

The Basics of a Recruitment Event

Calling:

- **#1 Invite** – no more than a week in advance, otherwise guys will just plain forget. Who calls who and who is responsible for who.
- **#2 Day before** – 24 hours before event. Remind and give all details. Also, make sure the rushee knows who is picking him up and what vehicle will be there. Have all drivers know who, where, and when to pick up. Make sure the drivers have room number and phone number. Someone to arrange rides.

Event:

- **Organize clean up** – who and when. Chapter house must be clean and picked up.
- **Set up** – who and what time. Have pictures, awards, Cornerstones, AM packets all in sight and around the house.
- **Food** – who, when, and where the money. Set aside and with all needed things i.e. trash, napkins, cups, ect
- **Members** – each should know what is happening and when, also their respective positions.
- **Name tags / Guest sign in** – all members should have their names in bold, also all rushees, forgetting someone's name is easy and looks bad. Both for us and them.
- **Double check** – all reservations made for an event, ect basketball courts, bowling alleys.

Guys – Each member should be given a position. Just like a football team, everyone should know what to do.

Drivers – organized rides, where and when they have to be both for pick up and drop off.

Greeters – Guys at the door with a handshake. They are responsible for sign in and name tags. Keep a record of who shows up and their name, phone, address. Many guys bring guests that are uninvited and have no record with the rush chair.

Food – have a guy placed at the food. Many times it is unmanned and a guest will hang out with no one around. Food guys again greet and talk to everyone who comes to the food.

Activities – have guys doing everything that the guests are to do i.e. cards, playstation, and pool. These guys must invite the guests to join them and not just brothers.

Leader – someone in charge who makes a formal announcement and also keeps the structure of the event moving. Ready to act on a whim or something going wrong.

Roamers – these guys sole responsibility is to make sure that no guest is ever alone. Spot out individuals that are in the corners looking at awards, composites, ect. These guys must make sure no one is alone. A chapter house is a intimidating place and guys will be nervous. A welcoming smile is a relief to any guest. Have three or four of these guys depending on number of guests.

Particular people – just like special teams, guys that know the AM program, Social chair, treasurer, B, etc. If a rush guest has a question, don't make it up or say you don't know. Direct their questions to the person who knows for sure.

Subs – guys that have no particular position, but are ready to fill in at any time.

Also:

- Have AM packets ready to hand out, dues breakdown ready to hand out, and business cards ready to hand out.
- Tour of the house, but keep most guys together and not one on one.
- Meet as many people as possible. Talk to a guy and then hand him off to meet another.
- Make sure everything runs smoothly, an unorganized chapter looks bad.
- Drop off, same as pick up. Make sure drivers know what is going on and where they need to be and when.
- Cell phones, all drivers should have one and the numbers for the guys they are responsible for.
- Organization is key. If guys are kept busy, they won't feel nervous or awkward. If the event goes smoothly it will reflect an organized chapter. People want organization.
- Members should make this an event for the guests not for themselves.

Clean up – everything back in place