

Cylinder:

Referrals

Results Producing Activity:

Brothers – Mind Joggers

Description:

Use the Mind Joggers activity on workbook page 36 to generate an initial list of 50+ names per brother. Do this activity at least once every semester.

Example:

A chapter of 25 men attending a Phired Up recruitment workshop created a list of nearly 500 non-Greek men after accounting for overlapping names. They never dreamed of having hundreds of leads before they even recruited anyone new. What a great way to get started!

Notes:

Cylinder:

Referrals

Results Producing Activity:

Faculty & Administration

Description:

In a 1-on-1 conversation, ask well respected professors or administrators for recommendations of men they consider to be leaders, scholars, and gentlemen. The magic is in how you present your request. Here is a sample script:

“Dr. Jones, I am working with a group of student leaders to improve the quality of fraternities on our campus. We think we can change the behaviors and image of Greeks by improving the level of men we target for membership. We want a higher quality student. We’re missing out on some of the best leaders on campus and good men are missing out on the resources and friendships that fraternities offer.

Would you share with us the names of several of your top students, especially those who show signs of leadership? Also, may we make a 60 second announcement at the beginning of tomorrow’s seminar to share this opportunity with others in our class?”

Example:

Expansion teams for top national fraternities use this technique to generate dozens of high quality leads before ever approaching a student. A professor at Marshall University was known for producing 5-10 names every year of the best students in his class.

Notes:

Cylinder:

Referrals

Results Producing Activity:

Sororities & Sorority New Member Classes

Description:

Contact every sorority on your campus. Request a few minutes at the beginning or end of their chapter meeting to make a brief presentation and request for help. Take 1-2 brothers with you. Dress up. Take a gift or token of appreciation. Bring note cards and pens for every woman in the room. Your solicitation for support will sound something like this:

“Thank you for accepting our request for a few minutes of your chapter meeting. My name is Josh Orendi and this is Matt Mattson. As our way of saying thank you, we hope you’ll accept this arrangement of your national flowers. (give flowers to president)

We are proud members of XYZ fraternity. We’re here because we believe that the campus and sororities like ABC deserve to have fraternity men that better represent our school. Matt and I are proud to be Greek, and we are just two of a larger group of fraternity men who are taking the lead to involve more true gentlemen in the Greek community. But, we need your help.

Matt has given everyone in the room a note card and pen. We knew the best place to start looking for men who are leaders, scholars, and true gentlemen was right here with you. Would you take a minute or two to write down the names of men you know that are not Greek that could help us improve the quality of our fraternities at STU? Would you also, please, put your name on the back of your card.

Thank you again ladies for your time and help this evening. Matt and I will leave our contact information with your president. If you think of other men that we should know about, please call or e-mail us. I look forward to sharing great news with you soon.

Example:

Delta Tau Delta once generated 400 names from a single sorority while forming a new group in Ohio. If you only got 10 good leads from each chapter, would it be worth the effort?

Notes:

Cylinder:

Referrals

Results Producing Activity:

Alumni, Family, & Friends

Description:

An annual or semi-annual appeal to your alumni for recommendations of incoming freshmen is often highly effective for established groups. It may take several years to cultivate the alumni list and/or train them to trust their referrals to the chapter. However, alumni recommendations typically pay off in the end.

The same solicitation should be done to family and friends of brothers in the chapter as well as family of recent graduates. Remember to plan for proper follow up. It's equally important to provide updates to those people who made recommendations to let them know the status of their referral in the recruitment process. Let them know you are using their referrals and they will continue to provide you with names.

Example:

A FIJI chapter in Indiana uses alumni referrals as their primary recruitment tool. Their solicitations are sent out in the spring with follow up correspondence throughout the spring and summer. A list of approximately 50 leads is generated from these referrals. Before school starts in the fall, they will have typically secured a pledge class of 20+ new members.

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

Partnership with the School

Description:

The school hosts activities for incoming freshmen and prospective students throughout the summer. Create a partnership opportunity to tap into one that already exists.

- Orientation Leaders
- Campus Tour Guides
- Hosting Overnight Guests
- On Campus Activities
- Admissions Meetings

Though it may not be possible to promote the fraternity at many of these school sponsored events, it's certainly encouraged to build friendships and network with the incoming students who attend. Let your face be the first one he associates with being a "friend" on campus. You may also have an opportunity to invite him to a fraternity sponsored activity during your conversation.

Example:

AGR at a Midwest school hosts a day for incoming agricultural students. They provide a tour of the school, a presentation by a member of the faculty, a BBQ luncheon, and take-home information provided by the university. Students who wish to stay overnight are hosted in the chapter house. A great example of breaking stereotypes, building university relations, and winning over the parents early. On this day, they typically meet 5-10 men who become part of their fall new member class.

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

Home Visits

Description:

Remember that feeling as a high school senior about to go to school where you don't know anyone? A lost art of home visitations is still practiced by some chapters. Call on incoming freshmen. You are a student of the school who would like to come by and talk to them about school and fraternity life as well as answer any of their general questions about what it's really like to be a student on campus.

Key Point: Invite their parents. Better yet, ask his mother first then ask to talk to the incoming student. More than 50% of the time we win over the parents, we win over the student.

This technique works increasingly well if your organization has a niche market such as the fraternity of engineers, math students, catholics, jews, musicians, soccer players, etc.

Example:

Several chapters at large schools in the Midwest and West Coast use this technique effectively. They typically employ a brother through the housing fund to make these calls/visits. Others will use volunteer teams of brothers from different regions to make these calls/visits together.

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

Fairs & Conferences

Description:

Some fraternities find success in manning information tables at summer conferences and fairs that attract student leaders. Similarly, they will make sure they have a presence at university hosted conferences where future students/members might attend.

Example:

- Several traditionally black men's fraternities will be present at the annual Black Expo Fair.
- Farmhouse fraternity will regularly set up a booth at State Fairs.

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

Shadowing

Description:

Many colleges offer opportunities for pre-freshmen to spend a day or two on campus “shadowing” a current student. This gives the potential student a better idea of what a day in the life of a student at your school is actually like. You let them see where you live, meet your friends, go the class with you, eat together on campus, etc.

Spring is the most popular time of the year for these visits. Although they sometimes carry over into the summer months. Get as many of your members as possible involved in these “shadowing” opportunities.

Example:

Here’s a testimonial from an ATO fraternity brother at Marietta College:

When I was a senior in high school, I had my college choices narrowed down a lot. I had overnight shadows at Marietta and Allegheny College. My shadow was Brock Linedecker and the one from Allegheny didn’t impress me so I don’t remember him.

Anyway, I followed Brock around to his classes, hung out with him in his dorm room, and met some other guys in the dorm hallway. At the time that I had gone, Fall rush was finished and everyone had already received bids. Brock was an ATO pledge. Later in the night, we went down to the fraternity house and I met many of the brothers. I was also able to talk with the president of the fraternity about any questions I had.

I feel that because of my great experience with Brock and the ATO boys, I made up my mind that I wanted to go to Marietta, and that I wanted to be an ATO. All this and I still had over six months of high school left.

When I arrived on campus to move my stuff in the next year, I met up with a few of the people that I met during my shadowing trip. We instantly began talking about the one night that I had been here and I left like I already had many friends on my first day. The ATO brothers have become my family since then and I really believe that my overnight with Brock had a lot to do with that.

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

Social Networking Media

Description:

The internet offers priceless networking opportunities with sites such as Facebook, MySpace, and Friendster.

Example:

- The Phi Kappa Theta president, Brock, from San Diego State entered the fall 2006 year with 28 members. He spent most of that summer hunting down men on Facebook who were incoming freshmen. He drove approximately 150 new names onto his Names List. By the end of the fall semester the chapter had recruited 30 new members and doubled their chapter. Brock added, "The funny thing is that half the guys we ended up with weren't even the guys I was talking to on Facebook ... they were friends of those Facebook contacts."
- Alpha Sigma Phi brothers at Grand Valley State University are subject to the university's "deferred recruitment" policy that prohibits freshmen from joining any fraternity during the fall semester. So, the chapter started a facebook group called "Alpha Sig Winter Recruitment 2007." The room is full of potential members. Discussion boards are used to post chapter goals and previous accomplishments. Pictures are updated regularly to highlight members' activities. Best of all, the men they are most interested in from the group are inviting their friends to join the Facebook group. Looks like this chapter is in for a strong Winter/Spring recruitment.

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

100% Brotherhood Involvement

Description:

A requirement of membership should include leadership in at least 1 other student organization outside of the fraternity. 100% of your membership should be involved in another student group.

In addition to being known as the fraternity where campus leaders join, you'll have access to dozens of organizations' meetings and rosters. Use this information to bulk up your names list.

Example:

A chapter in northwest Ohio requires every member to belong to 2+ additional student groups. They intentionally recruit student leaders. In the past 2 years, they have grown from 15 men to 50+ men.

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

Rebuild a Student Group

Description:

Most campuses have hundreds of student organizations. Many of these student groups are on the brink of extinction because they lack the membership and/or leadership to sustain themselves.

This is an opportunity for the fraternity to step in and revive the student organization by plugging in several of its own members. In addition to the service you are providing to this student group, you are creating a pipeline for membership into the fraternity. Every man that joins the student group is added to your Names List.

Often, men who would never consider Greek life will join these student groups. They meet several of the members (your brothers) and build a friendship. That friendship often develops into interest in the fraternity.

Example:

A small school in West Virginia had a dying ski club. A fraternity chapter on campus stepped in and saved the club by signing up 10 of its members. Nearly every freshman that joined the sky club for the next two years went on to become a member of the fraternity.

The sky club became a recruitment pipeline for membership into the fraternity. On top of the recruitment benefits, the sky team was also able to petition student activities for several thousand dollars. That money was spent on a weekend ski lodge retreat that included nearly every member of the fraternity. Brilliant!

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

Select Organizations

Description:

Every school has a unique top tier of student organizations that cultivate leaders who are most likely candidates for your membership. These target organizations can vary from chapter to chapter. Your members should be part of these groups and recruiting from these groups. Below are several examples of organizations targeted by top fraternities.

What are the top 5 organizations your chapter should be focusing on using to generate leads of potential members?

Example:

- Student Government
- Residence Life
- Admissions & Orientation Teams
- Recreation Center Team Leaders
- Student Councils
- Community-based Groups
- Religious Clubs
- Activities Boards
- Large project leadership teams

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Pick-Up Sports Games

Description:

Often less planning is better when it comes to meeting new people. Your chapter probably plays pick-up games of football, basketball, volleyball, ultimate Frisbee, or something similar. Instead of just playing with brothers, simply head out and see how many prospects you can gather just before the game is about to start. It doesn't seem "recruitment-y" and is just a fun way to get to know people. Make a schedule of "spontaneous" pick-up sports games, and play the sports near the places where your prospective members live or hang out.

Example:

A chapter at The College of William and Mary in Virginia committed to doing something very simple to get names onto their names list.

Our group always loves to play pick-up football as often as we can during the fall. We realized that it was a whole lot easier to invite strangers to an immediate game of casual pick-up football than it was to invite them to some strange "recruitment event." People were more likely to join us if we said, 'meet in the quad in 5 minutes.' So before we play we run around for 10 minutes trying to double the size of our group of players... It is amazing the people you meet and the relationships that we build just by doing that. And it is free and takes no planning!

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

5 for 5 Challenge

Description:

We know it's unlikely to expect that every man in the chapter will take a leadership role in Dynamic Recruitment. If, however, you and 4 of your brothers made a 5 day commitment to meeting 5 new people everyday, your Names List would grow by 125 names THIS WEEK.

5 new names x 5 brothers x 5 days = 125 new names

Example:

An East coast chapter once did this for the sole reason of showing us that it doesn't work. They called a week later to tell us that they weren't able to meet 125 total people despite their best efforts. They also said they felt awkward going out of their way to meet new people and disliked being occasionally rejected by the people they approached. "I guess 5 for 5 didn't work for you then," I said. Their reply: "We have over 50 new names and 10 of them have already been to a fraternity event."

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Info Tables & Activities Fairs

Description:

Information tables are a common way for organizations to share general information about themselves with the public and solicit new people for membership. The problem is that most organizations are awful at running their table!

Fraternities will show up for mandatory IFC tables or Greek days, but rarely take advantage of the times when student leaders are out in full force, such as Activities Fairs, Student Involvement Days, Orientation, cafeteria during the first week of class, etc.

Example:

The next time a military recruiter is on campus with an information table, take note of his actions. He's never sitting and never behind the table. He is in front of the table shaking hands or walking around making conversation with people in the general area. The table is never cluttered. It is clean and simple. A table cloth, a way to share contact information, and some pictures are staple items. The table is in a high traffic area and highly visible from a distance. The recruiter is dressed professionally which commands the respect he deserves. He never leaves a conversation without exchanging contact information with you and asking for a referral of others you might know with interest in his organization. Again, take note. These guys are good.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Dorm Storm

Description:

This is simply going to a freshman dorm and knocking door-to-door. Before you turn this idea away, I'll remind you that freshmen typically have few friends and generally do whatever you tell them. This method is effective.

It's best to send teams of brothers to various halls. Never have more than 2 brothers knock of a single door. That's overwhelming. Have something of value to offer and be sure to capture their contact information.

- We're giving out raffle tickets to win an iPod to anyone that donates a dollar or more to cancer research.
- The Kappa sorority girls asked us to round up a handful of guys to help with their service event. Can you guys be downstairs in 10 minutes?
- We're petitioning the school for more parking space on campus. Will you sign the petition?

"But my campus won't let us dorm storm." Yeah, we know. Get creative and solicit when freshmen seminars are about to begin/end, work the front entrance of the residence hall, or ask RA's if you can talk to the guys on their hall.

Example:

A small New Jersey chapter couldn't get freshmen to attend chapter events because their house was too far off campus. The chapter scheduled a BBQ at 7pm. At 5pm ten brothers got into 5 cars and drove to the freshmen halls. They made an agreement not to return to the house until their cars were full of freshmen. The chapter had its best event all year with 15+ prospects in attendance.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Move In & Move Out Days

Description:

During a designated day/weekend most freshmen move in to the dorms. They need help with directions and heavy boxes. You're just the group of gentlemen to help these young potential members. Before you leave, you give him your contact information (business card is appropriate), and you ask him for his so you can let him know inside information on what's going on this week on campus.

At the end of the semester, everyone leaves during the same 3-4 day period. However, the swarm of Greek helpers are nowhere to be found. This is a great opportunity for the fraternity to offer free boxes it collected over the past week from area businesses. A sticker on the box announces either the summer recruitment calendar or the scholarship link.

Example:

Move In days have become so popular that many schools organize a full Greek effort and prohibit a fraternity from wearing Greek letters specific to their organization. Differentiate yourself from the herd. Try these techniques:

- Before leaving his room, you slap a magnet on the refrigerator you just helped him move that announces a link to apply for a \$500 in book scholarships (the link just happens to be run by the fraternity).
- Have give-away items ordered with your fraternity letters on them (e.g. cups, magnets, lighters, etc). It's a great thing having your fraternity letters prominently displayed in a freshman's room.
- Partner with a local pizza place or similar venue to create a menu, calendar, etc that provides discounts/coupons while also displaying your fraternity contact information and recruitment calendar.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Scouting

Description:

Top corporations and sports teams do not wait for their best players to call them. They actively scout talent in their sector and approach talented individuals to help lead their team. The same is true of top fraternities. Do you have a scouting report that lists the top leaders on your campus?

Example:

An East coast chapter made a wish list of approximately 15 men that included a Division I athlete, the student body president, the presidents of several clubs, and the son of an area celebrity. They pledged a couple of those men after only several weeks of pursuit. Two years later, they had recruited more than ½ their wish list.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Niche Marketing

Description:

Many fraternities have a niche market that they are able to focus on and offer a special benefit for membership. For example:

- Triangle = Engineers, Scientists, & Architects
- Alpha Gamma Rho = Agriculture
- Phi Mu Alpha = Men with a special interest in music
- Sigma Alpha Mu = Traditionally Jewish heritage
- Alpha Kappa Psi = Business students

If your fraternity has a natural niche, be sure to leverage it to your greatest ability. If your chapter does not have a niche, you may choose to create one. For example:

- Student leaders
- Diversity through international student membership
- Baseball & lacrosse players

Example:

SAM chapters often partner with Jewish community organizations, high school groups, and area religious leaders to generate awareness and referrals. AGR will often partner with 4-H or FFA groups.

A small Division III school in WV is known for its soccer program. By aligning the fraternity with the soccer program, the men of this chapter ensured their long term success by building a natural funnel of freshmen recruits.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Open Entertainment

Description:

Most people think that “open entertainment” has to mean a big party, big band, and/or big barbeque. They might also be thinking big expense and big time commitment. None of these have to be true.

Find a creative need that you can fill with the manpower of your chapter to offer something of value to your campus. Some examples might include:

- Yard Games
- Sports Tournaments
- Drive-in movie: Renting/moving furniture into the lawn and projecting the latest movie onto the side of your house.
- Gaming tournament

The important part is not the activity itself, but rather the opportunity it affords the chapter to capture new names for the list and build new friendships at the event. Don't forget to require an RSVP, register attendees, and/or use a sign in sheet.

Example:

Delta Sigma Phi at Rutgers University used Facebook to promote and manage RSVP's for an on-campus Gaming tournament. The chapter organized the day long event, provided free food, and offered prizes to winning players/teams. Over 500 potential new members attended this unique event that offered a day of “open entertainment.”

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Sports Leagues

Description:

Developing a sports league (e.g. corn hole, foosball, sand volleyball, etc) will allow you to promote the fraternity and gather new names through team registrations. For maximum participation move the activity away from the chapter house to a neutral location convenient for non-members. Also, prohibit brothers-only teams. Every team must recruit a potential member to fill the roster.

Your marketing effort now centers on building your names list by getting men to sign up for the tournament.

Example:

Once chapter reports that their corn hole (i.e. bags) tournament takes an entire Saturday afternoon, forces brothers to interact with potential members, and usually builds their list by 10-20 names. The finals are played in the quad at the center of campus and apparently draw quite a crowd.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Service & Philanthropy Projects

Description:

Most chapters are doing service and philanthropy projects anyway. Set up a marketing effort announcing the event as an open opportunity for community service. Involving non-members will help improve your image and serve as a strong recruitment tool for a different type of potential member. A good technique is to have your Service Chairman build a distribution list that announces all upcoming service opportunities.

It's not critical to have a blow out service project, but cleaning the highway isn't typically an appealing proposition. If you're having trouble being creative or organizing the event, you may want to consider partnering with another student group or service organization that needs more people to man their event.

Grow your names list by having non-members sign up to participate.

Example:

A fraternity chapter at a Pennsylvania school successfully incorporated community service into their Rush week. They decided to take it a step further by inviting community members, administrators, and obviously potential new members to join them in a signature walk-a-thon. By having participants sign up for the event, they grew their names list. The first year, they raised more than awareness and donations, their recruitment numbers nearly doubled.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Social Events

Description:

Fraternities are social organizations. Celebrate it. While celebrating make sure you have an invitation list and sign-in sheet that you use to grow your names list.

Example:

An undergraduate at a Dynamic Recruitment Workshops came up to me and said, “we have socials all the time, but generally have no idea who is coming in or out. I never thought about using an invitation list and sign-in sheet for recruitment. It’s so obvious.”

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Parent Solicitations

Description:

Honors & Recognitions: Mom loves to brag on her son and nominate him for special awards. The fraternity can host a special recognition for top student leaders. A solicitation to freshman and/or sophomore parents is created that requires an on-line nomination by a friend or family member. In addition to sharing some positive PR about the fraternity, you're capturing personal contact information and pre-qualifying data about their son (e.g. GPA, leadership experience, etc)

Fund Raiser: See example below.

Example:

A Delta Tau Delta chapter partners with Subway Sandwiches to offer a "care package" during midterm break to hard working students. A letter is mailed to parents several weeks in advance with a special form to leave their son/daughter a special note of encouragement from home. The personalized note and care package are delivered by the fraternity for \$10.00. Subway charges less than \$4 for the sandwich, cookie, chips, and candy. The chapter adds in 2 cans of soda. With over 100 deliveries, the chapter makes \$500. More importantly, the chapter adds names to its list and has a reason to talk to dozens of potential members.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Raffle Tickets

Description:

Office supply stores sell raffle tickets. Go door-to-door, use them at an info table, or pass out 10 for every brother to distribute. It doesn't matter. They almost always work. Most people jump at the chance to enter a raffle – especially if it's free. Raffle tickets give you an easy way to approach someone, have a conversation, and get their contact information. Just ask them to fill out the back of one ticket so you can call them if they win.

Example:

A Midwest KDR chapter passed out raffle tickets on campus for less than 2 hours with only a handful of men. They collected 147 names, 60+ were men, and 15+ went on to attend a fraternity function in the next 2 weeks.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Event Tickets

Description:

Several chapters successfully partner with their school's athletic teams, local sports teams (e.g. AA baseball), community events (e.g. chili cook off or community days), concert venues, gaming centers (e.g. Jillians or GameWorks), career fairs, etc. Many times bulk tickets are given away to organizations willing to help promote the event.

The fraternity is able to create a buzz about the event and rally students to attend. The RSVP's are added to the chapter's names list. The fraternity gets valuable exposure and positive PR. The event itself becomes an opportunity to meet new people and highlight how your fraternity supports the school and/or local community.

Example:

An east coast PKS chapter used facebook to promote a minor league sports game. The sports team's promoter was more than happy to give away tickets to the chapter if they could supply a crowd of students to attend the game. The chapter arranged free tickets for anyone who RSVP'd with them directly.

Most of the chapter's communications with individuals and other student groups was done via email/facebook. Their two week promotional effort yielded 200+ students at the game. The brothers and all their new friends had a great time. The event cost the chapter \$0 and took little more than some creativity, organization skills, and good communication.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

Rush List

Description:

The majority of Greek communities in North America offer a specific time of the semester/year when potential new members are encouraged to sign up for recruitment. The effort is often organized by the Greek Life office, Greek Council, or Interfraternity Council.

These potential new members have proactively expressed interest in fraternities (that can be good or bad). Go out of your way to be the first to call them, invite them to small activities, and follow up with them often.

Example:

When a fraternity expands onto a new campus, one of the first lists the Expansion Director requests is past IFC Rush lists – even if they’re 2-3 years old. On most campuses, the average fraternity never bothers to request the list at all. Of those that get the list, less than ½ will do anything more than send an email or two. The few chapters that organized themselves to call the men on the list will rarely follow up more than once. This leaves dozens of interested men available by doing little more than picking up the phone, inviting a man to dinner, and following up.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

Potential Member Questionnaire

Description:

Sometimes called a Candidate Profile Sheet or Interest Form, the chapter should have a standard form that is used during formal recruitment functions and information sessions to capture information about any new prospects in the room. A sample questionnaire is available in the back of the Dynamic Recruitment Learning Guide.

Example:

Most chapters use a sign in book at the front door or check off prospects names from a master list. This isn't bad, but those chapters are passing up a valuable opportunity to collect precious information about each prospect.

The information on the questionnaire should mirror the columns of information on the chapter's Names List. To simplify the process, several chapters have created an automated process through their website where prospects can complete the form online and the information uploads directly to the chapter's Names List.

Several chapters have modified the questionnaire into an application for a small scholarship. This is a create way to encourage people to complete the form while highlighting your chapter's commitment to academic excellence.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

The Other 22 Hours

Description:

On most campuses, *formal recruitment* consists of a week or two straight of 2-hour events that take place from 8-10 p.m. each night. If your campus has something similar, make the most of those events, but what are you doing for the other 22 hours of each of those days?

If you're going to have a "rush" week, you might as well make it a real rush... Build a plan to maximize the hours of 8 a.m. – 8 p.m. (those daytime hours outside of the event time) to put names on your names list, and invite potential members to your events.

Example:

A chapter of Chi Phi Fraternity in Florida had a formal rush week coming up, but knew that it wasn't going to get them the results they truly desired. They built a plan for the *other 22* hours of each day during rush week (or at least the daytime hours).

For example, Monday's event was a pig roast from 8-10 p.m. The chapter decided to send its members out in 3-4 member teams around campus all day on Monday. One group was going to the gym, one to the dining hall, one was heading to the freshman residence area to hang out and play guitar, etc.. The idea being that they would be doing most of their "recruitment" during the day, and then just enjoy the pig roast that night with all the people they met and invited earlier that day.

Notes:

VALUES-BASED SELECTION PROCESS

Alpha Beta Gamma Fraternity

Values

Standards

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

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
- These values serve as the benchmark for all candidates being considered for membership

Adopted and approved February 1, 2007 by Alpha Beta Gamma

Chapter President Name

Signature

Recruitment Chairman's Name

Signature

Sample Candidate Profile Form

First Name: _____ Last Name: _____
E-mail: _____ Homepage: _____
IM Screen Name: _____ Blog: _____
Cell: _____ Campus Phone: _____
Campus Address: _____
Major: _____ Year in School: _____ Graduation Date: _____
Current GPA: _____ Credit Hours Earned: _____ High School GPA: _____
SAT Scores: _____ ACT Score: _____ Class Rank: _____ out of _____
Home Address: _____
Home Phone: _____ Legacy: Y/N Name & Relation: _____
Father's Name: _____ Father's Affiliation: _____
Mother's Name: _____ Mother's Affiliation: _____
How did you hear about XYZ? _____

Hobbies & Interests: _____

Are you or have you been a member of another fraternity? _____
Are you considering membership in another fraternity? _____

Please list any experience and accomplishments you have in the following areas:

- Leadership & Campus Involvement:
- Team Sports & Activities:
- Service & Philanthropy Experience:
- Scholastic Honors & Achievements:

References: (teacher, mentor, employer, coach, etc)

Name: _____ Phone: _____
Name: _____ Phone: _____

On the back of this page, please take a moment to answer the following questions:

- What benefits do you hope to gain from membership?
- What do you feel you can offer this fraternity?
- Do you have friends who may be interested in learning more about XYZ? (please list by name)

Today's Date: _____

Thank you for expressing interest in XYZ fraternity.

For additional information about the fraternity, visit <http://www.XYZ.org>

100+ Small Activity Ideas

SOCIAL

mixers
 video games
 restaurant meal
 lake/beach/creek
 downtown
 putt-putt
 comedian/entertainer
 lock in
 barbecue/pig roast

campus programs
 cookouts/pig roast
 board games
 camping/hiking
 tubing/boating
 frisbee golf
 homemade dinner
 drive in movie
 pay-per-view event

poker nights
 road trip
 blind dates
 party
 bon fires
 movies
 go-karts
 tailgate
 local music

SCHOLARSHIP

study tables
 join/partner with an honor society
 lectures

campus programs
 traditional smoker
 book club/reading groups

tutoring
 debate
 jeopardy

ATHLETIC

intramurals
 major/minor league sports
 campus sports games
 join a new club sport
 dodgeball/kickball

tournaments
 train for a competition
 bowling nights
 paintball/laser tag
 hiking

workout
 yard games
 pick up games
 billiards
 golf

SERVICE

random acts of kindness
 partner w/student services
 spontaneous fund raisers

partner w/sorority or fraternity
 ask a local church how you can help
 partner w/service orgs

hospital visit
 chalk campus

LEADERSHIP

ropes course
 campus programs
 capture the flag

student senate meetings
 community council meetings
 mastermind group

team builders
 adventure trail

CULTURAL

theatre
 chorus/serenades
 prayer groups
 shows (cars, dogs, tech, etc)
 campus speaker
 formal dinner w/alumni

non-mainstream band
 religious service
 political rally
 state fair
 poetry/coffee house
 dance club/line dancing

concert
 museum
 step show
 history tour
 ballet
 symphony

OTHER

interest meetings
 create something (arts)
 break a world record
 favorite TV show night
 snow/sand sculptures

build something
 prank a friend
 pre-game rally
 student union
 haunted house

hang out
 shopping
 laundry
 fireworks

10 Recruitment Resources

1. **Dynamic Recruitment Workshops** – <http://www.PhiredUp.com> for details
2. **Recruitment Blog** – visit <http://PhiredUp.com> to view the archive
3. **Facebook Group** – join the group “Recruitment Ideas & Success Stories”
4. **Good Guys** – own 3+ copies of the best selling book on fraternity recruitment
5. **Dynamic Recruitment Workbook** – <http://www.PhiredUp.com> for details
6. **Inter/National Fraternity HQ** – seek the advise of your organization’s professional recruitment team
7. **Alumni** – request the help of talented alumni with skills in sales, marketing, networking, IT, promotions, public relations, etc
8. **Greek Life** – leverage Greek Life professionals on your school’s staff
9. **Recruitment Manual** – request/download a copy of the fraternity’s official recruitment manual and reference it often
10. **Ritual Book** – get familiar with your organization so you can effectively communicate your founder’s vision

Cylinder:

Referrals

Results Producing Activity:

High School Teachers & Counselors

Description:

You've probably got some great relationships with past teachers, guidance counselors, or administrators from your high school. They all already know who is coming to your school this/next year, and if you ask just right they might let you in on that important information. Then you can call those new students from your high school to welcome them to campus and show them around. Consider asking your past high school connections something like this:

"Mr. Johnson, I really appreciated all the guidance and support you gave me as I was making the transition from high school to college. I don't know if you have heard, but things are going great and I've really found a way to stay focused on academics but also really enhance my leadership responsibilities – through my fraternity. Are there any students from our school coming to my university next year? I'd love to show them around campus and just welcome them. In fact, one thing our fraternity does is help parents and new students during move-in. I'd love to call any students you know of from our school and offer that help beforehand. I'll even buy them lunch!"

Example:

Participants in many Phired Up recruitment workshops have identified this as a great way to be "the one guy" these incoming students know when they get to campus. If you can be "the one guy" they know, then you've got a great chance to be "the one guy" who recruited them into our fraternity.

Notes:

Cylinder:

Referrals

Results Producing Activity:

First Year Student Services

Description:

There are a few departments and jobs on campus that have the specific *mission* of knowing and serving first-year students. Which means their job is to know every single incoming student (prospective member) and a little about them.

Consider these sources for referrals:

- Admissions Counselors
- Resident Assistants & Residence Life Staff
- Multicultural Affairs Office
- Orientation Offices
- Student Life Office

Consider asking something like this...

"I'm looking to truly change the concept of fraternity on this campus. I'm tired of the stereotypes and I'm guessing you are too. Are there any first-year students you've seen that are obviously going to be outstanding leaders and change agents for our campus? I'd like to talk with them – no pressure – about changing the Greek community. I promise to you that if we do end up engaging them in our community that they will not get hazed."

Example:

RA's and Orientation Leaders are cited as one of the best referral sources on campus by many groups. Many people, however, never consider the multicultural affairs (or similar office). At the University of Wyoming recently, a group of students from a multicultural sorority there mentioned that if chapters truly want to be diverse, maybe they should start by just walking in and introducing themselves to students in the multicultural affairs office!

Notes:

Cylinder:

Referrals

Results Producing Activity:

"Haters"

Description:

Do you have anti-Greek people on your campus? Yes, of course you do. Believe it or not they can be one of the best groups to get referrals from, if you do it right...

"Listen, I know you aren't really a fan of fraternity life here. To be honest, I can understand why. I'm embarrassed sometimes by what we do, but I also know what we could be if we had the right people to lead us there. I'm sure you can relate to values like honor, academic success, justice, deep friendship, and service to fellow man, right? Well, that's what we're supposed to be about, and I'm working on creating that reality within at least one fraternity here. Can you think of anyone else who has a revolutionary mind and might be interested in talking with me about how to dramatically change the paradigm of fraternity/sorority life on this campus? I'd just like to talk with them to pick their brain."

Example:

There is no example for this. Chapters are never brave enough to actually have this conversation with their enemies... Unless you are. Will you be the first to have this revolutionary conversation?

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

High School Visits

Description:

Does your college's school year end about a month before your old high school's school year? Probably. That gives you a month to go back to your high school and give classroom presentations about how great college life is, what it takes to survive, how fraternity has made your life great, and how you are willing to serve as a resource to any incoming freshmen at your university.

Example:

College admissions offices sometimes will reward current students for going back to talk about their university at their old high schools. This can be a great way to do a service for the university while building your names list through all the individuals you meet from your high school that will be attending your college next year.

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

Leadership Retreat

Description:

Many chapters have summer retreats to get together and enjoy some brotherhood over the summer months. But imagine if you had a "leadership retreat" that was simply a way to prepare college students to serve as great leaders in the upcoming school year. Invite incoming freshmen along with guys you met during the Spring semester. Hold it at a campground or a brother's cabin to keep costs down – or even on campus. Also consider a "service retreat," a "networking retreat," or a "spiritual retreat" depending on the priorities of your members.

Example:

A chapter at a mid-sized school in Michigan held a retreat during the summer at a campground by a beach to plan for the next semester. The chapter decided that they'd have better recruitment results if instead of *planning for* recruitment, they actually invited some prospective members to be a part of the retreat.

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

Jobs of Access to and Influence over Prospects

Description:

Member positioning is really about putting your members in positions of ACCESS TO and INFLUENCE OVER prospective members. There are jobs on campus where you can not only do those things, but also get paid for it! Consider pushing your members to consider these employment opportunities:

- The Guy Who Scans ID Cards at the Gym
- The Guy Who Scans ID Cards at the Cafeteria
- Student Newspaper Reporter
- Freshman Seminar Teaching Assistant
- Freshman Dorm Front Desk Worker
- Resident Assistant
- Orientation Leader
- Etc.

Example:

At Phired Up programs we often ask the audience how many people were recruited by their freshman year RA. Typically the response is between 10%-25% of the room. Phired Up co-founder, Matt Mattson, was recruited by his RA (along with 6 other guys from his freshman year dorm floor)!

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

Resource Center

Description:

A great way to serve the community and gather names of prospective members is to run a resource center on campus. Consider working with your Dean of Students or Student Life Office to create a resource center that meets the needs of students on campus. Maybe you could set up shop (table, booth, or office) with educational materials and networking resources for one of the following needs of students:

- Men's Health Needs
- Campus Involvement Clearinghouse
- Environmental Conservation Information and Opportunities
- Campus Social Scene (What's Going On When?)
- Textbook Exchange
- Etc.

Example:

One fraternity chapter in Ohio cares deeply about ending the abuse of women on college campuses. They set up a resource center to hand out information and have educational conversations about stopping violence against women and getting individuals involved in the cause.

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

Targeted Campus Programs

Description:

Are you the "leadership" fraternity? Are you the "service" fraternity, the "diversity" fraternity, or the "academic" fraternity? Well if you want to create your own brand like that, consider hosting campus-wide programs that are specific to your particular values.

What program can you put on for the campus (and maybe don't attach your name to it) that will attract the type of student you want.

Example:

A colony (new chapter) at a college in Virginia was determined to be known as the "leadership fraternity." So, to drive names onto their names list they planned a series of programs to attract the TOP leaders on their campus. This included a conference call series with the Dean of the school of law on their campus – he talked about leadership in the "real world." It also included round-table breakfast programs to provide networking opportunities for the best of the best leaders on campus (the ones who would wake up to go to breakfast).

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Frisbee Frenzy

Description:

Many organizations, councils or universities will invest an outrageous amount of money into marketing trinkets. We've seen IFC-branded water bottles, Panhellenic-branded ipod covers, Rugby team beer cozies, Sorority sunglasses, and fraternity flip flops. These are fine if you're interested in spending a lot of money to give cheap gifts to people (first year students) who are already overloaded with cheap crap.

The question is, how can you turn this need to give away cheap crap into a technique for driving names onto your names list? Take the example below, and put your own creative spin on it.

Example:

The Iowa State IFC guys had a really cool idea while Phired Up was presenting there. They apparently play a lot of Frisbee on that campus, and they thought maybe they'd do a fraternity-themed Frisbee to give away. But they didn't stop there. These guys talked about planning a FRISBEE FRENZY DAY on campus.

They'd take their give-away flying discs and spread out around campus. With synchronized watches, as the clock strikes noon, they'd all suddenly start playing Frisbee with strangers. Striking up some Frisbee tossing fun, the frenzy is only effective if each stranger they play Frisbee with gets a free Frisbee and most importantly GETS A CONVERSATION WITH A FRATERNITY MAN. They'd use these discs and the spectacle of Frisbees flying everywhere to strike up light-hearted conversations with strangers (potential members).

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Recruitment Scholarship

Description:

Offer a scholarship (\$300-\$500 is fine) to all non-Greek men; distribute scholarship applications far and wide; collect the scholarship applications (which include name/contact info of all applicants; consider interviews for top applicants; give away one scholarship to a deserving young man; follow up with all applicants you're interested in. Many chapters take on this great initiative, but fail to maximize it because they simply mail out the applications to all incoming freshmen. A better way to do it is to print up 2000 applications, and have your brothers hand them out around campus using an adaptation of the script below. However, giving out the scholarships applications isn't the most important part – use the lure of free money as an icebreaker to start meaningful conversations with the strangers you're giving the applications to.

"Excuse me, are you interested in a \$500 scholarship opportunity? My name is Matt, and I'm part of an organization on campus that celebrates academic potential – that's just one of our values, and this is one way we represent that. Anyway, this is a simple one-page scholarship application, and all you have to do is fill it out to be considered for a \$500 cash scholarship. Hey, don't I know you from Physics class?"

Example:

Sigma Phi Epsilon and Beta Theta Pi, among other inter/national organizations use this tactic for their best chapters and expansion projects. IT ALWAYS WORKS!

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Survey / Petition

Description:

Asking for signatures or input on a survey or petition is a great way to not only gather names and contact information, but also to break the ice with a stranger to start a quick conversation. Consider surveys or petitions like the following:

- Survey: What would make your college experience even better?
- Survey: How to improve Greek Life on campus
- Survey: Philanthropies you'd most likely contribute time/money to
- Petition: To change the official school colors
- Petition: To ban hazing by all student organizations
- Petition: To revolutionize fraternities and sororities

Example:

A Public Relations major and fraternity man from a school in Michigan had to do a survey for class, so he surveyed students in the quad about their opinion of Greek Life. Not only did it give actual data-driven insight into the campus perception of fraternities, but it also gave him a chance to meet strangers, have good conversations with them, and get their contact information.

Notes:



PHIRED UP PRODUCTIONS PROVIDES RECRUITMENT EDUCATION FOR MEMBERSHIP ORGANIZATIONS. WE ARE THE RECRUITMENT EXPERTS.
