

Brand Identity

A successful salesman needs two critical elements: a clearly defined product and a belief in that product.

With this in mind, what public image does your chapter have on campus? More importantly, what is its “image” in the hearts and minds of your members?

In regards to recruitment, many of you often have only a few days to sell a potential member on the value of investing his time, money, and life affiliation in your chapter. Those are some big steps, and trying to simply sell him “brotherhood” will not be effective. Instead, look at some specific areas you as a chapter might be able to identify.

Class: as part of our Preamble to develop character, you are the men on campus known for being polite, dignified, witty, and respectable. You open doors for ladies, offer a firm handshake, look people in the eye when you talk to them and in general have an air of respect for yourself and others. Your house is well kept and guests always feel welcome.

Campus Involvement: men want to join your chapter because they know they have a better chance of being elected if they do. You are referred to as the “election machine” with a celebrated history of student leaders. Your recruitment materials read like a Who’s Who of student government and club officers. Through your involvement you have solidified strong ties with administrators who provide referrals and endorsements for your chapter.

No Hazing: your associate members are treated with respect and are engaged in developmental activities. They attend chapter meetings. You see no reason to waste the first semester of their college career demeaning them. Men want to join your chapter because they know there is a mutual respect among all members.

Housing: when guests stop by, there are members around to greet them. The facility is clean and orderly. You are located just off of or near campus. You have

modern amenities like Ethernet and a computer lab. The food keeps everyone happy, particularly the seniors that signed up for the out-of-house food plan. Your flag flies proudly in the front yard as a couple of brothers play catch. Parents drive by with their high school senior sons and say, “Well, that looks like fun.”

No House: while other chapters on your campus struggle to maintain a money pit that is taking money away from programming, your members are free to live wherever they want. Since you don’t have a live-in requirement, new members can live in the residence

halls and meet new potential members. Seniors can live where they like without being harassed for “not supporting” the chapter. Social events are at third-party establishments, where the business is responsible for security and clean up afterwards.

Academics: you recruit from honor rolls of nearby high schools. Your grade point average requirements are enforced and it shows. The chapter is consistently in the top three in overall academics, well above the all-men’s average. Your faculty advisor talks up the chapter to his students, which brings in even more academically ambitious members. Other chapters label you as nerds to make their academic probation seem a little more reasonable. Members have an excellent graduation rate and go on to be successful alumni. The cycle of success just seems to continue.

Scholarships: your alumni have pooled money together to create an endowment either through the University or through the Delta Chi Educational Foundation. Applications come in for a new member scholarship, which generates new names for the recruitment committee. The financial assistance helps free a few members up to volunteer more of their time to the chapter. Undergraduates understand the importance of assisting others in their needs, which also translates to more community service and philanthropic endeavors.

**If you claim to be
everything to everyone
then you are really
nothing to anyone.**

Athletics: other chapters groan when they see you on their intramural calendar. Intramural flag football games resemble varsity athletics. Sidelines of brothers, girlfriends, potential members, and onlookers surround a team that practices like it is getting academic credit for victories. The playoffs are seen as the real beginning of the season. A glowing trophy case adorns a corner of the chapter house. The membership of the chapter is peppered with varsity athletes who then recruit their teammates who share in the virtues of Delta Chi.

Tradition: sorority women have been won over long ago after being serenaded with "Delta Chi Sweetheart" after their recruitment week. Homecoming is a big event for the chapter since it has placed in the top five for ten years running. Alumni look forward to the chapter's Homecoming event and spring golf outings. Girls tend to come out of the woodwork around the same time as the chapter's annual social event, which is the talk of the town. It has printed invitations, a DJ, third-party licensed vendors, and party favors for the attendees.

Successful Alumni: whether they are alumni from your chapter or Delta Chi as an international fraternity, potential members see your chapter as a place where successful people just congregate. Alumni were given the right environment academically, socially, and athletically as undergraduates to hone the life skills that have helped get them to the levels of success they now enjoy. The chapter also has a regular practice of initiating successful men in their geographic area to bolster its alumni base and solidify personal connections with local businesses.

New: your colony or recently chartered chapter is still growing. Instead of being another number in a chapter with well-solidified procedures and activities, a new member is given the chance to be involved immediately with major structural decisions. Traditions are still being formed, so the personalities of all members are quickly reflected in the organization. You're the buzz around campus, because other groups don't know what new and exciting events you will have next.

Small Size: your members enjoy the fraternity life without the chaos of coordinating dozens of schedules. All members know one another very well, and recruitment is on more of a personal level. The chapter recruits the men that fill its needs and are comfortable where they are now. They are growing as the semesters go on, raising the caliber of each incoming class.

Potential members see the chapter as a chance to be a big fish in a small pond, with the opportunity to get involved in a leadership position early.

Medium Size: right in the middle, the chapter has enough members to fund all sorts of activities but doesn't appear to take just anyone. It has a well-oiled committee system and a solid intramural program. All members know one another very well and recruitment is on more of a personal level. Associate Member classes have officers and organize various activities over the semester. The chapter has enough members to fill its house with a few members in the residence halls and apartments.

Large Size: when your chapter decides to do something, others listen. The reach of 70+ members makes recruitment considerably easier. The chapter is well funded through the number of members paying membership dues. Members can be involved in all sorts of student organizations since the workload of the chapter is spread over many shoulders. All members know one another very well and recruitment is on more of a personal level, but with the assistance of many more resources. Success perpetuates success and, from the outside, other chapters think it just comes naturally to you.

This list is meant to show some examples of what various chapters have chosen for their "identities." What is important is for your chapter to decide what type of image it wants to have on your campus and then to live up to it. Selling a false product (pretending to be something you are not or at least are not even aspiring to the marrow of your bones to become) never works in the long run. Be proud of who you are or what you are fervently working to become and strive every day to be just a bit better at what you have chosen to be. Your members will know what they are selling and so will the campus. When a Delta Chi walks down the sidewalk wearing his letters, everyone will know what that means.