Year
- Outstanding Involvement Award
- Greek Hall of Fame Inductee

Positions Held in Organizations:

- VP of Professional Relations for Business Administration for Development Club
- Greek Week Banner Chair

Member of:

- Order of Omega
- SPM Club
- Omicron Delta Kappa
- Dynamic Leadership Institute

GRANT SMITH, EVAN'S BIGGEST CRITIC? AND MORE.

PRESIDENT HULSEY LAYS DOWN THE LAW!

Allegedly.

INTERESTED IN JOINING THIS BROTHERHOOD?

Go to our profile, click on the link in our bio, and fill out a recruitment interest form.

PRERUSH IS AROUND THE CORNER

Stay tuned for updates on our schedule.

QUESTIONS ABOUT RUSH?

Contact President Ryan Shirley or Recruitment Chair Paul Smith.

Pi Kappa Alpha Edition

ALUMNI UPDATE

"EVAN HOW HAS YOUR TIME IN PIKE HELPED PREPARE YOU FOR THE REAL WORLD?"

In my last semester at Western, I was offered the opportunity to work as a Sales Representative for the Nashville Predators for the 2023-2024 season. During my time with the Predators, I learned so much about myself and credit my success as a result of my experiences during my time in PIKE.

As a Sales Representative, I was able to confidently transition in building connections through the Preds as I did holding leadership positions through PIKE. Holding positions in PIKE was not a "resume slapper" for companies to look at. Rather it gave me the confidence and skills to do whatever it took to succeed, which I believe to be gained only through tangible experience.





TAKEAWAYS FROM EVAN HULSMEYER

This past year I have been able to hone many skills through networking and building relationships which has allowed me the opportunity to move forward in my career, including an industry change. I am currently an Account Manager at Dell Technologies here in Nashville and I couldn't be happier with my decision, my career experience, and the valuable things PIKE has ultimately provided.

If there's any advice I would want you to take away from reading my story, it's this:

- Be open to change, always say "yes"
- Network and get involved, it'll make your life easier
- In order to be the best, you have to surround yourself with the best

Zeta Epsilon in Review

A post highlighting the inner workings of our fraternity, with a focus on our core values, philanthropy efforts, and strong alumni base, serves to reinforce what makes our chapter unique. By showcasing our commitment to brotherhood, leadership, and service, we not only educate PNM's about what we stand for, but also emphasize the meaningful impact we strive to have on the community. Highlighting philanthropy demonstrates our dedication to giving back, while showcasing the support of our alumni base reflects the strength of our lifelong connections. This post solidifies our identity and attracts individuals who share these values.



Recruitment Updates

Posts highlighting recruitment updates, including the pre-rush schedule and contact information for the president, recruitment chair, and regional contacts, is crucial for streamlining communication and attracting PNM's. By providing clear details on upcoming events and making leadership easily accessible, we ensure PNM's can quickly connect with the right people, whether they have questions or want to get involved. Including regional contacts across several states broadens our reach, making it easier for out-of-state students to engage. This proactive approach demonstrates our fraternity's organization and readiness to welcome new members, increasing the likelihood of successful recruitment.

★ PIKE ★

PRE-RUSH SCHEDULE

MONDAY 8/12

CHAPTER HOUSE COOKOUT @5PM
1328 CENTER ST.

TUESDAY 8/13

HEADHUT HANGOUT @8:30PM
321 E. 13TH AVE.

WEDNESDAY 8/14

VALHALLA KICKBACK @8:30PM
650 E. 14TH AVE

THURSDAY 8/15

BUNKER @2PM INTO HOTRODS GAME @6:30PM
1400 1/2 COLLEGE ST.

FRIDAY 8/16

BONFIRE AT HEADHUT @8:30PM
321 E. 13TH AVE.

RUSH CHAIRS

PAUL SMITH
(270)-991-8170

JAKE BORLAND
(502)-939-5252

PRESIDENT

RYAN SHIRLEY
(270)-670-5727

ΠΚΑ

PI KAPPA ALPHA
ZETA EPSILON
EST. 1965
Western Kentucky University



PAUL SMITH
RECRUITMENT CHAIR
(270)-991-8170



RYAN SHIRLEY
PRESIDENT
(270)-670-5727

FALL RUSH 2024
SCHOLARS. LEADERS. ATHLETES. GENTLEMAN.

REGIONAL CONTACTS

KENTUCKY

BOWLING GREEN
PAUL SMITH - (270)-991-8170

LOUISVILLE
JAKE BORLAND - (502)-939-5252
GRANT BERKLEY - (502)-315-9333

TENNESSEE

SAM OAKES - (615)-209-8996
LOGAN FISHLER - (615)-881-3945



MISSOURI

CARTER HICKS - (618)-340-5887



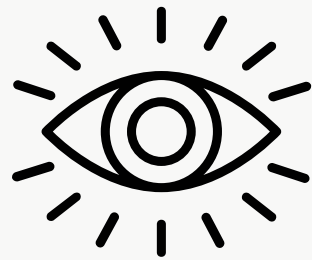
ILLINOIS

GAVIN APT - (815)-861-3428



Results and Analytics

Over 90 day period



Impressions

167,952

+186%



Profile Visits

24,187

+368% in Non-followers



Follower Count

+4.9%



Campaign Overview

Through this social media campaign, I developed valuable skills in branding, graphic design, copywriting, analytics, and project management. I learned the importance of creating cohesive and visually appealing content that aligns with our chapter's identity, while effectively communicating our message. Managing the campaign taught me best practices for growing and maintaining a social media presence, such as consistently posting relevant content, engaging directly with followers, and utilizing analytics to track progress. I also gained a deeper understanding of audience engagement, recognizing the importance of making real-time adjustments to strategies based on follower interactions and feedback to maximize impact.