

Ten Commandments of Recruitment

(Adopted from Lehigh University's Greek Life Office)

1. Think Like the New Recruit

You'll act like a good recruiter. Remember, he has probably just graduated high school and is most likely leaving home for the first time. He knows little about college and especially about fraternities. Your assumption is that he knows nothing. Make him feel at home.

2. Assume a New Recruit Knows Nothing

He does not know any more than what he has read in papers, seen at the movies, or been told by "someone who knows." They do not know the terms you use or the Greek alphabet. Explain everything.

3. Sell the Greek Community First

He has to be sold on the concept of a fraternity before you can sell him on your chapter.

4. Spectacle is Cheap

Not cheap to pay for, but it's cheap in effect. Personal contact is paramount; spectacle can supplement it, but cannot replace it. Instead, **work to make personal connections.**

5. Keep in Mind What You are Selling

You are selling a group of friends. Your group is diverse and varied in interest, yes... but you share the same values that he wants to live up to.

6. Make Friends

Most recruits pledge where they have the most friends and believe the brothers to be the best group they can find. Be yourself and put your best foot forward. Try to present yourself as a good example of the chapter. Be honest, straightforward, and friendly.

7. You Get What You Recruit

The trouble with many recruitment techniques is that they attract the more casual, insincere types and, worse, they frighten away or disgust the highly motivated men who will do something for the chapter and in return improve themselves. Seek out the individuals who will advance your chapter after you leave.

8. What's the Competition?

Is it the competition the other fraternities or the new residence hall on campus? In either case, do not knock the competition. You show and explain why your chapter is better than the competition. Exemplify excellence.

9. Keep Good Records

If you talk to a great person, it is to your advantage to be sure that he doesn't get lost in the "Rush." If you find a positive prospect, always give it to the recruitment chairman. Don't trust your memory. Write things down. Use a small pocket notebook. After a big event, follow up with your best prospects. A quick phone call or handwritten note goes a long way toward making people feel special and wanted in your chapter.

10. Plan Ahead: Think, Try

Only the individual can do the job of recruitment. Be positive in your approach and do not pass the buck. Everybody has a job to do and they must all do it for recruitment to be successful. Seek to have each chapter member find their replacement.