

First, waiting until rush to solve what people are calling a "rush" problem is waiting too long. The two keys to any sales situation are 1. belief in yourself and 2. belief in your product.

Let's say you are fresh out of college and your first job is selling a product you know is faulty. The handle breaks off, the finish tarnishes, whatever. How many of those products are you going to try to sell to your friends and family??? That's right - zip. The same goes for Delta Chi. If, in their heart of hearts, your members don't believe that their chapter has been meeting their needs they are going to have a tough time selling it to someone. They won't be able to look a potential member in the eye and say with confidence that it has been good for them and it will be good for that potential member. So they don't "reach out and touch someone," they don't invite people to the chapter's events, they don't show up for rush. And what do we do? We levy fines for not attending rush functions. We treat the symptoms and not the problem. They show up rather than pay \$50 to not show up but there still aren't any (or enough) rush guests. Way before rush becomes a "problem" we need to be looking at whether our current customers (our chapter members and associates) are TRULY satisfied. If they aren't, then we need to fix the product before we try to force a dissatisfied sales force to sell it. How can you tell if the members aren't satisfied? Too long an answer here but some of the symptoms are: a high number of inactives, high accounts receivable, lack of participation in events, low activity around the house (at a "happy" chapter you can't walk in the front door without seeing someone - at an "unhappy" chapter you can't find anyone when you walk in the front door). People are real easy to figure out - they approach feeling good and they avoid feeling bad. Are your members approaching or avoiding your chapter? If they are avoiding, you can still be successful at rush by selling your members on the "new" Delta Chi - not what it has been but what it's going to be. I simply disagree with all the emphasis we are placing on the negative ("Tell them that if they don't rush we are going to die." stuff). We need to start showing them that Delta Chi is good for the soul. Motivate them with something to move towards instead of away from. Has your chapter ever held a retreat and came away thinking how things were now going to be totally different but two weeks later nothing had changed? Let's go back and look at what happened at the retreat. Here's what I believe happened. You started by talking about the past. How this didn't work. How everyone is sick and tired of whatever. Names of "offenders" may have even been mentioned. People were heard later saying "It felt good to get that off my chest." Of course, he dumped it on everyone else in the process. Most of the retreat was spent griping about the past and trying to figure out ways to get away from it. Realize that walking into the future while facing the past is no way to get where you need to go. Instead, you need to start with the future, design what you want to happen and move towards it. How? Start the retreat by having someone skilled at facilitating a retreat and who does not "carry any baggage" with the chapter asking if the chapter is as good as it can be. The answer will be, with almost no exceptions, "No." Then ask if it is capable of being better. Hopefully, the answer will be "Yes" (if not, call me!). Now, with either a blackboard or marker paper and markers at the ready, ask "How" and they will proceed to tell you. Write down all their ideas. A good facilitator can help maximize the number and quality of ideas that are obtained. The facilitator now asks if what is up on the flipchart, or blackboard, is, generally speaking, possible. If he has done his job it is.

He then asks if **that** Delta Chi would be something in which the members could be truly proud. If so, then let's start selling **it** instead. Let's start dividing up the assignments and bringing it into reality. Brotherhood ideas go to the Brotherhood Committee, house clean-up ideas go to the house manager's committee. Every potential member should be sold on what Delta Chi is **going** to be and, if we are rushing good men, with every rush guest who joins we are one step closer to it being reality. **THAT** is a product in which people can believe.

Next, saying that everyone is responsible for replacing themselves or the old "If each guy pledges one man we will double our size" just doesn't work. **IF EVERYONE IS RESPONSIBLE THEN NO ONE IS RESPONSIBLE.** The "80-20 rule" rules here and most everywhere. 80% of the work will be done by 20% of the people and the remaining 20% will be done by the remaining 80%. It sounds real egalitarian and, I suppose "fraternal" to say everyone should do an equal amount of work but it sounds like "Animal Farm" to me. Expecting everyone to do everything irrespective of their abilities or interests. If you have a 40 man chapter eight (20%) members will be the backbone of your rush. You can decry the injustice of it all but, as I like to say, gravity doesn't care. And remember, you still need the other 80% doing their 20%. Just don't expect, or more importantly count on, their getting 80% of the associates you need. Every year you need to be able to affiliate and initiate the equivalent of roughly 40% of your membership in order to stay the same size. Why so high? Besides the graduations you have transfers, drop-outs and members going inactive. Now some years 40% won't be enough and some years it will cause your chapter to grow. I realize that some people are against growth but, if a good year is only allowed to break-even, what is an off year going to be like? This, by the way, is also a good question to ask about finances. So, for our 40 man chapter, they will have to initiate 16 men each year to stay at 40 in a normal situation. Assuming that the chapter initiates 80% of its associates they will need to pledge 20 men each and every year. Which means that the 8 workers have to recruit 16 of those men while the others will be recruiting the remaining four. That means for a worker that is involved for three years that he must be personally accountable for recruiting six men during his time at Delta Chi. Giving him the "challenge" of only replacing himself in his "career" and counting on everyone else to do the same will only cause the chapter to atrophy.

Next, it wasn't the feather that made Dumbo fly. Rush isn't about events it's about people. If we approached getting dates like we approach rush we'd be home alone most of the time. How many of you put posters up on campus to get dates? (Don't answer that) How many of you send out letters to all the girls on campus asking them to meet you in the lobby of the show and then wonder why no one showed up? (Don't answer that either!) Yet that is how many of us are rushing. When members call up and ask me how do you get someone to rush I ask "How do you get dates?" Why limit your opportunities? Go to where they are and start talking. There are no "magic feathers." Rush is as good or as bad as you choose to make it.

Rush is about meeting people and inviting them one at a time, face-to-face, to interact. This interaction can be a preplanned event involving the whole chapter or it can be as simple as shooting a few hoops at the gym. The point is that people don't join events,

they join groups that are made up of individuals they have gotten to know and feel comfortable with. Are your members expecting rush to happen to them or are they happening to rush?

I often hear back "But our members don't meet anyone on campus."

Let me ask some questions:

1. Do they sit together in class in the back row or do they purposefully sit apart (and near the front) so they can meet others?
2. Do your members belong to other organizations on campus?
3. Do they go to the gym (or soccer field, etc.) in small groups and ask others to join them in a game and go out for pizza afterwards?
4. If a stranger walked into your house, does he get ignored or does someone say "Hi, can I help you?" (the difference between an "unfriendly" chapter and a "friendly" one)

If you answered all those questions the wrong way, part of your "rush" problem is obvious.

Next, time and time and time again chapters say that they have a certain number of guys they have been inviting over for the past several days but they haven't asked them to join yet because they are waiting for more "rushees" (don't call them "rushees," call them rush guests) to show up. **YOU HAVE GOT TO BE KIDDING!!!!** Pledge them and ask them to help recruit their associate member brothers. They will be your best rushers. To that I usually hear "But they don't know how to rush yet." Oh, and we are doing such a great job? Maybe we should learn from them. Also, they haven't learned yet that "We never do well in rush."