

Sample Alumni Referral Letter/Email

Recommendation Solicitation Letter

Brother *Last Name*,

I hope this letter finds you well! I am reaching out today because *Chapter Designation* is currently preparing for the upcoming recruitment season. Our top priority right now is to gather names of men who are coming to *University* next fall. We are reaching out to all *Chapter Designation* alumni to identify these men. As you know, we recruit men who exemplify PIKE's four pillars: Scholar, Leader, Athlete, and Gentlemen.

If you know any men who are coming to *University* next fall that exemplify one or more of these pillars, please refer them to us using the link provided below. Please insert the referral's information in the first few fields and save the last few for your own information.

<Insert Chapter Builder referral link>

Additionally, if you have a legacy referral please feel free to contact me directly to discuss the recommendation.

Sincerely,

Josh Jones, Recruitment Chairman

Follow-Up/Thank You

Brother *Last Name*,

Thank you for referring *PNM Name* to us. Alumni referrals are a great way to ensure we are recruiting the most, best men on campus. We are sure if we continue to receive names of men like *PNM Name*, we will have a very successful recruitment season.

At this time, we have (contacted, spoke with, met-in person, extended bid to, etc.) *PNM Name*, and we will continue to update you with our progress.

Thank you again,

Josh Jones, Recruitment Chairman

Example of Referral Link:

Alumni Referral Link (Made in Chapter Builder)

Referral's Name:

Referral's Phone Number:

Referral's Contact Information:

Referral's Hometown:

Additional Information: (involvement in high school, interests, major, etc.)

Your Name:

Your Phone Number:

Your Email:

These fields can be added to the referral form by creating a new form and clicking “Add Fields by clicking here”. You can scroll to find the desired fields or scroll to the very bottom to “Create Field”.

When a form is created it will automatically set the fields, *Name*, *Email Address*, and *Phone Number*. Be sure in your message to clarify the first few fields are for the PNM being referred's information. The remaining fields are for the alumnus submitting the recommendation.

An example form can be found [HERE](#)