The chapter sweetheart can be a valuable complement to your chapter. Each chapter’s sweetheart program is different, which is part of the beauty of the program. This guide has been developed to help your chapter select a sweetheart who will provide support to your chapter and will benefit from a meaningful experience with Sigma Chi.

Consider the qualities of a great sweetheart
The chapter sweetheart should be a woman who the chapter trusts and believes in. This does not necessarily require that she is dating a brother or that she is in a sorority. Just like the brothers in your chapter, she should represent the qualities outlined by the Jordan Standard.

Get the word out
• Seek out women who are leaders on campus, make them aware of your sweetheart program and encourage them to learn more about Sigma Chi.
• Visit the sorority houses and ask for a moment to speak to them about the selection process, the sweetheart’s responsibilities and the benefits of the position.
• Invite women to ask questions and discuss the sweetheart role with the chapter at a social event.

Create a selection process
Have candidates submit a résumé or an application that covers topics such as:
• Campus and Greek activities
• Leadership roles
• Values consistent with those of Sigma Chi
• Invite finalists over to get to know chapter members
Announce the new chapter sweetheart

This can be a very meaningful event. Most chapters hold a Sweetheart Ball, where the new sweetheart is announced. Some special touches:

- Serenading the new sweetheart
- Presenting the new sweetheart with white roses
- Recognizing the work and efforts of the outgoing sweetheart

Support your sweetheart

The chapter should also be willing to support the sweetheart to ensure that she has a great Sigma Chi experience. Be open to her ideas and perspectives. Involve her in your goals and remember what an important resource she can be. There are many opportunities for your sweetheart to be involved in chapter activities and leadership. For lots of ideas about how she can help your chapter, see the Chapter Sweetheart page for more resources.