RECRUITMENT RESOURCE GUIDE

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The 5-Step Model of Recruitment is detailed in the North-American Interfraternity Conference’s “Right Way to Rush II.”
**First Impressions Last A Lifetime**

How many potential new members has your chapter lost due to a bad first impression? Chances are more than a few. The fact is that many men/women lose interest if they are not immediately impressed with a chapter. Your chapter can offer everything a young man/woman desires but if they are not impressed from the beginning, the odds of them joining your chapter are lessened considerably. So how can your chapter give a great first impression? This question can be answered with one word, CLASS.

Class is not something which miraculously appears overnight, yet something which takes time and hard work to obtain. Furthermore, class must be continually nurtured and cared for. In short, class is very difficult to obtain but very simple to lose. The following suggestions will most assuredly help your chapter in becoming a classy organization.

**Clean Chapter House:**

A clean chapter house (or suite), both inside and out, represents many things to guests and in particular, potential new members. First, it shows that you care a great deal for your chapter and take pride in the chapter facilities. Second, it shows that the members of your chapter are responsible and capable of living on their own. A clean house also provides a comfortable setting for your guests which, in turn, will help them open up in conversation, the core of rush. Every member of the chapter should take part each week to maintain a pleasant chapter house.

**Appearance of Members:**

Whenever guests are over, especially potential new members, brothers/sisters should dress nicely. One of the best and easiest ways to make a good first impression is to look sharp. If your chapter is having a dinner for a recruitment event, have brothers/sisters dress in a semi-formal manner. Further, ask the potential new members to do the same when you invite them. Everyone likes to dress up. It makes them feel confident. Disallow hats at such events. If your rush event is casual, dress casually. The important thing is to not dress in clothes that are distasteful, holey, or non-appropriate.

**Conduct of Members:**

A great way to impress your guests is to act in a mature manner. Brothers/sisters should be aware that fellow students, faculty, and administration are constantly observing their actions and forming their own opinions about Greek life. If brothers and sisters are goofing around, yelling, screaming, or using profound language, guests are automatically turned off. No one wants to be associated with an organization which will embarrass, anger, or intimidate them. Good behavior and the elimination of distasteful conduct will be welcomed and appreciated by all guests of your chapter.
5 F’s to Mastering Conversations

(1) Family/ Friends
- How do you know John?
- How close are you with your family?
- Who else is on the team?
- How did you guys meet?
- How does our family feel about...?

(2) Favorites
- I love Tony’s Pizza, what do you normally order?
- Which classes are your favorite?
- Which sports teams do you follow?

(3) First
- What did you think of freshman orientation?
- How is your first week of classes going?
- What was your first semester like?
- What’s your first impression of this place?

(4) Fun
- I love poker too, how often do you play?
- What other card games do you know?
- Where do you guys usually hang out on the weekends? What else are you involved in outside of class?

(5) From
- Where are you from?
- How did you end up here?
- Where do you live now?
- How often do you get back to Florida?
- What was it like growing up in...?

From the book “Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment” by Matthew Mattson and Joshua Orendi.
Conversation Starters

- What motivates you?
- What is something you have always wanted to do, but have never had the opportunity?
- What is your favorite place that you have ever traveled?
- What are your Hobbies?
- How old were you when you became interested in your Hobby?
- What sparked your interest?
- What is a cause that you feel strongly about?
- What has been your greatest reward for effort?
- Do you plan things out or act spontaneously?
- What are you curious about?
- What is your most prized possession?
- Did you participate in extracurricular activities in high school/college?
- Do you know what you would like to study at Ball State?
- Are you getting season tickets for football and basketball?
- What is your home town like?
- What is the most embarrassing thing that has happened to you?
- What makes you happy?
- What is your ultimate dream?
- What do you do for fun?
- Where are your friends going to school?
- What is your greatest fear?
- Where do you plan to be in 5 years?
- Tell me something you love about your home.
- What is the purpose of an information table? If you said, “to give out information...” you couldn’t be more wrong! The purpose of an information table is NOT to give out your information; it’s to get his/her information on your list. Everything we do at the table is designed to build our Names List.
Information Tables

Preparations:

- Schedule your table times and locations with the school weeks in advance.
- There may be several steps involved in reserving space.
- Arrange special needs such as electrical outlets or additional table space.
- Organize your wardrobe. Dress the members working the table in clothes that communicate your fraternity brand (e.g. khaki/polo, dress shirt/tie, dresses, letters, etc.)
- Request table dressings from catering or the group responsible for set up.
- Arrange at least 30 minutes early. Build a relationship with the volunteers organizing the event. They will often become valuable partners that can help your recruitment process. Location, Location, Location. Be the first or last impression and he’s more likely to remember you. Look for corner and end locations near the entrance/exit that will have the maximum number of people walking by. Begin building relationships with those that show up early and networking with other organization representatives.
- Give yourself time to set up your table BEFORE potential members arrive.

Table Set Up:

- Professional is best. Use a professional printer for brochures and marketing pieces.
- Hire a professional to design and/or create the exhibitor display and materials.
- Place any give away items or raffle items on the table as talking points.
- Buy/rent flat screen to play pictures/video highlighting chapter members and activities that showcase the organization (if table is indoors) Professional flags and banners are a nice touch.
- When high end isn’t possible, less is more! Literally, keep it neat and simple.

Table Tips:

- Slide the table forward 6” to give your table a visual advantage over others. Or, push the table back and stand in the area where everyone else has their table.
- Use a clean, pressed table cloth over the table. Consider ruffled skirtting around the table. Your table will look professional and inviting. The only other tables like it will be the registration table and food table. You are subconsciously inviting potential members to come to your table for help and resources. You’ll have a discrete place under the table to keep supplies.
- Give your chairs away! You won’t need them since you’ll be standing in front of the table. Be interfraternal by letting 2 more members of another fraternity use your chairs to sit behind their table.
- Make it fun. Consider games such as rock, paper, scissors to break the ice.
- Use raffle tickets or registration slips to promote a free gift, scholarship, or prize.
- This is a non-threatening way to capture his name and contact information.
- Finger foods with a strong pleasant aroma can be a nice touch.
- If the table is near a common area (e.g. cafeteria, library, student union), using table tents that match your information table are a nice touch.

Working the Table:

- Staff the table with 2-4 members. Give them specific roles at the table.
- Two members should be 6’ in front of the table and 6’ apart, facing away from each other. Their primary role is to shake hands with every potential member that walks by, introduce the prospect to the another member, invite him/her to a follow up function, and capture contact information.
- Two additional members should be floating around the room picking up stragglers and bringing them back to the table. They are also building relationships with other organizations, learning from what the other groups are doing/saying and working to maximize the effectiveness of future information table sessions.
- Have a helper’s heart. Ask people at the Activities Fair what they are looking for and offer sincere guidance. You’ll build instant trust. Besides, it’s the right thing to do.
• Rotate the member teams regularly to keep them fresh (e.g. 30-60 min shifts)
• Consider creating competitions for the team that puts the most names on the list.
• Business cards can be a nice a touch.
• Rehearse your pitch many times before you begin working the table.

**Follow Up:**

• Have several small activities scheduled within the coming days. You need something to invite your new friends to attend.
• E-mails are fine, but always be the first person to pick up the telephone and call after the information table session. A quick text right after tabling is a nice touch, but it doesn’t replace the need to call.
• Use a variety of contact methods: phone, email, Facebook, text message, thank you cards/formal invitations, “drop by” in person, etc.
• Organize a telephone calling session with members that night or the next day.
• Be prepared to follow up as many as 7 times in the first 10 days after meeting a prospect before assuming that person is not interested.

**Common Mistakes:**

• Arriving late and/or leaving early.
• Using a last minute display that looks like a 3rd grade science project.
• Failing to practice the script of what you’ll say when people ask about the organization.
• Cluttering the table with trophies, composites, paddles, and junk.
• Underestimating the importance of smiling, shaking random hands, and having fun.
• De-valuing your brand by using sex or gimmicks to sell your organization.
• Sitting/slouching behind the table, waiting for them to come talk to you.
• Failing to build a list of names with contact information for follow up.
• Crowding the table with too many members and/or putting members of the opposite sex at the table. Yes, I know this feels like it will work, but it just distracts your members from doing what they came to get done.
• Poor conversations at the table due to lack of interpersonal skills and/or practice.
• Members “hanging out” and talking to each other, but failing to meet prospects.
• Dressing like a slob, looking frumpy, or appearing fratty.
• Creating a scene and/or drawing attention through antics is not success. Getting contact information from people that genuinely want you to follow up with them is success.
• Depending on your governing council to do all the work for your chapter.
• Nothing planned in the next 48 hrs to invite interested prospect to attend.
**Communication and Conversation Quick Guide**

Eye contact guideline...3-5 seconds...then break the eye contact. Repeat.

- Watch facial expressions, make sure you are not sending unintentional signs that could be misinterpreted.
- Lies cause low retention rates, animosity, and lost membership.
- Get to know them before you go straight for the sale. Make a connection; get your foot in the door with a genuine conversation.
- Make sure to smile, greet everyone, and be as helpful as possible.

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**Additional Conversation Guidelines:**

- Content should be **factual, honest,** and **appropriate**
- Persona – Appeal
- View things from a positive light
- Use **I** and **ME** instead of **YOU** and **WE**
- Understand your culture, background, and bias. Also know how that may impact your interactions.
- Create non-threatening environments and choose locations carefully.
- Eliminate stress in your interactions with PNM’s.
- If asked a pointed question, you may ask them “What is important to you?”
  - Example:
    
    Q: “Is your Fraternity Alcohol Free or can you have parties?”
    
    A: “What/ Which one is important to you?”
Selling “The Brand”

Creating a Brand Identity

- **BRANDING**
  - Attaching desired feelings, thoughts, emotions to a product or company
  - Creating a visual representation (replacement) for a company, product or word.

- **ADVERTISING**
  - Dissemination of limited pieces of information, facts similar to news - Who, What, When, Where, & Why.
  - “Getting the word out there” Can eventually assist to build a brand if message is visibly consistent with perceptions.

How to create a Brand – 5 aspects of branding:

- **Message:** Must have something to say that is worth being heard.
- **Simplicity:** Must be simple enough to pass easily.
- **Consistency:** Must be expressed the same way over time.
- **Repetition:** Must be expressed through a variety of mediums.
- **Integrity:** Must be a true message. Alignment with values of your chapter.

Get Found Online!

1. Have an active and positive presence on the web, Facebook, Twitter, and all other social media outlets.
2. Pick Target Keywords: Organization name – “Delta Delta Delta”; nickname “Tri Delta” and school “University of Maryland” NOT chapter designation especially in main webpage title (“Meta HTML Tag” in webmaster jargon). Think like someone who is not a member of a fraternity or sorority when choosing keywords.
3. Position Keywords: Higher Up on page, Larger Font, Page Title or Subtitles should use descriptive keywords. Test by searching for all possible combinations of school and organization.
4. Link Page to all appropriate school and (inter)national organization pages.
5. UPDATE, UPDATE, UPDATE! Out of date webpages are counterproductive. Updated pages are found first. Insert “Updated on...” and change date each time.
6. Add blog-like content about a few members and what the organization does to personalize it.
7. Use appropriate pictures, and label them to describe them accurately rather than using the automatic number that the camera generates (this helps the webpage get found by search engines).
8. Blank space is ok. Don’t overload with text and/or pictures.
9. Page must demonstrate your values through content priority, text, pictures, etc. Text should match Titles and contain similar keywords.
10. Avoid Search Engine Stumbling Blocks: Add a site map so it can index your page, Use text links to pages rather than pictures or buttons, make sure all internal links work.

Resources developed by David B. Stollman of CAMPUSPEAK, Inc. for his “Recruitment Boot Camp” training.
What is a “brand”?

### The 5 Key Areas of Successful Brands

- **Message:** are you quickly educating people on what you stand for?
- **Simplicity:** does your brand have a clean and simple look?
- **Consistency:** does your brand have the same feel across all marketing channels?
- **Repetition:** are you utilizing as many marketing channels as possible?
- **Integrity:** do people perceive your brand to display a high level of integrity?

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<th>The &quot;HOW&quot;?</th>
<th>• Consistency:</th>
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<th>The &quot;WHO&quot;?</th>
<th>• Alignment:</th>
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List 5 words or phrases that “brand” your fraternity or sorority:

1. 
2. 
3. 
4. 
5.


**Improve Public Relations**

**Public Relations**

*To promote and manage the relationships between an organization and its publics* (Modaff, 2007).

Good public relations begins with actions, and not necessarily words. We are given an image by the way our organization is seen and acts in public. This image of our chapter will follow us year round, not only are you representing your specific chapter, but you are also representing the entire Greek community. Recruitment may not be physically occurring, but it is important to remind your chapter that you are essentially recruiting 24/7/365.

The image of your chapter will continue from one year to the next, it is easier to build a positive image, than to get rid of a negative one. (Delta Zeta Sorority, 2010).

**Improve Your Relationships Within the University:**

Your chapter should maintain open lines of communication and dedicate time, not only with the university’s Greek advisor, chapter advisor, and individual members, but the chapter should also develop relationships with others including: (Beta Theta Pi Fraternity, 2010).

- College NIC or College NPC
- Faculty and Staff
- University President
- Other campus chapter Presidents
- Non-Greek campus organizations
- Local businesses
- Local organizations
- Local schools and churches
- Alumnae
- Surrounding chapters

**Where Do We Rank on Campus?** (Recruitment, Sigma Phi Epsilon Fraternity, 2010).

Our chapter has _____ members

We are ranked _____ (in terms of size) out of _____ fraternities/sororities

Our accumulative grade point average is _____

We are ranked _____ (in terms of grades) out of _____ fraternities/sororities

Currently _____ % of our members are involved on campus

We currently have ____ freshman

We currently have ____ sophomores

We currently have ____ juniors

We currently have ____ seniors

We have _____ members who hold a position in the chapter
Our members are perceived as:

List how your chapter is perceived on campus, be honest!

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Where do we want to rank on campus?

Our chapter wants _____ members
We want to be ranked _____ (in terms of size) out of _____ fraternities/sororities
We want our accumulative grade point average to be _____
We want to be ranked _____ (in terms of grades) out of _____ fraternities/sororities
We want ____ % of our members to be involved on campus
We want ____ % of our members to hold a position in the chapter

Characteristics we want in a new member:

•
•
•
•
•
How we want to be perceived on campus:

1. 
2. 
3. 
4. 
5. 

Evaluate

Look at the results. Focus on what your chapter does well, and what it needs to improve upon. The question that is asked is how can you make your chapter improve? What steps need to be taken to improve the quality of your fraternity or sorority? Reflect on the results that need improvement - what members can your chapter bring in, to help improve? How does the perceived image of your chapter reflect the real image of your chapter? (Theta Chi Fraternity, 2010).

Do you feel that those who are non-Greeks see how your chapter is really perceived? Is that the reason why potential new members may or may not be joining your chapter? How are the external relationships with the community, the university, and your chapter?

If you find that your chapter is unhappy with the results, then reevaluate the current recruitment process (Theta Chi Fraternity, 2010). Ask your chapter these questions:

- Are we having quality conversations with these potential new members?
- What are the topics of our conversations?
- Are we recruiting potential new members in an appropriate environment?
- Are the potential new members interested in holding a position within the chapter in the future?
- Can our recruitment process be more productive?
- What type of men/women are we recruiting?
- Are we holding each individual initiated member accountable for recruiting new members?
- How affective are our marketing strategies?
- Are we recruiting lifelong members?
- Are we recruiting members who will only benefit the future of our chapter?
- Are we recruiting members who want to live our ritual?
- Are we recruiting members who we can see wearing our letters?
Improve Your Image on Campus

Fraternity and sorority chapters are always striving to have the best public relations. A chapter can reap incredible rewards by having a good image on campus; from higher recruitment numbers, increased potential new member interest, and busier social calendars, to healthier relations within the chapter, university awards, and positive recognition by their international headquarters. Here are some ways your chapter can improve its name and image on campus and within the Greek community.

Attend University Events as a Chapter

Not only will your attendance show your chapter’s school spirit and support of the university, but showing up as a chapter will present a strong image of unity and brother/sisterhood. It’s also a great opportunity for members to bond over their shared pride of the chapter.

Keep Drama within the House

Let’s face it, drama happens. However, just because drama occurs doesn’t mean it needs to involve the entire Greek community or university. To address these situations, some chapters institute “unwritten” social rules that all members, no matter what, must act politely and acknowledge each other in public. While this may seem “fake”, it can actually have positive effects as it requires members to speak and be civil to each other.

Throw Events Geared Toward Younger Students

If you have older members who are set in their ways (aren’t social, aren’t involved, or don’t want to socialize with certain chapters), try revamping your public relations with your younger members. Young members may be more willing to meet new people and try different things; they may even have some new, inventive ideas of their own!

Pledge/New Member Mixers

Expand your chapter’s social circle by hosting mixers for your pledge classes. Mixers can be same sex (sorority/sorority or fraternity/fraternity) or opposite sex (sorority/fraternity) and as elaborate as you want. This is a great way to show off your pledge class, socialize with other chapters, and get your new members to meet other Greeks.

Sport Your Letters!

This may seem like a simple thing to do, but never underestimate the power of your Greek letters. Assign a specific day each week for letters and make sure your members have plenty of chapter gear. Also, encourage your members to look their best when wearing their letters. While a sweatshirt and jeans is acceptable, you don’t want your members always looking like hobos in their letters.

Encourage Involvement in Non-Greek Organizations

A great way to improve public relations on campus is through member involvement in campus organizations. Whether your members play sports, are involved in cultural clubs, or have executive positions in student government, campus involvement gets your members meeting non-Greek students (potential new members) and shows the diversity of your chapter.
Go Above and Beyond for Other Chapters

Good public relations can be achieved through the tiniest of actions such as sending holiday cards, candy, or flowers. Keep a calendar of major events for every chapter (founder’s day, charter anniversary) as well as major holidays and put a little money aside in your budget for the presents. You’ll find that a little effort will go a long way.

Attend ALL Fraternity and Sorority Events

Just like with university events, make sure your chapter comes out in force to other chapters’ events. It never looks good when only three members of a chapter show up, and it makes other chapters even less inclined to show up to your events. If your members are less than willing, try creating “event teams” (six to ten members depending on your chapter size) and assign events to each team. This way, each team will be responsible for a specific event and also for each other’s attendance.

Don’t Forget Brother/Sisterhood

Good public relations depend on the internal strength of the chapter. Thus, don’t forget to work on your brother/sisterhood. Members will be more willing to attend events together, push each other to get involved, and, overall, have more fun and present a more positive image.

More Information

For more sorority- and fraternity-specific ideas on how to improve public relations... look no further!

Fraternities

- Coach sorority sports and attend sorority sport games
- Be friendly with ALL sororities, even if they are less-amenable to your chapter
- Try to be friends with sorority girls rather than trying to get in their pants
- Co-host events with other fraternities (party, philanthropy, community service, etc.)
- Volunteer to help sororities with everyday things like moving furniture, making house letters, and even carrying groceries from the car
- Support other fraternities and their events (philanthropies, awareness classes, etc.)

Sororities

- Be friendly with fraternities, even if your chapter doesn’t know them
- Come out in force to fraternity sport games and support each team
- Don’t play the “hard-to-get” game: be friendly, social, and easy to approach
- Co-host events with other sororities (fraternity dinner, campus-wide events, etc.)
- Support other sorority events such as fraternity dinner and philanthropies
- Host “sorority-only” events to improve sorority relations (no boys allowed!)
- As a sister, offer to tutor members of other sororities and fraternities in addition to your sisters in the chapter
Marketing SWOTT Analysis

**S.W.O.T.T. Analysis:** How is your brand...your image...your marketing...your public relations?

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**Linkages:** What are other organizations, departments, business, etc. which your chapter already has a connection?
Recruitment 101

Recruitment
To recruit; Recruiting; Recruitment

Recruitment is single-handedly one of the most important aspects of any Greek organization. Maintaining membership is key for an organization's success. Even though there may not be a formal or informal recruitment process taking place, Recruitment and Membership Chairs must remind chapters that they are recruiting 365 days a year. Members recruit with their attitudes, their character, and the image they give off to those around them. (Delta Zeta Sorority, 2010).

Membership and Recruitment Chairs (Theta Chi Fraternity, 2010)

- Have the responsibility to educate the chapter on how to be responsible, charismatic, proactive, knowledgeable, recruiters.
- Must play a vital role in recruitment, they must lead by example.
- Teach the organization that they are all representatives of the Greek community and their own organization.
- Must read their own organizations recruitment manuals.
- Educate the chapter of the importance of recruitment.

Importance of Recruitment

It is vital to remember the importance of recruitment, for the strength of the chapter. Set goals for the chapter to make, and let them know, that it is okay if they do not like EVERY potential new member. Liking every potential new member is difficult, but remember if they do not fit into your chapter, does not mean that they won’t fit somewhere else. (Delta Zeta Sorority, 2010)

What happens when a chapter successfully recruits new members?

Campus Leaders • Chapter Leaders • Steady Finances • Potential Alumnae

When your members are recruiting, remind them to recruit potential new members into your chapter who can be the next President or Treasurer. Recruit potential new members who they could see replacing themselves, once they are graduated.

Membership and Recruitment Chairs

What do I do next?

Make a checklist of everything you need to do, include goals, workshops, brotherhoods and sisterhoods. Your chapter will respond more positively when they feel they are being motivated and directed. A chapter does not like, not knowing who will lead them next, be the one to lead them.
10 Steps for Recruitment Success and Best Practices

1. **One Person in Charge:** Elect ONE person to be in charge of Recruitment. Must be an Executive level position with a year-long term of office.
   - **Best Practices**
     - Pick someone who can manage a system, is well organized, dependable and an overall strong leader.
     - Don’t feel as though you need to choose the best recruiter – plenty of great salespeople are unable to be effective sales managers.

2. **Post a “Wish List”:** The list of people we WISH were members need to be VISIBLE every time we meet. Add phone numbers and email addresses so members can contact them with ease. Names should be added regularly. List should be 3-4 times the size of the current chapter membership.
   - **Best Practices**
     - Utilize a Google Doc or something like it so that multiple can simultaneously make real-time changes.
     - Put your active members across the top of the spreadsheet so that you can see how each person ranked PNM’s and how many have met them.

3. **Bid Discussion Every Meeting:** EVERY SINGLE MEETING we need to discuss one or two people on our Wish List. It is a reminder to keep recruiting throughout the entire year, not just at the beginning of each semester.
   - **Best Practices**
     - Set aside no more than 10 minutes for this each week.
     - Have the names you want to review already prepared before your chapter meeting and put it on your agenda so that everyone knows.

4. **Posted Goals:** Goals for the semester and year must be visible each meeting or they are forgotten. The reminder will continue to spur enthusiasm.
   - **Best Practices**
     - Place these goals in high traffic areas throughout your chapter facility, meeting places or housing of members (such as the back of the front door).
     - Let everyone know of your goals so they can hold you accountable and help you – Greek Advisor, chapter volunteers, (inter)national organization, other Greek organizations, parents and anyone else you can think of.

5. **Skills Training:** Train your members. Develop their communication skills regularly. Practice makes perfect. They should all know the answers to basic questions and how to handle common concerns with joining.
   - **Best Practices**
     - Utilize campus resources that have great information and are willing to help – career resources, admissions, athletics, communication department and many others.
     - Have a chapter member with strong communication skills hold “power sessions” of 10-15 minutes each at every chapter meeting.

6. **Include Recruitment in What We Already Do:** Recruitment shouldn’t be more work. It is merely doing what we normally do, and inviting people to join us. It shouldn’t be such hard work and so stressful. At least two chapter events per month should be able to include recruitment. Create a year-long plan on paper!
   - **Best Practices**
     - Invite PNM’s to events that you are already doing, such as playing sports, going to events, community service projects and anything else you members enjoy doing.
     - Do not feel as though you need to plan large and expensive events, but focus on low-pressure ways for you to meet high-quality PNM’s and for them to learn more about you and your organization.
7. **Written Expectations for All Members:** Just as everyone is expected to pay dues and go to meetings, create a recruitment expectation. Each member MUST spend “quality time” with one person on the wish list each and every week. No excuses, no exceptions.
   - **Best Practices**
     - Think “if every member did ______ pertaining to recruitment, we would definitely be successful” and then make it an expectation for members.
     - Make these clear and reasonable so that each member knows what is expected of them and why it is important to the chapter.

8. **Positive and Negative Incentives:** If members are going above and beyond the basic expectation for us all, we need to recognize and reward their efforts. We also need to let members who fall below our expectations know it’s not acceptable through punishments.
   - **Best Practices**
     - Determine what will increase positive behavior among your members and decrease negative behavior – you can use these in areas other than recruitment.
     - For each incentive, make sure it is tied to a specific action and you are very clear as to what is expected and what the positive or negative consequence is for each action.

9. **Measurable Membership Eligibility Standards:** What does it take to be a member? We need to set standards that we are proud of. Standards that clearly reflect our values. These standards should be known on campus. They will reflect well on the chapter that sticks to them.
   - **Best Practices**
     - If you are looking for high-quality members then you need to have a standard other than “good person”
     - High-quality PNM’s are looking for an elite organization, not a club that anyone enrolled in the university can walk into and join.

10. **Pyramiding Resources – Team Based Organizational Structure:** Use a Recruitment Committee numbering 20% of the chapter. They implement the chapter recruitment plan as a group, they also decide on incentives and who is invited to join. The chapter is broken up into small Teams of about 4-5 members in each. Each of these Teams has a person that was selected because they can be counted on as a leader to be their “Captain” or “Chair”. They committee is comprised of the team Captains.
    - **Best Practices**
      - Just like your recruitment chair, this individual needs to be well organized, be able to plan events, runs a system and lead people.
      - Team Captain can be a great position for a younger member of your chapter who is looking to get more involved and will likely be taken on an executive level position in the coming year.

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**VP Recruitment**

```
Team Captain 1
Team Captain 2
Team Captain 3
Team Captain 4

All members, even Executive Board, are in teams of 4-5 people
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Resource developed by David B. Stollman of CAMPUSPEAK, Inc.
As a New Year’s resolution, I’ve decided to take a minimalist approach to life, as William Occam said, “It is vain to do with more what can be done with less.” With this in mind, let’s explore Pareto’s law (aka “the 80-20 rule”), which contends that 20% of inputs create 80% of results. Apply Pareto’s Law in your chapter and get the highest return for your recruitment efforts by reviewing these common truths:

Pareto’s Law on Chapter Recruitment:

- **20% of your chapter produces 80% of new recruits** – Identify and focus on this effective 20% – they already have the motivation, drive and proven track record to meet new people and passionately promote your organization. Their genuine regard for their chapter will resonate through their speech and body language. This way, you don’t have to pull teeth trying to get the other less-effective 80% to reluctantly reach out to non-greeks, which projects the wrong message to recruits.

- **20% of your recruitment events deliver 80% of new recruits** – Poll your members about the most memorable recruitment events of their rush class. I’ll bet there is only a small set of events (or type of event) every member lists as their favorite. Focus on these quality events a few times a week rather than forcing daily, and often sub-par common recruitment events. Not only will this save your chapter precious money to put towards your semester happenings, but also give your members personal time to refresh; preventing recruitment week lethargy.

**Take a minute to apply Pareto’s law to your life; where else can you see it in effect?**

While 80% of recruits come from the effective 20% of your organization, merely 20% of new recruits come from the less-effective 80% of your organization. Consequently, any effort to improve the effectiveness of this 80% will only result in nominal progress toward your goal. Successfully identify and focus on the most effective 20% within your organization to achieve recruitment goals without exhausting your chapter's resources. Unfortunately, identifying this 20% is not as easy as it sounds.

**Recruitment Goal:**

Generally, recruitment goals should remain similar regardless of chapter size, gender, affiliation, or location; recruit quality individuals. Phi Delta Theta put it best, suggesting that members of Greek organizations should “recruit better people than yourself.” Unfortunately, the ambiguity of this goal limits your ability to measure success until months after the recruitment process has ended. Therefore, use this philosophy as the foundation to create specific, measurable goals for this semester’s recruitment.

**Define 1-3 specific goals for your chapter’s spring recruitment.**

Example:

1. **Improve scholastics:** “Recruit 5 students with GPA > 3.5”
2. **Improve campus leadership:** “Recruit 2 members of student government”
3. **Improve philanthropy:** “Recruit 3 members of charity organizations or clubs”
It seems simple, but do not underestimate the power of writing down specific, measurable goals. Don’t forget to make these goals well known and seen to all your members through posters and announcements.

**Measurable Metrics:**

After specifically defining your goals, develop a method to measure and track your progress. Use easy to collect metrics and group them in two categories: *relative* and *global*.

**Identify 2 relative metrics to collect and measure for each of your recruitment goals.** EXAMPLE:

1. Goal: Improve scholastics: "Recruit 5 students with GPA > 3.5"
   a. Have each member write down 1-5 non-greeks with GPA>3.5
   b. Information for every rush participating in your recruitment events. This will give you GPA info for all potential pledges which can aid your bidding decisions.

From these lists, you will get a clear picture emphasizing the effective 20% of members for this goal. Most members will fail to come up with 5 names to satisfy your metric, but there should be at least 20% of your chapter with 5 names or more – focus on these members to recruit pledges for raising scholastics.

**Identify 5-10 global metrics to collect and measure for your recruitment process.** EXAMPLE:

1. General information from all potential recruits (e.g. name, email, GPA, major, interests)
2. The number of rushes who show up to each recruitment event
3. Where rushes learned about your recruitment event (FB, Twitter, Flyer, Friends)
4. Document everything you spend for recruitment & divide by total pledges
5. GPA of all pledges to track scholastic changes after joining your organization
6. Names on your names list (semester, monthly, weekly, daily) – How many you add vs. how many you cross off

7. Bids sent vs. bids accepted

When measured, these metrics can offer significant insight on the success of your recruitment process and help you eliminate the less-effective strategies. For example, Metric #2 will highlight the most popular events while #4 measures your cost per pledge. From these numbers, focusing on the most popular 20% of events should decrease your cost per pledge – significantly reducing your overall recruitment expenses.

Once you have explicit, detailed goals and metrics in place to measure and track your progress, you are well above the average bear when it comes to fraternity and sorority recruitment. Remember to measure everything, as Peter Drucker often said, “You cannot manage what you do not measure.” – fraternity and sorority recruitment is no exception. Using Pareto’s Principle in your recruitment strategy will significantly decrease your overall resource expense while generating more returns for your efforts. Measuring every step along the way will improve your ability to gauge your processes, identify the effective 20% and get the most out of your recruitment efforts. So go forth, measure, track, manage and recruit!

For more resources on Fraternity and Sorority Recruitment, please visit Phired Up.

What tactics have you used to get the most out of your recruitment efforts?

NOTES:
**Meeting the Future of your Chapter**  
(Delta Zeta Sorority, 2010)

(1) **HOOK: First Meeting**
- Introduce the potential new member to as many initiated members as possible.
- Have a conversation that focuses on them and how your fraternity/sorority is similar to their interests.
- Make sure they talk to you as well as you talk to them, don’t totally control the conversation, learn about what kind of person they are.
- Make the first time meeting an experience that will make them want to learn more about the organization, and make them want to come back to your chapter.

(2) **LINE: Second Meeting**
- Show the strength of the brotherhood/sisterhood.
- Ask how they are feeling about going Greek and if they have any questions in general.
- Without discussing it, based on the quality of the conversation does the potential new member seem as if they would like to come back to spend more time with the chapter?

(3) **SINK: Third Meeting**
- Does the potential new member show some sort of wanting permanent membership?
- Does the chapter feel that they belong as a new member of the chapter?
- Does the potential new member seem as though; they keep wanting to come back?
The 8 Steps to Attracting PEOPLE to Your PURPOSE
By Matt Mattson, Jessica Gendron Williams and Josh Orendi

Organizations that depend on recruiting and retaining members, volunteers, donors, or just fans of their cause often struggle to find a consistent system for doing so. Leaders of cause-based groups (non-profits, associations, businesses, social entrepreneurs, religious groups, etc.) are often so focused on the organization’s purpose that they falter when trying to fulfill the other primary ingredient for their organization’s success – people.

After all, **People + Purpose = Organization** – and when those two ingredients are combined, the world can be changed forever. Margaret Mead reminds us of the power of organizations, “Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.”

Organizations change the world. It is groups that are made up of People + Purpose that have shaped society, sparked rebellions, led revolutions, and made the world better for all of us. Many organizations, however, are well-intentioned but lack the people necessary to deeply impact their cause. This article provides a glance at the 8 steps organizations can follow to ensure long-term success at attracting a high quantity of high quality people to support their purpose.

**Step 1: Focus On the Basics**

Policies, procedures, politics, drama, details, more politics, personality management, paperwork, email, planning... Do these things make up the bulk of your to-do list? How many of them have to do with the two core ingredients of world-changing organizations (People + Purpose)? As a leader, focus 80% of your time on people and purpose. Every day evaluate your to-do list and ask, “Will this work help me get more people to work for our cause?” and “Will this work help my people more effectively achieve our purpose?”

**Step 2: A.C.E. Your Values**

The guiding values of an organization are its heart and soul. High quality people are attracted to high quality things. If your organization’s values bleed through to the surface of everything you do – the organization’s actions, words, and results deeply represent those core values – people will join up and stay involved with the group. To consistently attract and retain a high quantity of high quality people in your organization, it is important to Achieve, Communicate, and Expect your organization’s values at all times. Achieve them not only through the actions you take to impact your cause, but also through the actions you take to recruit people to your group. Communicate them clearly and at every chance with current and potential members, volunteers, donors, or fans. Expect everyone involved with your cause to exemplify those values in their work at all times – make no exceptions. The values of your group are its heart and soul.

**Step 3: Gather Your Workhorses**

Fact: Eighty percent of the work in your group is done by twenty percent of its people – especially when it comes to recruiting more members, volunteers, donors, or fans. It is probably no surprise to read this, and of course, you’re in that 20% of “workhorses,” right? Many organizational leaders spend a lot of time and energy trying to get the 80% to “step up” and do what the 20% does. Carrot and sticking the stubborn or unmotivated mules in the organizations will not turn them into workhorses. Instead, ee
recommend that you gather your “workhorses” and get to work. Humans are hardwired to desire the company of people who are like us. Motivated people with strong values tend to seek and enjoy the company of other motivated people of similar values. In other words, like recruits like. So, do you want your 80% on the front lines of recruitment, or do you want your “workhorses” out attracting more people like them. Stop wasting your time with the unmotivated people in your group. Gather your workhorses and get to work.

**Step 4: Know Your Audience**

By “know your audience,” we really mean, “know that your audience is probably much bigger than you think it is.” More people want to be involved in your cause than you can even imagine. However, the secret to reaching your massive audience isn’t mass marketing, it’s personal relationships. If you can get your current people to meet more people (and share your group’s crazy dream with these new friends), your potential audience will grow dramatically.

Ask people why they join and/or stay in their organization. One reason will rise to the top as the most common theme: “the people.” Effective member recruitment is a relationship business. Work with your currently involved people to tap new and different channels for identifying new prospective participants. Utilize referrals from internal and external sources. Do “relationship drives” which give your current members opportunities to just shake hands with, get to know, and maybe share your group’s dream with new people. Commit to only using marketing efforts that directly result in attaining names and contact information of prospects. Use online social media outreach to proactively build relationships with new people. People don’t join groups that stand there shouting about how great their purpose is. People join (and stay in) groups that include other people that they have a relationship with, care about, and like to work with.

**Step 5: Share Your Dream**

An organization’s wild, bold, audacious dream is what you will really recruit people to join. People don’t join organizations; people join people. And people are far more likely to join a group of people who are boldly heading in an exciting direction than a group of people who are stagnant. If your group doesn’t have a crazy dream, exciting vision, or daring goal to inspire others with, it is unlikely people will want to join your little tribe. The best people don’t want to just be a part of a group – they want to be a part of a movement, an experience, an exciting achievement that they can help to make a reality. Worried that you don’t have a bold, audacious dream? That’s okay. Stop asking people if they want to “join” your group and start asking people what you and your organization can help THEM “create.”

**Step 6: Be Socially Excellent**

Social Excellence is a philosophy we teach that includes becoming a master at communication, relationship, and networking skills. But Social Excellence is about more than that – it is also about building connections with others because those connections can lead to rich relationships, innovative collaborations, and organized groups of committed citizens that can change the world. Being Socially Excellent means committing to approaching every day, every person, every interaction with curiosity, generosity, authenticity and vulnerability. It is about seeking deep meaningful connection with others, not for personal gain (or to recruit them to your group), but because it is these deep meaningful connections that have the potential to lead to changing the world. Preparing the people involved in your
organization with Social Excellence gives them clarity about the best ways to interact with others so that your cause might be most fully realized. Here’s our official definition of Social Excellence.

*Social Excellence* [n]: A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner, with high expectations of others. Being authentic and living everyday with integrity as the best version of yourself. Being confident and vulnerable. Being fun and compassionate. Being open, kind and bold. The deepest level of societal participation and contribution.

**Step 7: Grow Wiser**

An absolutely vital component to building a culture of long-term, limitless organizational growth is to commit to a constant pursuit of wisdom. Learning from experts *outside your current sphere* is where many groups find innovation. Are you a non-profit leader in the health sector? Intentionally seek out sales people in the retail world for advice. Are you an association leader in the political sphere? Read books for college student organizations. In fact, all organizational leaders should be reading books and blogs, watching videos, and following tweets by the best thought leaders out there. Seth Godin, Keith Ferrazzi, Zig Ziglar, Yvon Chouinard, Dale Carnegie, Peter Guber, Dan Buettner, Ori and Rom Brafman, Guy Kawasaki, and Simon Sinek have written some of the best books that have inspired us.

**Step 8: Repeat**

Do those first seven steps. Teach all the new people you’ve engaged in your cause those seven steps. Then do it again. Repeat. Over and over. Limitless. People + Purpose = Organization. Organizations change the world. But a brilliant cause or *purpose* without people to support it is just another idea floating around in space. Consistently attracting a high quantity of high quality people to your purpose requires focus, work, relationships, and strategy. But it is the only thing that ever has changed the world.

**GO CHANGE THE WORLD!!!**

*Please feel free to re-print (with appropriate credit given to Phired Up Productions) in organizational publications, blogs, magazines, etc. We exist to help groups grow. If sharing this through your channels does that, then please share away! Let us know by E-mailing Info@PhiredUp.com*
Recruitment by the Numbers

3 Levels of Recruitment: Each part plays an important role in the continued success of any chapter’s recruitment.

Understanding Our Market:

Don’t just take someone who wants to be in a fraternity/sorority. Selectively RECRUIT the people you want to call brother/sister!

3 Types of College Students

60-80%
May join or Not
TARGET MARKET
Most DON’T go through “Formal Rush.” They don’t just COME to us!

They often don’t join because of stereotypes.

More of them are commuters, transfers, and 1st generation college students.

Most are not new students. They think it is too late to join. We need to go to them!

10-20%
Will Always Join

They are the people who typically go through “Formal Rush.”

Often times join for the party image of the organization.

Some have friends or family in fraternities or sororities and know what we are really about.

10-20%
Will Never Join

People who simply never join.

The population is much smaller than most think. Only a few people are beyond our reach if we learn to recruit.

Many of our members once said they wouldn’t join!

Data was collected by the North-American Interfraternity Conference.
Targeting Potential New Members

What type of student does your chapter need? Where can we find these potential new members? How can we go about getting these men interested in our fraternity? After deciding the brand that you are going to promote during recruitment it is important to decide what type of student you are going to recruit. In selecting a target market it is vital to choose a group that will exemplify the standards you are looking for in a member. As recruitment chairman it is your responsibility to decide what areas of campus your chapter will recruit as well as educate your chapter on the types of students that will make a great chapter member.

The Three Kinds of People at your School

Everyone at your institution could be categorized into one of the following three types of people when it comes to the Greek system.

The “Always Joiner”

This is the group we traditionally work hardest to recruit and they are the ones that will come through "formal" rush. These are students come to school knowing they want to be Greek. These men are often legacies, relatives or friends of brothers, acquaintances of alumni, or others with a positive image of fraternities. Although this group is currently our main focus in recruitment, this pool has been shrinking for several years. Though we should not neglect this market in our recruitment efforts, we need not focus all of our efforts on these men who are going to join anyway.

The “Never Joiner”

This group is basically a lost cause. These men will not join a fraternity, whether the reason is one of interest, personality, or philosophy. Once these men are identified, efforts should be directed elsewhere. Be aware, however, some “maybe joiners” can appear to be “never joiners.” Careful identification is very critical in assessing the individuals into these different categories.

The “Maybe Joiner”

Most college students fit this mold and must be sold on the experience. It is the largest group in our market, and also a generally untapped resource. The “maybe joiner” is often a first-generation student, a sophomore, a transfer student, a student of color, or an otherwise “nontraditional” student (i.e. married, 22+ years old, etc.). These are men who either know very little about fraternities, haven't really considered the option, or both.

Identifying Future Members

In the past, a rather narrow market has been considered for our recruitment efforts. Recruitment focused on those who signed up for the formal recruitment process. The number of students, who register is generally declining. At the same time, most campus populations are growing. This means we are working with a shrinking pool of students, when our real market is actually increasing in size. We can understand this by looking at the three types of people that compose our recruitment pools:

The “maybe joiner” generally has a limited idea of what fraternities are about. Usually, all they have heard about Greek life is through the media. Generally speaking, these sources present the "maybe joiner“ with
an unbalanced view of what fraternities are all about, and the attitude in this group can reflect that view. The best way to educate these men is to interact with them on a personal, direct level; however, most of these men are never reached, as they usually don’t get involved in formal recruitment, and they typically don’t approach chapters for information. This lack of involvement is important to us when we look at a breakdown of the typical campus, and understand what we’re dealing with in terms of potential members.

Obviously, the “maybe joiners” are the largest pool of people on the typical college campus. They are often some of the best people on our campuses, and would be fine additions to Phi Delta Theta. Unfortunately, many of these students never consider Phi Delta Theta as an option, because all our efforts are focused primarily on the “always joiners.” Thus, we find our chapters gradually shrink, our recruitment efforts are less successful, our chapter finances suffering, and our morale dropping. The challenge now lies in presenting what our Fraternity has to offer to our “new” market. Once a target market has been identified, you must sell the Phi Delta Theta experience; let them know what makes our Fraternity unique.

Understanding Potential Members

Now that we understand there are three kinds of “joiners” on our campuses, the goal now is to understand our market even better. By being more aware of the needs of today’s student, we can better provide what the potential member desires in a fraternity experience. Potential member, prospective member, prospect and recruit are all terms used to refer to students who are interested and eligible to join a fraternity. They also include students we are interested in having join, even if the student doesn’t wish to join at the moment. If the potential of them becoming a brother exists, whether presently or in the future, they are potential members. Every non-Greek male student should initially be considered a potential member. Realizing the wants and needs of these students can help us to better market our product—membership in Phi Delta Theta.

The First-year Student: For most of the chapters, first-year students will be the largest market for new members. At some institutions recruiting first-year students is prohibited until second semester or the second term. This is what is referred to as deferred rush. At some schools students can’t join the Greek system until after their freshman year.

Entering students are concerned about both their social and academic lives. Phi Delta Theta should be perceived as “a place to fit in” but not a barrier to academic pursuits. Most students will not consider membership in an organization that will hurt their scholastics. An education is too expensive not to take academics seriously. Make prospects aware that Phi Delta Theta is dedicated to academic excellence and share your chapter scholarship program with them. The Fraternity can also offer academic support as older members have experience and can assist with suggestions and overall adjustment to college life.

The Transfer Student: Transfer students share the first-year students’ concerns regarding fitting in socially and academically. Transfer students, however, are less likely to go through formal recruitment than the first-year student. Therefore, extra effort should be put forth in order to identify these men, let them know we have something to offer them, and then actively recruit them.

The Commuter Student: More and more students have to pay for their college education themselves. Therefore, more are living at home and commuting to school to save money. These students are in search of an extended family on the campus. They value group inclusion, but can rarely find it when they don't live on campus. These students want a tie to the campus and desire to be involved in activities.
Membership in a fraternity can certainly provide this. Phi Delta Theta needs to actively seek out these students through mailings, programs on campus, and activities that are inclusive to the entire student body.

The Minority Student: More and more students of varying ethnicity are enrolling on our campuses. These students can add culture to fraternities and allow students from different ethnic backgrounds, religions, and cultures to interact and learn more about one another. Since the percentage of minority students on campuses will increase, they will be attracted to either existing Greek organizations or will they create their own? If they are interested, many existing recruitment practices do not meet their needs. Since many campus activities are exclusive rather than inclusive, these students perceive that Greek organizations are not for them. Our organization needs to bridge this separation and create a comfortable environment.

The Upperclassman: Research indicates only 15% of students complete their baccalaureate degree in four years. Members who join during their freshman year are ideal, but sophomore or junior students still have significant time to give to and receive benefits from Phi Delta Theta. Many students who join as sophomores will likely be able to enjoy Phi Delta Theta for two to three to four years. Like transfer students, these students have already developed some skills that will be useful in the Fraternity.

Where to look for recruits

Once you have identified what kind of people you want to reach for recruitment, and determined what services Phi Delta Theta can fulfill for them, you must now let them know about the chapter. Before you can do this, however, they must first be found. There are an infinite number of ways and techniques to market your chapter. Contacting the right people can be difficult at times, but the result, a Phikeia class of high quality men, is more than enough of a payoff. Keeping in mind where your potential members spend most of their time. Here are some areas where most students spend lots of time, and some ways in which you might want to locate them:

- Through classes (have study group sessions),
- Walking on campus (set up tables or booths in high traffic areas)
- Dining facilities (hold sponsored dinners or meal functions, perhaps with a sorority and invite potential recruits)
- Residence halls (post flyers in and around the building advertising chapter events),
- Recreation centers (sponsor a pickup basketball tournament or other athletic contests)

Below are suggested ways to find recruits.

Alumni recommendations: Students who have been recommended by alumni should receive special consideration. By making a recommendation, however, an alumnus is not necessarily requiring the chapter to accept the individual. The chapter should actively solicit recommendations from alumni through newsletters, postcards, and phone calls.

Legacies: Finding who on your campus is a legacy can be challenging. The best way to find out is through recommendations from alumni and asking students during rush about their background. Is anyone in their family a Phi? Were their parents or grandparents Greek?
**High school classmates:** Often, current brothers have friends or family still in high school. Encourage each member to check the admissions list to see if anyone from their high school will be attending your university or college. Ask local high school administrators if they would allow you to set up an informational booth during graduation days, senior days, or at any career / college oriented fairs.

**Dean of Students:** Administrators and their staff may have some great recommendations for potential members. Of course, using this source will depend on your relationship with the office. Establishing a good rapport would be a start. Even if they currently have no names for you, the door has been opened for future references.

**Sororities:** Sorority women often know several unaffiliated men. They may also know new students who will be coming to school. A quality relationship with all of the sororities will aid you in your efforts. First, they can be very reliable references. Secondly, if someone’s friend, or especially girlfriend, thinks it is a good idea to join Phi Delta Theta, chances are your candidate will think so too.

**Admissions Office Lists:** These lists will mostly be made up of freshmen students, but may include transfers. If available, they can be a valuable resource in locating potential members. Mailings to these individuals before school even begins (if allowed) are an excellent idea. This provides your chapter with a foot-in-the-door. You may also be able to get lists of scholarship winners or even the activities in which students were involved during high school.

**Orientation events:** Encourage your chapter members to get involved in your campus orientation program. Orientation leaders are often the first students with whom new students come in contact. Although sometimes talk of Greek Life is prohibited, making the contact or friendship with new students will pay off.

**Resident Assistants:** Resident Assistants can often provide fraternities with names of quality men. Some chapters even encourage a few members to become Resident Assistants to foster contact with new and non-Greek students.

**Student Union:** Students will often spend an entire semester sitting right next to each other and never communicate. Encourage your chapter members to be aggressive in the search for members, particularly during the first few days of each semester. Be friendly! People notice and you could make a difference and earn a friend.

**Clubs and other campus organizations** Brothers who belong to campus groups often meet students who are unaffiliated with a fraternity. Men belonging to these groups have much to offer a chapter.
10 Ways To Meet a Freshman

While we’re all taught that a potential new member can be any student on campus, freshmen students are especially coveted by most Greek chapters. As the competition to meet freshmen and spark their interest is dog-eat-dog, here are our 10 best ways to meet a freshman on campus.

10) University Orientation & Welcome Events
For the very social and outgoing Greeks, campus-wide events are great places to meet freshmen students. Many universities have a welcome event or orientation in which new students can get to know the campus, learn about the various activities, and, hopefully, meet other students. Encourage your chapter members to attend these events in small groups (no more than four), wear their letters, and socialize with as many people as possible. Remember: as these events are usually held to help orient students to the campus, being helpful to a new student is a great conversation starter.

9) Campus Jobs
Working on campus is a great way to meet new people and earn some extra money. If your members have jobs on campus, remind them to not only socialize with their co-workers but with their customers as well. For example, if your fraternity brother works in the campus computer store, encourage him to talk up the freshman student who comes in looking for hard drive help. Also, stress the importance of remembering the name and face of every person they meet. That way, even if they only speak for 30 seconds, your member can recognize the freshman later and strike up a conversation.

8) Lower Division Courses
As freshman students usually won’t be in any upper division courses, encourage your members to keep a look out in any of their lower division classes. While we’re not encouraging you to put off taking Chemistry 1A or Writing 99 until your junior year, we do encourage being aware of who else is in your class. Especially if that someone else is a freshman who knows her microbiology... not just a good study partner but a good addition to your sorority!

7) Facebook
No, we do not mean Facebook stalking! Please don’t do stalk students on Facebook as it’s creepy and will probably do more harm than good. Rather, join Facebook groups that may attract freshmen students like cultural clubs, sport clubs, or campus issues. Be sure to join groups that you have some interest in or knowledge of; that way, when you speak with a group member you won’t be lying your way through the ideas of Ayn Rand or the offensive strategies of the Pittsburgh Steelers. Additionally, remember to be proactive within the Facebook group by hosting meetups for people in the group, sharing related news articles or websites, and prompting conversations.

6) Intramural Teams (Co-Ed or Same Sex)
If you have a love for a sport, or even just a slight inkling to learn the game, join an intramural team on campus (or start your own!). Intramural sports are a great way to meet freshmen and bond over a shared interest. You also don’t need to be alone in your athletic endeavors. Ask around the chapter to see if there are other members who’d like to join the team. And as intramural teams are usually just for fun, you don’t need to worry about overly competitive players or bad sportsmanship (but you may want to remind your members just in case).

5) Non-Greek Campus Clubs
Not surprisingly, many Greek students are also members of other non-Greek campus clubs. These clubs range from purely social to pre-professional and cultural heritage. While there may be other Greeks in these clubs as well,
Campus clubs are a great opportunity to meet freshmen students. Whether you’re just a member of the club, or have a prominent leadership position, meeting freshmen students in a non-Greek setting can ease the situation and take the pressures of recruitment off your shoulders.

4) Student Government

Working in student government can be a wonderful way to learn more about the university and meet new students. Additionally, leaders within student government, such as student body president or vice president, usually have the opportunity to hire interns and volunteers. If your chapter has a member in student government, encourage them to meet the new students, socialize, and introduce them to other members of the chapter as the opportunity arises. Good places for easy introductions include university athletic games, before or after classes, or even at a Saturday afternoon barbecue.

3) Club Sports

Club sports are different from intramural sports as they are highly competitive. Club sport players are usually people who played the sport competitively in high school but didn’t end up playing on the NCAA team for some reason or another. If you play a club sport, look to see who the new freshmen talent is. Not only is the sport team an ideal setting for getting to know the freshmen and bonding, but it’s also a great opportunity to find some fresh athletic talent for your chapter.

2) Food Court

During the first few weeks of the new school year, encourage your members to peruse the food court, sit down, and meet new people. Although the food may not be the best, campus dining facilities always have new students looking to meet new people and find their niche. Additionally, as this can sometimes be awkward or difficult, encourage your members to go in pairs or small groups (again, four at most). That way, your members can carry the conversation together, and talk to multiple freshmen at once so no one feels left out or ignored.

1) Freshman Move In

One of the best ways to meet freshmen is to help out at dorm move in. There’s no better way to give mom and dad a good impression of Greeks and Greek life than by unloading their car, guiding them around the dorm, and answering any questions they might have. Plus, your chapter will get additional exposure as the resident advisers* and dorm staff will see your fraternity brothers or sorority sisters helping out on campus. Just be sure to meet with your chapter first and go over appropriate manners and conversation topics. Telling a parent about the annual Greek pantie run during finals week is probably not the impression you want to make.

*While we considered putting “be a resident adviser” on this list, we feel it may not be the best choice for some students. While we completely support Greeks being resident advisers or dorm staff members, we encourage them to do so because they want to be advisers not because they want to recruit freshmen. There are many other responsibilities that come with being an adviser and a bad Greek resident adviser reflects poorly on both their respective chapter and the entire Greek community.
What does Fraternity and Sorority Life Offer

Potential new members of any organization are always curious as to what their benefits will be, once becoming a member. Teach them all of the benefits about being apart of a Greek community.

Remember, when joining any Greek organization you are not only becoming an individual member of a specific chapter, but you are joining a community that should work together to better the campus’ Greek life. (Sigma Chi Fraternity, 2010).

The Features of Becoming Part of the Greek Community:

- Leadership
- Brotherhood/ Sisterhood
- Community Service Opportunities
- Academic Support
- Post-Graduate Networking
- Social Involvement
- Recreational Sports
- Philanthropy Participation
- Making the Campus Feel Smaller

Events

During any recruitment events or parties, it should be the goals of the chapter to have the potential new member meet as many active members as possible. The more active members the potential new member meets, the better the results are, this way the chapter can have a larger consensus if the potential new member is going to receive a bid. (Phi Delta Theta Fraternity, 2010)

Sell your Chapter

When talking to any potential new member, sell the potential new member all of the benefits of your chapter. The benefits that last a lifetime, which does not include parties on the weekends, late night beer runs or trips to the mall. By selling the benefits of your chapter you are selling the benefits of friendship, brotherhood/sisterhood, support, and a new family.

Why did you Choose Your Chapter?

Think of ten reasons why you joined your fraternity or sorority. There is a very good chance that another potential new member likes your chapter for the same reasons. Remind yourself how you felt when you were first recruited. There are probably many others who can relate to you, and you can express to them all of the benefits you have gotten out of being apart of your organization.

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3 Tips to Help Sell Fraternity and Sorority Life

(1) Promote the Greek Community first: PNM’s have to be willing to join a Fraternity before they will Your Fraternity.

- Missouri S&T is home to 28 Fraternities and Sororities
  - 23 national fraternity chapters & 5 national sorority chapters
- 21% of the undergraduate population is Greek
  - Average: Fraternity chapter size = 52, Sorority chapter size = 80
  - Approximately 835 men and more than 206 women belong to fraternities and sororities at Missouri S&T
- Scholarship, Leadership Opportunities, Community Service, Social Responsibility

(2) Always be upfront and honest

- Know:
  - One-time costs of joining your chapter
  - Cost of house bills
  - When they can expect to see a housing contract
  - How many meals are provided weekly
  - Where the chapter ranks in academic performance
  - What it costs to break house bills
  - Where new members park

(3) Personalize the Recruitment Process...

- Missouri S&T Six Step Model of Recruitment
- Put their contact info in your cell phone or friend them on facebook (your profiles should be appropriate)
- Send personalized invites to chapter events
- Get involved in Freshmen Orientation (Opening Week, PRO Days, etc.)
- Sell your fraternity to Parents!!!!!!
Selling the Fraternal Experience: Benefits vs Features

Benefits verses Features:

Sell the benefits of your fraternity and sorority rather than the features. Being able to tell someone about the benefits of your organizations shows the PNM’s that considerable time and careful consideration was given to how your chapter can positively impact their life. Essentially, people need to take their communication of benefits to the next level by being a great storyteller. People don’t care deeply about data. They don’t care deeply about brochures, websites, trophies, statistics, or descriptions of membership. People care deeply, and remember, personal stories. Practice telling someone how fraternity/sorority has made your life better. It is simple, but at the core of being able to communicate the value of your organization to potential members.

- **Example #1**
  - Feature: We do philanthropy.
  - Benefit: We get to enjoy that warm, fuzzy feeling that comes along with helping others because after our Philanthropy events we know that we’ve truly done something meaningful, and we’ve really rallied around a cause greater than us. Do you know that feeling I’m talking about? This sorority has helped me experience that feeling more than anything else I’ve ever been a part of, and that is why I’m a proud member.

- **Example #2**
  - Feature: We’ve got an awesome IM Basketball team.
  - Benefit: I’ve always enjoyed having others around me to make me better than I currently am. I’m a pretty good basketball player, and I love to have friends to play with all the time, but being a part of this fraternity has actually made me a better player. The guys who are on the IM team are constantly helping each other, and especially me, to improve my game. I love being a member of this fraternity because it helps me become better at everything we do together.

Three Question Exercise

Do this exercise with your chapter members to help specify your chapter’s unique value. First, have the chapter members spend 3 minutes by themselves, writing down every response they can come up with for the following questions:

- **You made the choice, unlike some of your high school classmates, to come to college.** What are the benefits you get out of being a college student that your high school classmates that didn’t choose to come to college are not getting?

After they’ve finished that, now spend another three minutes having your chapter members write down every response they can think of for the next question, but they CAN NOT REPEAT anything that they wrote down on the first list.

- **You made the choice, unlike many college students, to join Fraternity and Sorority Life.** What are the benefits you get out of being a member of Fraternity and Sorority Life that other college students who are not members don’t get?

Finally, after they’ve finished this second list of benefits, you’re going to ask them to spend three more minutes writing down every response to the last questions, but they CAN NOT REPEAT anything that they wrote down on the first or second list.

- **You made the choice, unlike other members of the Fraternity and Sorority Life community at Missouri S&T to join [INSERT YOUR CHAPTER NAME].** What are the benefits you get out of being a member of this specific organization that other Fraternity and Sorority members don’t get?

Something you will probably notice at this point is that the exercise become progressively harder the more specific the question. This is the ultimate challenge of recruitment in general. People are going to be interested in how the organization will impact them in ways they cannot easily obtain through involvement in other student organizations. The more your chapter is able to communicate the benefits of your organization verses the features will assist in making stronger connections with PNMs.

Resource developed by Phired Up Productions
Overcoming Common Objections to Joining

“I don’t have enough money."

- Educate the potential new member (PNM) that joining an organization will teach them time management skills, which actually CREATE time for them and will allow them to accomplish more in each day.

“I don’t have the money to do this."

- Explain that dues aren’t a cost, but actually an investment in their future success as a person and professional.

“I don’t want to get hazed."

- You should be able to hand each PNM a new member education program that shows the exact process to membership, which of course does not involve hazing.

“Fraternity and Sorority Life isn’t really for me."

- Ask the PNM what they want out of a student organization, such as leadership, community service, friendship, resume building and then educated them on the fact that your organization offers all of those for members.

“All you do is party."

- Let them know that the social aspect is one of many areas your organization focuses on and invite them to attend a community service or athletic events.

“My parents won’t let me."

- Offer to have a phone conversation with their parents and walk through all of the benefits your organization will provide their child.

“My grades will go down."

- Explain the academic services your organization provides, and if applicable, let the PNM know that your chapter GPA is higher than the all-campus GPA.
Frequently Asked Questions

- **I don’t have the time.**
  - How much time do you think it will take?
  - What are your other time commitments?
  - How much time could you commit?
  - I would like to introduce you to ____. He works part time, plays a sport, and maintains a 3.5 GPA.

- **I can’t afford it.**
  - Do you know how much it costs?
  - May I show you exactly how much it costs and how that compares to other college expenses?
  - If we could arrange a payment plan, would that make a difference?

- **My mom/dad/girlfriend doesn’t want me to join.**
  - What is it they do not approve of?
  - Why do you think they feel that way?
  - Have they met any of the members in this fraternity?
  - Would you be willing to help me arrange an opportunity for them to meet some of the members/members’ parents/chapter advisor?

- **I’ve got to focus on my grades.**
  - What are your concerns?
  - Did you know the chapter has minimum standards for maintaining membership in the organization, an academic excellence program, and a program to reward scholastic achievement?
  - May I introduce you to our scholarship chairman?

- **Upperclassmen don’t join fraternities.**
  - What is it that you would like to get out of a fraternity?
  - This is a life-long membership. You’re talking about the difference of two years.
  - We could use a few more guys with your experience and maturity.
  - You’re that much closer to leveraging our alumni network.

- **I’d just like to wait a semester to two.**
  - What is it you think will change between now and then?
  - Would you help me understand the benefits of putting off the experience for a whole semester?
  - What would need to change for you to feel comfortable moving forward with this pledge class?

- **I’m not the fraternity type.**
  - What is “the fraternity type?” Does that describe us?
  - Good. That’s the reason we’re interested in you.
  - Does that mean you would be willing to help our chapter change the image of fraternities on this campus?

- **I don’t want to get hazed.**
  - Do you think we haze our new members?
  - Hazing is unacceptable and strictly forbidden in our fraternity.
  - Let me introduce you to our newest initiates. I would like you to ask them about any details of their pledge period.
  - Here is our pledge education program outlining everything we do

- **I don’t want to live in the house.**
  - What is it that makes you not want to live in the house?
  - May I show you the fraternity’s plan for filling the house?
  - We have a lot of brothers who are active members and choose not to live in the house.

- **I don’t drink.**
  - Do you think you have to drink to be in a fraternity?
  - The majority of the fraternity’s activities do not include alcohol.
  - We respect every member’s choice. There is no pressure to drink.
Recommendations are very important during the recruitment process. It is a good way to get a preview of any potential new members and to learn information about them, other than from themselves. Recommendations are important to get an outside perspective on the potential new member’s interest in Fraternity and Sorority Life, if they are a legacy and how they personally know them.

If your national organization does not have a recommendation form that you can use as a resource, you can create one yourself. Below are some suggestions on what information could be located on a recommendation form.

**Recommendation made by:** ________________________________
Chapter/ Year:
Address:
Date:
Phone Number:
E-mail:

**I Recommend:** ________________________________
Address:
Phone Number:
Email:
Legacy:

Please provide responses to each of the questions below:

- How long have you know the potential new member?
- How do you know the potential new member?
- What characteristics do you consider to be strengths of the potential new member?
- What characteristics do you consider to be weaknesses of the potential new member?
- How do you feel the potential new member will benefit from Fraternity and Sorority Life?
- Do you feel they can maintain the high academic, financial, and social standards of our organization?

Please list any additional comments:
Recruiting by Our Values

Values

Values define how we will conduct the organization and ourselves and identify what matters to most organizations (Defined by the Sigma Kappa Sorority).

Values Based Recruitment

To recruit men and women based upon the values of our fraternity or sorority (Sigma Nu Fraternity, 2010).

Recruiting Using your Values

Your chapter may ask questions about values based recruitment. For example, "What is values based recruitment?" The appropriate answer would be, “to recruit men and women based upon the values of our fraternity or sorority.”

What are the values of your fraternity or sorority? Recap the founding of your chapter and discuss the principles, standards and values for which your founders created your organization.

Make a list of the values that you and your chapter hold, and then discuss why these are your values. Reevaluate yourself and your chapter - are each and every one of our members living by these values? If not, you cannot expect to have new members live by these values too.

If you can come up with more than ten values, then you are on the right track! Look for potential new members who have the same values, and recruit based on those characteristics. This is a preview to see if they can live up to the potential of your organization (Recruitment, Sigma Phi Epsilon Fraternity).

____________________ Values:

(Fill in your chapter's name)

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Alpha Beta Gamma, the international business honors society adopted a Values-Based Selection Process. From *Phired Up Productions*, an educational firm that provides recruitment services to membership organizations, you can find Alpha Beta Gamma’s Values Based Selection Process forms that pertain to both fraternities and sororities.

**Values vs. Standards**

The chart below is a great example that shows the difference between **Values** and **Standards**. *Remember, this is just an example. Alpha Beta Gamma is an international business honors society; they may recruit differently than a traditional Greek organization. Feel free to alter this example to fit your chapter.*

<table>
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<tr>
<th>Values</th>
<th>Standards</th>
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<tbody>
<tr>
<td>Brotherhood</td>
<td>3+ brothers speak on his/ her behalf AND Signed “membership expectations” form AND Completed membership interviews with committee</td>
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<tr>
<td>Knowledge</td>
<td>3.0+ GPA OR 1100 S.A.T. Score OR QPA above all male average</td>
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<tr>
<td>Integrity</td>
<td>2+ positive letters of recommendation AND Satisfactory essay on ethical leadership AND Satisfactory credit check</td>
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<tr>
<td>Service</td>
<td>Attended 2+ chapter service opportunities AND Completes 4+ hrs/month of service AND Registered voter AND Registered with US Armed Forces</td>
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<tr>
<td>Unity</td>
<td>Referred 2+ potential new members AND Registered to receive newsletter and website access Belongs to a chapter sponsored team</td>
</tr>
<tr>
<td>Leadership</td>
<td>Involved in 2+ other organizations OR Active officer of 1 other student organization</td>
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**Guidelines:**

- Brotherhood & Knowledge standards are mandatory
- 2/4 minimum score for standards measuring Integrity, Service, Unity, and Leadership before the chapter may engage in formal discussion for membership consideration (Phired, 2007).
**Now It's Your Turn**

Fill out this chart based upon your values and standards. For every value, there should be a standard that follows.

**Example:**

Value: Academics  Standards: 2.75 GPA or higher to be in good standing

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Communication, Leadership, and Values

Communication:
*To talk; to speak; to direct; to communicate*

Communication is one of the key factors that helps any organization run smoothly. If there are not clear lines of communication within the organization, then productivity, commitment, and success will be less than satisfactory (Modaff, 2007).

What is Organizational Communication?
Organizational communication is the process of creating, exchanging, interpreting (correctly and incorrectly) messages within an organization.

Tips on Successful Communication within the Organization:
- **Organizational Integrity:** The extent to which members feel informed of important organizational information, including policies, procedures, and current events.
- **Communication Climate:** The overall extent to which communication from the organization is positive, as well as the perceived communication competence of other members.
- **Organizational Perspective:** Extent to which the member feels the organization successfully communicates information regarding organizational performance and goals.
- **Relationships between Executive Board and Members:** Executive board members must be available and willing to express their openness and trust to the rest of the organization. This will provide a link in the organization that will be an open passage of communication.
- **Organization Morale:** Members will respond positively when they are given recognition for their accomplishments, in return a positive morale will come from the organization (Modaff, 2010).

Division of Authority within an Organization:
- **Division of Work:** Each member should be involved within the organization; however a limited set of tasks should be given per member. Delegate tasks so they are distributed evenly and fairly.
- **Unity of Command:** Direction in an organization should be given from elected members or committee members that are clear and precise. Those in charge should deliver the same directions and messages so tasks and directions are delivered clearly and without confusion.
- **Advantages of Delegation:** Develops interpersonal communication skills within the organization, increases motivation and higher productivity within the organization, and equal distribution of work between members (Modaff, 2007).

Elements of an Organization:
All of the elements of an organization embody the characteristics of successful communication. By defining clear expectations from the beginning of any task or goal, these tasks and goals can be completed successfully (Modaff, 2007).

- Plan
- Organize
- Direct
- Coordinate
- Control
- Compliment
Tasks and Goals:

Setting goals and trying to complete tasks may sound easier said than done. However, are the goals that your organization is setting being fulfilled? Are the tasks getting accomplished to the best that they can be accomplished? Goals and tasks should be SMART.

- Specific
- Measurable
- Achievable
- Realistic
- Timely

Leadership:

Leadership is very complex. By looking at the strength of their organization, a leader can determine the strength of their own leadership. Leadership is a learning process, and leaders can evolve over time (Student Affairs, Case Western).

Positive Traits of a Leader:  |  Negative Traits of a Leader:
--- | ---
Positive Authority | Unreliability
Confidence | Untrustworthiness
Energy | Irresponsibility
Knowledge | Laziness
Lead by Example | Uncooperativeness
Delegate | Inefficiency

Leaders, ask yourselves...Do you...

- Have a proactive attitude?
- Take appropriate risk?
- Believe there is always room for improvement?
- Stay positive?
- Stay enthusiastic?
- Respect your members?
- Set goals?
- Communicate clearly?
- Know your resources?
- Make decisions easily?
- Have the best interest of others in mind?
- Believe in hard work?
- Delegate?
Values:

*To value; value; I value; We value; Our values*

Values are one of the few guiding beliefs that many, if not all, organizations have. Values help organizations have the same beliefs, reach for common goals and work towards excellence for the organization (PhiredUp, 2007).

Organizations are often successful because they do what they say that they will do. Organizations have not succeeded in the past because they do not stand behind their values. Organizations do succeed, however, because of the values that give them a concrete foundation (Delta Zeta Sorority, 2010).

**How do values tie into recruitment?**

Achieve your values; embrace what the organization has provided for each and every one of the members. Do the members of your organization actually know what their values are? Or what they should be? Sometimes organizations need to actually open a ritual book or a constitution and teach what the founders based the organization off of.

Communicating your beliefs is important, however, communicating your beliefs clearly is even more important. The messages that your organization sends to the community are important, and non-verbal communication is more important and prevalent than members may realize. Those who are not involved in Greek organizations look at the actions of your members as a statement of your organization’s values and beliefs.

Expect that each member upholds the values of your organization. Executive board members need to hold each member accountable for their actions, both negative and positive.

When A.C.E.-ing your organization’s values during recruitment, you need to make sure things are done on a daily basis. This will help you to:

- Create a better public image
- Get more members involved in recruitment
- Prepare members to be knowledgeable about the organization
- Establish what qualities the organization wants in potential new members (Coffey, 2007).
Dirty Rushing

Let me preface this article by saying that if you feel dirty rushing is being overlooked at your school, it is important to say something. Contact your school’s Greek life adviser, speak with your chapter adviser, or even speak with a university administrator.

Every day of our lives we make decisions and choices. The majority of our choices are mundane and made with little reasoning or thought of consequence. However, every once in a while there comes that tempting option that tests your moral compass. Should I cheat on this test? Should I lie about last night? As unethical as these choices are, for some, the decision is unclear and the temptation is too difficult to resist. Such is the case with dirty rushing.

Most major fraternities and sororities are members of a national governing body who is represented on every campus and who establishes rules for recruitment. Basically, dirty rushing is any type of recruitment activity involving an unaffiliated individual that doesn’t conform to these recruitment rules.

Dirty rush activities range from small individual indiscretions to planned chapter events. A member can even dirty rush without knowing it. Below are the most common dirty rushing activities:

- Promising a bid or pressuring someone to join
- Spreading negative rumors about other chapters
- Giving presents to a potential new member
- Secret parties where alcohol is served to minors (who are you kidding – someone always finds out)

Normally, dirty rushing by an active member is dealt with by the chapter, and chapter-sponsored dirty rushing is dealt with by the overseeing Greek committee such as IFC or Panhellenic (keep in mind there is a fine line between a member’s actions and those of the chapter as a whole). Sometimes however, people will turn a blind eye to dirty rushing activities. Although dirty rush tactics may go under the radar for a year or two, eventually, people find out and the consequences are inevitable (police involvement, parental complaints, individual expulsion and even the closure of a chapter).

What You Can Do

As a leader of your chapter, it’s important to address the issue of dirty rushing with your members. For some chapters this can be done online in a discussion-like forum, while for others, in-person chapter meetings are best. Here are some things to remember when facilitating the “dirty rushing” conversation in your chapter:

- **Explain what dirty rushing is** (while it may be reiteration for older members, this is important for new members, members who have a misconstrued view, or members who have never participated in organized recruitment)
- **Go over the recruitment rules** set forth by your Greek committee (this may seem tedious, but its valuable to your chapter that your members know the rules)
- **Provide examples** (both individual and chapter related) of dirty rushing activities as it relates to your campus rules
• **Discuss the consequences** of dirty rushing (what actions the Greek community, your University, and/or your national organization can take)

• Provide **contact information** for your executive members and the Greek committee members to whom dirty rushing should be reported

• **Allow for questions and comments** (dirty rushing isn’t entirely black and white, so your members may need to discuss the gray areas)

I emphasize chapter discussion as it is very important. Make sure that your talk is a discussion among all the members of your chapter, and your members are comfortable asking any sort of question. Additionally, schedule time after the meeting for one-on-one discussions. This is especially useful if a member is dirty rushing, thinks they are dirty rushing, or suspects dirty rushing in the chapter, and wants to discuss it with you.

**Discretion is Key**

My final point is about discretion. It’s absolutely undeniable that there is competition within the Greek community, especially when it comes to recruitment. While some Greeks may believe in the “us vs. them” motto, remember that the chapters on your campus make up a community. As competitive and cut-throat as that community may be, it is still a singular body that represents your chapter to the rest of the university.

Just as community service and academic success shed positive light, university punishment of any chapter reflects negatively on the entire Greek community. Thus, if you know of dirty rushing by another chapter, act with discretion. This doesn’t mean ignore dirty rushing, but rather, act as you would want to be treated if it was your chapter who was caught. The Greek community relies on the strength of every chapter, and the downfall of one chapter can quickly lead to the downfall of the entire community.

**Remember:** while we encourage competition and separate chapter identities, behind all the letters, all the chants, and all the rivalry, we are all the same: we are all Greek.
Greek Letters: Do and Don't

Every fraternity and sorority has its own rules about who can and can’t wear their Greek letters. Some organizations allow spouses, siblings, or parents of the members to wear their letters, and others only allow members who have been initiated and are in good standing. While fraternities and sororities work tirelessly to ingrain these rules in their members’ heads, we often hear of members forgetting the rules and the consequences that ensue. As Greek letters are most prominently displayed on fraternity and sorority clothing, the most common occurrence of rule-breaking happens in regards to Greek clothing. Thus, we’ve put together some do’s and don’ts for your members to ensure your letters don’t end up anywhere you don’t want them to.

DO Explain Your Rules About Letters

As with other Greek responsibilities, the best time to start educating your fraternity and sorority members is when they are young and new. When potential members receive their bids and become new members or pledges, their Greek education should emphasize the rules of the organization. While yes, there are a lot of other important facts to teach the new members, most Greek rules regarding letters are plain and simple. Thus, integrate these rules into your new member education program and reiterate them again and again. Repetition is a known method of memory retention, therefore, the more your new members repeat the rules, the more likely they are to remember them in the future. Additionally, don’t forget about your active members. Dedicate some time during meeting to go over the rules and even quiz your active members (think of this as a nice break from your formal meeting agenda). After all, it would be pretty ridiculous if your new members knew more about your organization than your actives.

DON’T Automatically Put Your Letters On Everything

As every fraternity and sorority has rules, it’s quite naive for any Greek member to assume that their letters can be displayed on every piece of clothing. Too many times have we seen sorority sisters or fraternity brothers jump the gun, order clothing with their letters, and realize that not everyone can wear the new gear. Save yourself the time, money, and embarrassment and don’t automatically put your letters into every chapter clothing design.

DO Consider Who Will Be Wearing The Clothes

When you start to design your t-shirt or sweatpants, remember to think about who will be wearing the clothing. If your chapter only allows active members to wear the letters, and you’re designing a recruitment shirt (only for active members), then it’s probably safe to use your letters. However, if you’re designing a philanthropy shirt to be given out to other Greeks, consider spelling out your fraternity or sorority name unless you want the entire Greek community sporting your letters. In addition to considering people outside of your chapter, think about the people within your chapter as well. For example, if your chapter doesn’t allow new members to wear the letters and you’re designing a sport shirt for your members to wear during games, spell out your letters if new members intend to participate. Finally, if you’re ever in doubt and unsure about who will end up wearing the clothes, play it safe and spell out your letters. After all, it’s better to be safe than sorry.

DON’T Let People Slide

What we mean by this is don’t let your members get lazy. We all know that being Greek takes up a lot of time, and it can be difficult balancing Greek life with classes, studying, and a part-time job. Unfortunately,
this is a natural part of joining a fraternity or sorority and your members shouldn’t use it as an excuse to not do their job. Several times we’ve seen members chalk up their mistakes to a busy schedule, late-night cramming, or just that they’re stressed out. While your members are all probably telling the truth, it doesn’t mean they’re off the hook. Remind your members that they have responsibilities to the chapter just as they have responsibilities to their classes and their jobs. Laziness on the part of your members will only lead to more mistakes and blunders, such as your fraternity letters on the shirts you give to sororities. Thus, monitor your members and don’t let them slide or cut the corners. And if you really feel that a member can’t complete their task, find someone else to do it.

**DO Highlight Mistakes and Emphasize The Consequences**

Mistakes are inevitable and your chapter is bound to wind up, sooner or later, with a clothing blunder. Whether it’s new members or other Greeks wearing your letters, the “die has been cast” and there’s no turning back. Although you can’t undo the past, you can make sure it doesn’t happen again by highlighting the mistake and emphasizing the consequences. This doesn’t mean calling out an individual member at chapter meeting, but it does mean bringing the mistake (anonymously) to the attention of the chapter. You should also go over the consequences of the mistake (and by consequences, we mean for the chapter, not the at-fault individual).

**DON’T Downplay The Consequences**

Consequences can include a number of things such as other chapters of your fraternity or sorority knowing that you broke the rules, other Greeks at your university knowing that you broke your rules, and non-members of your chapter wearing your letters on campus. While some of these consequences seem trivial, none should be taken lightly. Other chapters or Greeks can take your mistake as a sign of disrespect towards your fraternity or sorority. Additionally, non-members wearing your letters can cause problems because their actions will be associated with your chapter. Such problems can be merely social, like a drunk girl wearing your sorority letters, or they can have legal implications, such as a guy in your fraternity letters harassing a girl at a party. Thus, don’t downplay the consequences to your members. Explain what could happen, examples of what has happened, and how it would affect the chapter and its members.

**DO Remind Your Members Why You Have Rules**

When all is said and done, the rules put forth by your fraternity or sorority are established for a reason. Mainly, rules about who can wear your Greek letters are meant to protect the organization, your chapter, and its members. They’re also meant to demonstrate who is and is not a part of your fraternity or sorority. When going over the rules about wearing letters, remind your members why these rules were created and why it’s important for them to be respected and followed.
Recruitment Chair Check List
(Great Event, 2010)

Beginning of your term:

- Decide the purpose of the event (recruitment)
- Choose themes
- Select committees
- Select chairs of committees
- Plan a budget
- Create PR/Marketing campaign and schedule
- Learn all IFC or NPC recruitment rules (Sororities, it is recommended that you read the NPC Green Book)
- Create a calendar for the semester and distribute to all members
- Create goals as a chapter and provide a date those goals should be accomplished

Mid Semester:

- Meet mid-semester with the chairs of all committees to discuss their goals, plans, and scheduled meeting times with their committees.
- Formally invite alumnae to any recruitment events, practices, or workshops
- Order any necessary materials: invitations, bid cards, new member badges, napkins, rentals, etc. (check previous recruitment chairs records)
- Plan recruitment workshops and teambuilding exercises for the chapter
- Update chapter with progress so far
- Update your chapter advisor and Greek advisor with progress

One month before event:

- Confirm rentals
- Confirm tasks of committees for the next month
- Meet with Greek advisor to discuss all plans
- Meet with chapter to discuss the next month
- Update your budget
- Make sure chapter is prepared to recruit

Week of the event:

- Know what needs to be done each day before the event begins
- Know what committees will be doing each day
- Know when your Executive Board will be participating in any recruitment events
- Send out final schedule to the chapter
Recruitment: Do and Don’t
(Phi Delta Theta Fraternity, 2010)

DO

1. Organize a clear action plan and follow your plan and deadlines.
2. Discuss the values of your chapter to potential new members.
3. Hold recruitment events without alcohol.
4. Get all active members involved with the recruitment process.
5. Use your campus resources, alumni and advisors.
6. Hold weekly meetings during the recruitment process.
7. Build a relationship with your chapter and the campus Fraternity and Sorority Advisor.
8. Collect any recommendation forms that your chapter members have completed.
9. Learn more about the potential new member other than their major and hometown.
10. Be honest about social, academic, and financial responsibilities.
11. Read any and all recruitment manuals and resources.

DON’T

1. Do not procrastinate.
2. Do not miss deadlines.
3. Do not try to convince someone to join your chapter, if they know it is not right for them.
4. Do not maintain a poor appearance of both yourself and the chapter.
5. Do no criticize other fraternities or sororities.
6. Do not criticize the campus.
7. Do not make the conversation about yourself.
8. Do not use alcohol.
9. Do not “dirty rush”
10. Do not make the potential new member feel overwhelmed.
11. Do not focus on what the next question is you are going to ask, focus on having a genuine conversation. This is not a play you do not need to rehearse, rely on your communication skills.
12. Do not focus on weak points in your chapter; highlight the chapter’s area of strengths without comparing your chapter to another.
Summer Recruitment – Planning for the Fall

The summer is a wonderful time to relax and reflect. It is also the perfect opportunity to get started on your chapter’s recruitment process. Below is a checklist of ELEVEN things that will ensure a successful semester of recruitment.

1. **RECRUITMENT TRAINING:** The Phired Up blog is an excellent introduction to Dynamic Recruitment.

2. **MANY HANDS MAKE FOR LIGHT WORK:** Enlist the help of a few more brothers to form your core recruitment committee.

3. **TRAINING PAYS OFF:** Consult with the chapter officers to organize a recruitment seminar that you and your committee can facilitate for your chapter. Use the S.O.S. approach put forth by Phired Up: **SHOW** your brothers the proper method of talking to new potential members, **OBSERVE** their technique as they meet recruits, and **SHAPE** their behavior by reinforcing positive actions or constructively correcting errors.

4. **MENTORS:** Find a graduate brother (such as a member of your Board of Chapter Advisors) to mentor your chapter and keep you on track over the course of the semester.

5. **IF YOU FAIL TO PLAN, YOU PLAN TO FAIL:** Make an ambitious recruitment goal for your chapter using the formulas available in the Good Guys book and other Phired Up resources.

6. **NAMES, NAMES, NAMES:** Build your names list by asking every brother for any non-Greek male they have met; expect each brother to have at least 20+ names. Do not forget to include incoming freshmen from brothers’ high schools and hometowns. Make sure your recruitment is reaching beyond freshman.

7. **NOT FOR COLLEGE DAYS ALONE:** Use the resources available to you to find recruitment suggestions from local graduates. Ask your graduate base to provide any referrals if they know any potential members. Also, aid your fellow recruitment chairmen by suggesting potential members on campuses. Finally, contact legacies immediately!

8. **B IS BETTER, A IS ACHIEVABLE:** Work with your Scholarship Chairman to organize a scholarship for potential members.

9. **WASTE NOT, WANT NOT:** Use this time to plan a summer recruitment event if you do not already have one scheduled. Additional, try to meet incoming freshmen before classes begin.

10. **POWER IN NUMBERS:** Join the Interfraternity or Panhellenic Council Facebook page!

11. **FRIENDSHIP, THE SWEETEST INFLUENCE:** GO MAKE A NEW FRIEND!!!
Shy Members: 5 Ways to Get Them Involved in Recruitment

Just as every person can’t be the life of the party, every chapter has members who shy away from the spotlight. For some chapters, these brothers/sisters are few and far between, whereas for others, shy members make up a substantial portion of the brotherhood/sisterhood. No matter how many less-social members your fraternity/sorority has, there is never an excuse for these members not to pull their weight in the chapter, especially when it comes to recruitment. As the experienced members know, there is more to running a successful recruitment than face time with potential new members. For members who don’t do well in social situations, there are other ways to get them involved, utilize their skills, and ease the stress of your recruitment chair.

1) Brain Storming

Although they may not be comfortable speaking to crowds, shy brothers/sisters are a great resource for recruitment ideas. Invite these members to a recruitment planning meeting and have them brain storm for the upcoming events. Make sure to listen to each and every one of them, and give them plenty of time to voice their thoughts and opinions. It may take some time to get them to open up, but you’ll be pleasantly surprised by some of the ideas they come up with. Finally, give them advanced warning about the meeting so they can do some creative thinking on their own and be completely prepared to share.

2) Event Planning

Once you’ve chosen your recruitment events (i.e. bowling night or Monday night football), it’s time to start planning for each one. This is another excellent opportunity to get those less-social brothers/sisters involved. You can dole out responsibilities to each individual, such as purchasing food and reserving venues, as well as involve the brothers/sisters in the actual execution of each event (setting up, arranging transportation, etc.). When assigning responsibilities and tasks, try to play to each member’s strength. For example, if you’re having a bowling night and brother/sister A is the best bowler in the chapter, have him find and reserve the venue. This way, your brothers/sisters will not only have some knowledge of what they need to do, but also be somewhat interested as well.

3) Marketing Activities

Marketing is an easy way to get shy members involved. Marketing responsibilities can range from designing rush shirts and flyers and working with vendors, to promoting recruitment events on the chapter website and creating a recruitment Facebook group. Just as with event planning, when assigning marketing responsibilities, be sure to play to the strengths and interests of each member. Graphic design or media arts majors can share their skills by designing flyers while computer science majors can hone their skills by managing the website. With marketing, be sure to keep every member in the loop about the recruitment events, dates, and deadlines and check in with them frequently for updates. If recruitment starts on Monday, you don’t want your rush shirts coming in on Tuesday.

4) Member Scheduling (for events)

Another way to get members involved is by making them responsible for the other members of your chapter. For recruitment, as well as other campus events, it’s of the utmost importance that your members know where they need to be, what needs to be done, and that they arrive on time. To ease the pressure on the recruitment chairs, you can assign the responsibility of member scheduling to a less-social brother/ sister in the chapter. This is a great way to teach your members responsibility and
leadership, while also giving them a major part in recruitment. The brother/sister, or brothers/sisters, picked to oversee member scheduling will need to make the schedule for each event (i.e. how many brothers/sisters are needed? How long is the event? If all day, what are the time shifts?), work around brothers’/sisters’ requests (member A has work on Monday from 2:00 – 6:30pm, etc.), and hold each member accountable for showing up and participating. Member scheduling is actually a large responsibility, and a good recruitment hinges on the ability of the members to be on time and know what they’re doing.

5) Chapter Preparation – The Odds and Ends

In the months leading up to recruitment, there are always a number of little things that need to be done. Chapter preparation, such as cleaning the chapter house and hanging the newest chapter composite, can be tedious, but it’s a great way to get shy members involved. From building new chapter letters and covering up the holes in the wall to buying a booth table and fraternity flag, these activities may not be thrilling but they are key to a successful recruitment.
Dealing with Anti-Greek Parents and The "Greek" Stereotype

When you're an active fraternity or sorority member, going Greek seems like the most natural thing in the world. However, for potential new members, joining a fraternity or sorority or even going through formal recruitment can be an intimidating decision and a staggering step to take. This decision can be made even more difficult if the student’s parents weren’t in a fraternity or sorority, believe the negative stereotypes, or are “anti-Greek”. For many potential new members, disapproving parents can deter them from recruitment or accepting a bid. And, for those students who choose to join despite their parents’ perspective, balancing Greek life and family life can be a challenging task to accomplish. Luckily, there are many ways that active members and fraternity and sorority chapters can help to alleviate tensions between students and parents, and change the image of Greek students.

Greek Information at Recruitment

No doubt, the potential new members will have heard the gossip, know the stereotypes of fraternities, sororities and Greek life, and will enter recruitment with a slightly biased opinion. Your Greek community and fraternity or sorority chapter can combat this bias head-on by providing information about Greek life all throughout recruitment. Not only should this information go to the potential new members, but also to their parents and families. When potential new members register for formal recruitment, have them provide their parents’ mailing address or email so recruitment information can be sent (both from your governing body such as IFC or Panhellenic and the individual chapters). Information should include the formal recruitment process, the participating fraternity and sorority chapters, and a glossary of terms (i.e. what a “bid” is).

Additionally, fraternity and sorority members can do their part to disprove the image by acting appropriately throughout recruitment. Sororities who bad-mouth other chapters and fraternities who host illegal parties with alcohol and drugs do nothing to improve the image of the Greek community.

Chapter Information throughout Student’s Pledge Process

Once your potential new members receive and accept their bids, the majority of the responsibility to stay in contact with parents falls on the individual chapters. While the Greek governing bodies should still send out information to parents to keep them up to date, once new members accept their bids, parents usually want specific information about their student’s chapter. Most national fraternities and sororities send out welcome and introduction letters to parents that include general information about the organization and additional resources. Before you send out information to the parents of your new members, be sure to talk with your nationals to see what they already send out.

Since your nationals sends out general information to parents, most information you send out should be specific to your chapter and the new member (pledge) process. Include information such as what the chapter is doing, what the new members are doing, and how the new member process works. Also, if you have a chapter newsletter (sent out to parents of active members), consider sending this to parents of new members as well.

Parents Newsletters

Although your new members have now made it through the new member process, been initiated, and become a vital brother or sister of the chapter, it doesn’t mean that their parents will automatically change their views on the Greek system. Unfortunately, you may never be able to completely change a
parent’s perspective of fraternities and sororities or their idea of what it is to be “Greek”, but that doesn’t mean you should stop trying. As their student is now an active member of the chapter, parents should still be kept up to date about what’s going on. Send out a parents newsletter at least twice a year (once per quarter or semester is ideal) with information about the chapter and what’s going on. Here are some ideas of what to include:

- Newly elected executive members
- Philanthropic activities
- Current athletics and results from previous sports (championships, etc.)
- Chapter awards and recognitions (from the university, from your nationals, etc.)
- Upcoming events that parents can attend (philanthropy, parents’ night, etc.)

Parents Day

Although sending out newsletters and chapter updates are effective ways of keeping parents in the loop, sometimes the best way to change a stereotype is face to face. Many chapters host a parents’ day, night, or weekend in which any parents of an active member can visit the chapter’s house, meet the active members, and see what the chapter does. Tailor your parents’ event to the needs and abilities of the chapter and its members as well as the general abilities of the parents. Don’t try hosting your parents’ day during Finals or Midterm week, and if your chapter can only host a two-hour event, don’t try to stretch your budget and host an entire weekend. Likewise, if many of your members are from out-of-state, plan the event ahead of time and tell the parents far enough in advance so they can make travel plans and change their schedule if need be. As you plan your parents’ day, make sure to schedule events that both allow people to meet and mingle, and that are tailored to parents and members. Also, remember to provide snacks for a short event, and lunch or dinner if the event goes over three or four hours.

Local Active and Alumni Chapters

Fraternity and sorority chapters should be aware of how their actions affect the public’s perceptions of Greeks. Not only do members’ behavior reflect the chapter and the national fraternity or sorority, but they also reflect the Greek community as a whole. Additionally, Greek alumni chapters and associations reflect the Greek community and contribute to the overall image of fraternities and sororities. Even if the issue of anti-Greek parents hasn’t come up in your chapter, consider how your chapter’s actions and behavior will positively or negatively affect the stereotype. Because, chances are, the issue will eventually affect one or more of your members.
Quality vs Quantity – Get BOTH!

Having worked with thousands of chapters, councils and national organizations over the years, one of the most common things we hear repeatedly is “we want better members, but we need numbers this year. Next year we can go for quality.” And thus begins another conversation on the issue of quality versus quantity and the assumption that an organization must choose to go in one direction or the other. This misconception causes a significant number of organizations to end up in one of two really bad places – lots of low-quality members who are having a negative impact on the organization, or a group that is simply too small to accomplish what they want.

Quality drives quantity. Yes. It is true. More people want to buy a quality product. We are going to show you that there is no need to go for one, at the expense of the other. And, that in fact, doing so usually prevents you from achieving EITHER. Finally, we’ll talk about how you can achieve both, and set yourself up for years of success!

Focus on Quality?

Having high-quality members is essential for the long-term viability of your organization. You must build your organization around members who are committed to the mission, values and purpose of your chapter. If your members lack this commitment, they will have a negative effect on the members that are committed, plus they will be less likely to participate in your events, community service projects, recruitment and all of the other wonderful things that you do as an organization. Low-quality members will do more harm to your chapter than good and having an organization filled with these people makes it more difficult to recruitment high-quality individuals.

How do you focus on quality? Let us explain. Recruiting a particular individual rather than “people that...” is the first step. Most mistakes come from thinking recruitment boils down to three words. “Stalk the Freshmen.” WRONG. Don't get us wrong. There ARE amazing first year students whom we should be recruiting. But, our greatest ability to increase the quality comes from increasing the number of sophomores we recruit. So the trick to recruiting quality is going after people you already know, not blank faced freshmen you HOPE will turn out to be good members.

“But we WANT to stay small.” Really?

Small is a relative term. For some that is 10 for others that means 75. Either way, we usually hear that as an excuse for not hitting numeric goals. Are numbers everything in recruitment? Absolutely not! However, if your organization needs 35 members to cover your operating expenses, having 15 “great guys” or “great women” won’t matter when your bills are due! The more members you have in your organization, the more of an impact you can make in your community and the better your balance sheet will look each semester. Having 75 members recruiting each semester will certainly help you reach your recruitment goals easier than having 15 members, that’s for sure. Having a high-quantity of members will also give you the potential to have a variety of personalities, characteristics and skills, which will benefit your organization. Having the right number of members is certainly important!

DON’T CHOOSE…. GO FOR BOTH!

As we said at the beginning of this article, we constantly work with organizations that feel they either need to focus on quantity or quality. The answer to that question is the same on every campus across the country – BOTH! Target high-quality people who will be committed to the growth and success of your
organization. People who have a track record of leadership performance are more likely to make a positive impact in your organization.

Remember that old adage, “People Join People. And the organization follows.” Better members will ultimately recruit and be more attractive to quality people just like them. If you want a lot of great members, you first need to make sure you have the right group of people in place, otherwise solid potential new members will not want to join people they don’t really respect.

Don’t outsource or delegate recruiting to the recruitment chair. We already told you that People Join People, so it is logical that the more people you have doing the recruiting, the more we will get to join.

There is also a multiplying effect as well. The more you focus on quality members, the easier it is to get them to do their job and recruit. And, it is easier for them to do it as well!

Both quality and quantity are important and essential for your organization to thrive long-term. How do you find high-quality members? Determine the characteristics of your ideal member and make that the standard by which you recruit. Build the core of your organization around these people and then teach them how to systematically recruit other high-quality individuals.

Resource developed by David B. Stollman of CAMPUSPEAK, Inc. for his “Recruitment Boot Camp” training.
You are ALWAYS Wearing your LETTERS

You're interested in joining our fraternity? We'd love to have you. You're the type of person we look for: committed, enthusiastic, a leader. We think you'll do great things here, and we hope that we'll open some doors for you. You will make lifelong friendships, and hopefully, you'll be the type of person whose positive impact will be felt here for many years.

This is the start of something really cool. We know you have your reasons for joining, and we also know that the reasons you'll stay will be entirely different. Trust us on that one. People tend to join for the image, the props, and the social stuff. They stay around for the friendships and because they find a place where they can impact the lives of others. It's a family. We know this. Soon, you will, too.

Soon, these letters will be yours. But, there's one lesson that we need to impress upon you before you sign your name on the dotted line, pay that first fee, and get that first t-shirt. It's the single most important thing we're going to ask of you, so you need to listen and understand it, now, before you say "yes."

It's the one most important thing that any fraternity or sorority can impress upon its new members. It's the one lesson that every group must impress upon its newest members. Truly, our survival as an organization on this campus, and nationwide, depends on you understanding this one simple lesson and taking it to heart.

It's more important than our history, our traditions, our structure, or our rules. Because, if you don’t understand this most fundamental lesson, then none of the other stuff will matter. If you don’t get this one “golden rule of fraternity,” then your son or daughter won’t have this kind of organization to join someday, and all of this will just be a fuzzy memory.

Here it is. Ready?

*From the moment you say yes to this organization, you are always wearing your letters.*

I'm going to repeat it.

*From the moment you say yes to this organization, you are always wearing your letters.*

We’re not talking about t-shirts, or sweatshirts, or hats made in the colors of the group. We’re not talking about a tattoo on your ankle, some party favor, or a badge you wear on your dress shirt.

What we mean is that when you say yes to lifetime membership in this group, everything you say, do and represent from that moment forward is a direct reflection on this group, your brothers, and the thousands of members who have come before you. Everything you put out to the world is a direct reflection of this fraternity. Every decision, every achievement, every mistake you make happens to all of us from this point forward.

When you go to the grocery store, you represent us. If you fall asleep in class or earn a weak grade, you represent us. When you drive down the road and slow down so a pedestrian can cross the street, you represent us.

When you turn 21 and hit the town, you represent us. When you become a leader of another campus organization, you represent us. When you insult someone or talk badly about another fraternity, you represent us. When you break up with someone and make decisions about how you behave during that difficult time, you represent us. When you go on Spring Break, you represent us.

When you go home and sit at your mother's dining room table, you represent us. When you get a job and go to work for a company or organization, you represent us. When you commit your life to that special person, someday, you represent us.
You are always wearing your letters.

From this day forward, always. Every day, in every situation. They never come off.

As surely as if you tattooed these letters on your forehead. It doesn’t matter if you’re wearing a jersey with our name on it, or a business suit at an interview. You have to assume that every person you meet will form a permanent opinion about fraternities – good or bad – based on how you interact with them. Every good thing you do builds us up. Every dumb thing you do tears us down.

We live in a time when the actions of one man or one woman can kill a group like ours. One person who acts in a way that is inconsistent with our shared values can end a hundred years of tradition and pride. One choice you make on a Friday night can take away everything that generations of men have worked to build.

All the stuff you see that belongs to us can be boxed up or thrown out, because of the choices you make. If this seems a little intense, that’s good. Because it’s serious. If it sounds like too much responsibility, or if you don’t think you can behave in a way that reflects well on us at all times, then walk away now. Do us the favor. We won’t think less of you. In fact, we’ll thank you. This sort of commitment isn’t for everybody.

But, don’t say yes unless you understand.

We’re not asking you to give up anything. We aren’t asking you to become something you aren’t. We’re asking you to become something more. We’re inviting you to become part of a group of men who make a promise to take care of each other, every day. We’re asking you to become the very best version of you that you can be.

We’re asking you to take a leap of maturity and to go to that place where you’re the same, honorable, dignified person on Saturday night as you are on Tuesday morning.

It’s a big deal, and not everyone can do it. Forget everything you’ve heard up to this point. Forget how much you might desire this, or how much we might want to bring you into the group. Just clear your mind and ask yourself one question.

Are you ready to never take them off?

Because when you say yes, you’re not just putting letters on a sweatshirt. You’re putting them in your heart. You’re forever stamping your identity with them. Everything you are, from this point on, becomes who we are.

You will make mistakes, and brothers will remind you of your commitment. There will be times where you will see other brothers forgetting their promise, and you’ll need to remind them. That’s part of this whole “fraternity” thing. We work together to make ourselves better men who stand for something. We carry each other. We matter to one another.

If we’re doing fraternity right, then we’ll make you a better man. If you’re doing everything right, then you will make us a better organization. So, please think about it. Take it seriously. Because if you say yes, these letters belong to you as surely as they belonged to our founders. If you say yes, these letters become your responsibility forever.

That’s the promise.

Developed by T.J. Sullivan of CAMPUSPEAK, Inc.
Resource List


Chapter Talk – Recruitment http://www.chaptertalk.com/recruitment


http://tjsullivan.com/you-are-always-wearing-your-letters/


www.campuspeak.com/speakers/stollman - Recruitment Boot Camp


www.nicindy.org/

www.npcwomen.org/index.aspx


