PHI GAMMA DELTA

BUILDING COURAGEOUS LEADERS

Recruitment Manual

Property of
Phi Gamma Delta

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Phi Gamma Delta's

Recruitment Manual

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Part 1

Why Recruitment Matters

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People & Purpose

When thinking about recruiting people to join an organization with high values and principles, we have to first break down: what are we asking people to join? While a simply worded question, asking people to join people to live the purpose of an organization is an odd concept. But, what we do know about membership organizations is this: organizations are where PEOPLE and PURPOSE meet. Realistically, this is just something for you to keep in mind as we are meeting people, you are asking them to join other men on a path or purpose; and that purpose is Phi Gamma Delta.

Sharing the Gift

Recruitment is defined by Webster's Dictionary as, "the action of finding new people to join an organization or support a cause." This definition is fine, but in the context of fraternity, it lacks some substance. Fraternity recruitment is the act of identifying high-caliber individuals to share the gift of Phi Gamma Delta with. Each of us has our own recruitment stories and stories of how Phi Gamma Delta has changed or bettered our lives; that is why you are still here. Recruitment is about getting to share that life-changing experience with those that do not know they need it or that it is even a possibility. It is sharing with them the hope of bettering their lives, with the belief that they in turn can better the organization. Adopting this mentality makes recruitment more meaningful. Recruitment can be tough, daunting, and challenging. This mentality gives us a mission and it pushes us to have better conversations: identify higher-caliber individuals, and extend membership to those who align with our values and chapter aspirations.

What Is It?

Recruitment is about growing your organization, its impact, and the relationships that influence it. Each year we are tasked with coming up with a plan to lead a successful recruitment campaign; and regardless of what recruitment looks like on your campus, how popular Greek Life is or the size of your current chapter, all efforts towards recruitment start with a VISION. What kind of chapter are you going to become, what will it take to get their and who are the people we need to bring into the organization to help us execute on that vision?

Survival

There is a practical side to recruitment as well. Recruitment is a necessary operational function of our organization. For our chapter and organization to continue, we need to, at a minimum, add as many members that we have graduate each year to sustain. We all took oaths and those include bettering Phi Gamma Delta. Remember that there is no greater medium of change than recruitment and one recruitment can lead to drastic change, both good and bad.

Cyclical Nature of a Chapter's Culture

How it Can Work Both With & Against Us: When we think about recruitment, it's one of those things where we put a lot of time and effort towards, but we personally don't always get to see the impact. This can make it hard to feel motivated, or even to motivate others to give it their all when planning for and implementing all aspects of recruitment. When all of our members are all in, it makes the process much more enjoyable and always flows much better. It's also helpful when all of our members are on the same page in terms of priorities: Who are we looking to add to our chapter? What qualities do they possess to be the ideal Fiji brother? What value do they bring to our chapter? How will they make our chapter better? How will they make Fiji better?

On the flip side, when our members have competing priorities, it is more difficult to recruit a member class that reflects the wants and needs of the chapter to improve. We start to find our organization on the slippery slope of members creating misaligned expectations for new recruits-not realizing that we ourselves initiated pushing the snowball down the hill. If an entire member class is recruited from members that aren't all on the same page, the member class is set up for potential failure because they will begin their member experience on opposite pages and further create a culture of misaligned expectations.

When We Consider the Cycle, Think About:

1. We put a lot of time and effort into who we are recruiting.
   - We pay attention to things like the person's academics, things they are involved in, their character, their values, etc.
2. We have a really great group of members, and we still put a lot of effort into recruitment, but our priorities start to shift.
   - We continue to pay attention to things in stage 1, but start to get a little more relaxed; for example, the person that is just under the grade requirement is given a bid because "we can help them get their grades up with our academic planning and resources"
3. We have a great group of members, so we start to make recruitment less of a priority, or rather, we drastically shift our priorities to achieve a "new" Fiji reputation we want to have on campus. All of our members also have competing priorities when it comes to membership selection.
   - We continue to work towards different priorities than we have in the past (i.e. we want a better image on campus) and we make that the largest focal point for recruitment. We begin to be super relaxed on who we extend bids to; for example, we give out bids to people that are "cool, good guys" or those who we feel will improve our image that we are chasing.
4. We have a group of members that are essentially on two different sides of the spectrum in terms of recruitment. We have competing priorities, which creates strife among the members, thus creating a culture of mistrust.

- We create a culture of our newest members having misaligned expectations, which continues on within the next recruiting classes (ex. Half of the chapter is recruiting based on FIJI values, and the other half of the chapter is recruiting based off of the image they want the chapter to be).

The people you recruit will either help you solve your problems or they will be the cause of them.

Are You Building Something or Just Stacking Bricks?

The best recruiting organizations in the world are builders. They draw up a vision that they are passionate about, and they recruit the people that are going to help them achieve it. Unlike brick stackers, they understand that every single person they bring on board should add to, and is expected to actively contribute to that plan. Builders recruit intentionally, with a purpose, they actively go out and find the people that their plan needs to be successful.

Thinking Page

When it comes to understanding if your recruitment plan is in line with your vision ask yourself, are you building something or are you just stacking bricks? Start by taking a personal inventory to identify the direction of your chapter.

1. What is one thing I wish everybody knew about my Fiji chapter? Why is this important to you?

This will help you understand your personal tie to the chapter experience that will be important to share with prospective members.

2. What is the one thing you dislike the most about your chapter?

Understanding what you dislike will help serve as a framework to recruit from. Recruitment offers you the greatest opportunity to create immediate change for the future of your chapter, don't be afraid to call out and share what you dislike, then speak to how you want to change that and find those who are willing to listen and motivated to make that change with you. We often run from what is bad, but it is actually a lot more inspiring than, "we're really good at this".

3. If you were to go back to your chapter in 5 years, what would you want it to be known for?

By asking yourself about the future of your chapter, you begin to develop a plan that you actually care about. Your goals turn from "looking for 25 dudes" to "building a strong relationship with Habitat for Humanity on our campus so we can recruit men who care about our community". The first response is an obligation, a requirement placed on you by the last recruitment chairs expectations. The second response shows that you are recruiting with passion and purpose.

4. In your mind, what qualities would the ideal new member of FIJI have? List out 3-5.

This will help you understand What & Who you are looking for to execute on that Vision.

Remember the people you recruit this year will either help you solve your problems or they will become the reason for them so, rather than thinking about recruiting people into the chapter/club/group this fall, what if you thought about expanding and fueling your movement. Talk to people about — better yet show them — the "why" of your chapter. Inspire and lead your movement. That's more fun and effective than trying to recruit a few handfuls of new members to learn the history, pay dues, and take over your officer positions.

Three Recruitment Statements

When thinking about recruiting members to your Chapter, we think it's best to think through the lens of these three points:

1. **People Join People:** What we know is that people join people, they do not join organizations. People do not join because they love royal purple, they don't join because the love that we go by Fiji, and they don't join because of your t-shirt. People join because of the people they meet and relationships they build. Think back to when you were going through recruitment, what stands out the most? Chances are high that a PERSON comes to mind, or maybe you are thinking about an event where you met a bunch of PEOPLE, who happened to be members of Fiji. When thinking through building recruitment, remember the people are the most important; the other things are just tactics to meet more people.

2. **You Can't Recruit Who You Don't Know:** In a traditional sense, when recruiting members, we look for the people who are already looking for us. There will always be a group of people who are looking for fraternity, and we are quick to look at them as our only prospect pool. But, there are literally hundreds of other men on campus who don't know they want to join fraternity, and they don't know they want to join Fiji. We cannot recruit who we don't know, so we need to be more creative and willing to meet new people. Yes, this is going to seem foreign and yes it will be work, but we need to stop relying solely on the people who come to us, we need to bring Fiji to them.

3. **Quantity Drives Quality:** This sentiment and others like this are used for countless things to help motivate us to do more to be better. But in the lens of recruitment, let's pause for this for a minute: Quantity (more prospects) drives quality (finding the best in the pool of prospects). The larger an organization's network, the more people it has a chance to recruit. The larger an organization's network, the more people it also has a chance to select from – thus increasing the probability for higher quality members. Simply, you need to see who is out there to find the best potential Fiji members.

Transition/Closing Statement

Now that we understand Why Recruitment Matters to Fiji, we need to begin thinking about:

- How will we find more people?
- How will we recruit more people, and more of the right people?
- How will we know if they want to join Fiji?
- Who can help us find more potential Fiji men?

Part 2

Basic Recruitment

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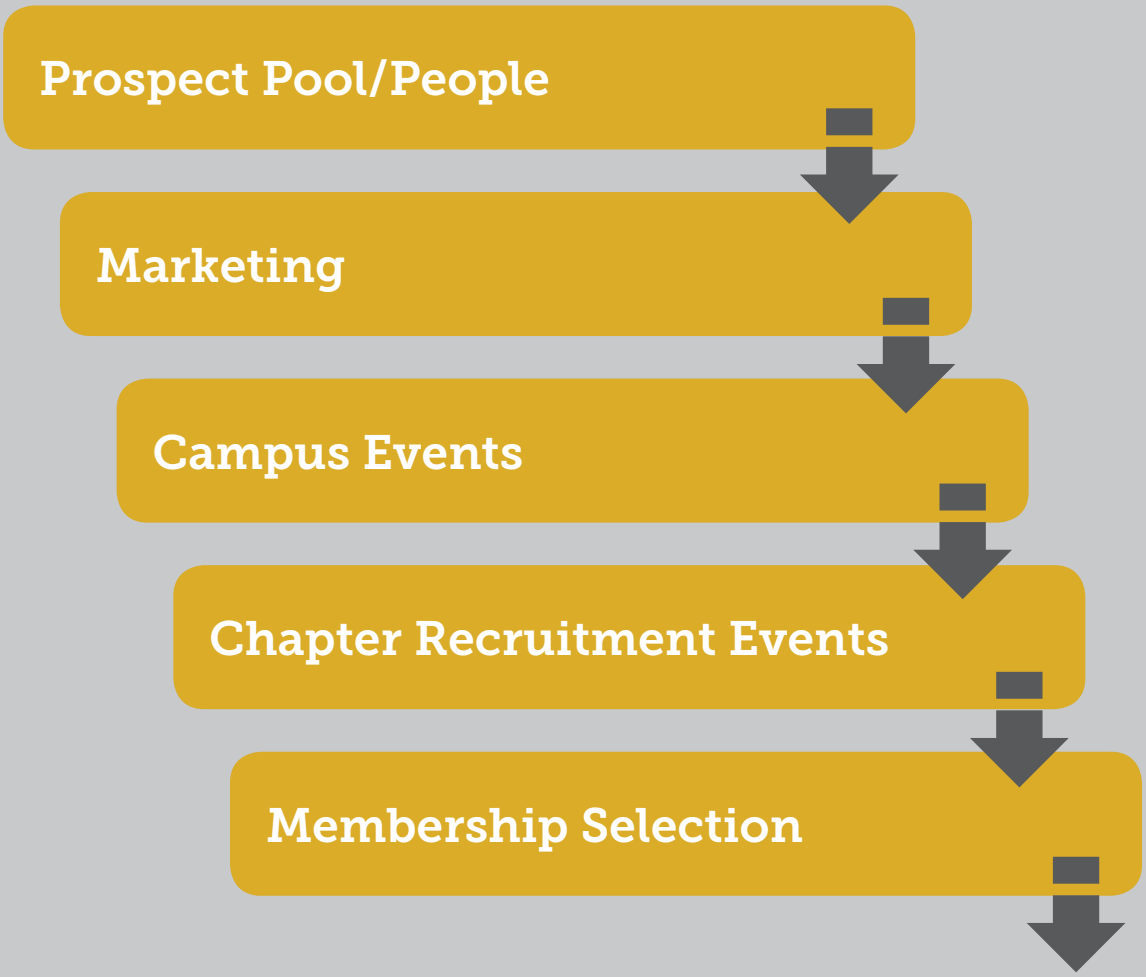
Basic Recruitment Model

What Is Basic Recruitment?

Recruitment at the most basic level. Set up events for people who are looking to join a fraternity to attend so they can get to know the brothers and you can get to know them.

It is marketing and sales at its core. You have a product people want and then you find those who want it and sell it to them.

- There are people out there who have done their research, talked to friends, saw a need or desire for an experience, and signed up for recruitment or more information. They were interested and waiting to be recruited.
- Their expectation is: in order to get to know what their options are, fraternities will hold recruitment events for them to join.



Prospect Pool/People

Names List

Your list may consist of people who are from: A database of people who have already expressed interest in joining a fraternity, either formally through the IFC or University; People who have reached out to you on social media or email; Referrals from brothers of friends or people they know who have asked them directly or expressed directly they are interested in joining a fraternity; people who came to an event with a friend.

We focus on building relationships with those who are already interested in joining a fraternity. They will be most open to hearing from you, because they are already expecting it. Don't wait because the sooner you connect with them and get them out to an event, the greater chance you have to actually get them interested in joining Fiji, rather than the other options they have.

Marketing

You can grow your prospect pool by connecting with those interested in joining a fraternity, but aren't sure how through some basic marketing.

Promote Your Brand

Focus on getting your message to "Informed & Interested" potential new members. You should be keeping your organization in the front of their mind when there are other competing interests. Important note for Fiji: think about Fiji v. Phi Gamma Delta branding. Refer to the ***Fraternity's Branding Standards***.

Getting Our Name Out There!

We spend a lot of time creating things to share our message and get people interested. Such as:

- Rush T-Shirts
- Banners (appropriate banners) for the side of our house, or other.
- Large Wood Letters - Painted in royal purple, school colors, or in patriotic pattern

- Social Media: Use as a way to inform people of upcoming Fiji events & engage with other fraternities & sororities
- Promoting Events: Letting people know what events are going on this week or today; "We are hosting our Steaks & Stogies event tonight at 7:00pm at the house. Come by!"
    - Or re-post your rush schedule so you can refer back to it
- Tabling - Garage Sale Style: Trophies, Fraternity Flag, Fiji swag, USA Wooden Letters & a puppy.
- Wearing letters on campus: make people aware that you're a member of Fiji.

Campus Events

Utilize events happening on campus to meet prospective new members and share information about fraternity and Fiji.

Events such as "meet the Greeks" or a student org. fair provides an opportunity to table, share information about your Chapter, and invite men to upcoming events you will be hosting.

Having a (approved) presence at Move in Weekend.

Chapter Recruitment Events

Build a recruitment schedule to last between 1-4 weeks, with events happening everyday or every other day.

Most events will be hosted at the house or people will meet at the house and then head out from there. It is important to be a good host. Welcome people, introduce them to others, show them the house, etc.

Have a diverse set of events that range from basketball tournaments to a casual BBQ & yard games. The greater variety of the events the more likely you are to keep people interested and coming back; as well as attract new people.

Invite people back to more events.

Connect with new people coming to events. Continue to build stronger relationships with those that are coming back so you can figure out who you think is deserving of getting a bid.

Membership Selection

As an organization meets more people through recruitment, it has the opportunity to be more selective. Once the opportunity for increased selectivity is achieved, Fiji must then select members they feel are the best fit for the right reasons

This form of recruitment works for some and will be the only thing they rely on. And that's okay. If this is the case, it should then be done with excellence and to the best of that Chapter's ability. If you are going to host an event, make sure it is the best, most appropriate event that you can host that still allows you meet new potential Fiji men. If you are a campus that tables a lot, then table like no one else on your campus. If you want to be basic with recruitment, then be the best basic Fiji you can.

However, if you want to be challenged to do recruitment better, we have the formulas and answers for you.

Part 3

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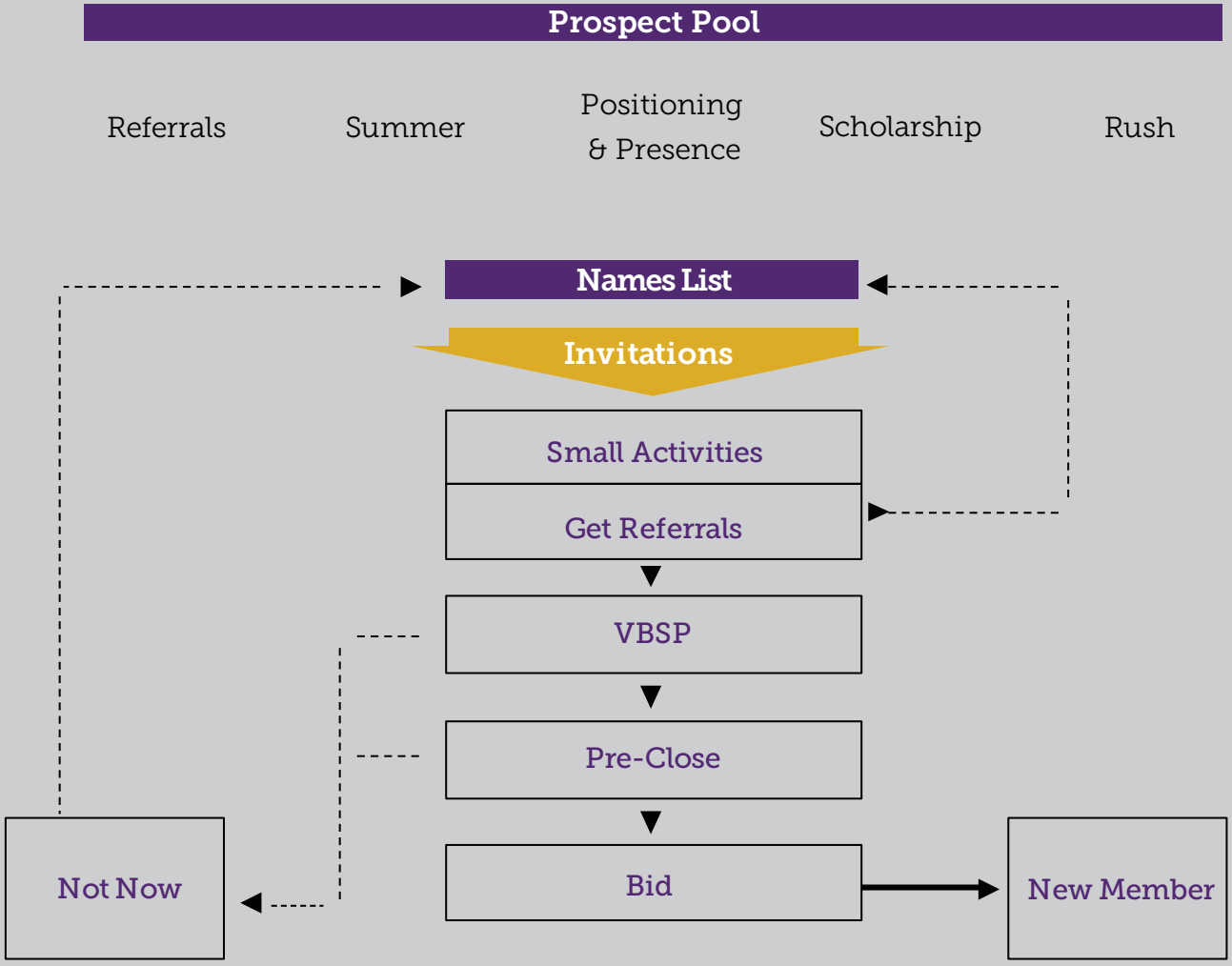
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Dynamic Recruitment



Building the Case for Dynamic Recruitment

Every year, your fraternity has the opportunity to take a big step forward, standstill, or take a step back. Sometimes it is obvious to know if you are going forward and other times it is not. So much of our success as organizations is difficult to measure; progress can be slow, it goes in ebbs and flows, and can be based off feeling. Recruitment is the one area where we can see progress daily and measure our performance, it is the one area of our chapter we can control. Every day, every minute, every second you are recruiting you are taking actionable steps to improve your chapter; when you are not, you are allowing for other variables to impact your chapter experience for

better or worse. Ultimately, as fraternal organizations, there are many things we need to be doing to ensure our success. There are many things that allow us to be prepared for the moment to take a step forward, mitigate a problem, or experience a major set back; but at the end of the day, the only thing we can truly control is our attitude and our activity.

See, as a member of Phi Gamma Delta, you are a part of a membership organization, and membership organizations are made of… (wait for it)… MEMBERS. Therefore, the quality of your organization (and everything it does) is determined by the quality of its members. Want to get better? Want to advance your cause? Want to make a difference? Want to lead truly?

Start with the core ingredients of your Fraternity — people and purpose. Bring in more of the right people, who will focus on the Fraternity's purpose, to make a larger higher quality impact. Recruiting men into Phi Gamma Delta can seem complicated and overwhelming at times, but great recruitment is really simple at its core. Great FIJI chapters have a simple, repeatable system for building great relationships with non-Greek men. They know that "The system holds the answer." They know that when they are building relationships they are leading, they're doing results-producing work, they're advancing their cause, and they're making a difference.

There are fundamental truths about fraternity recruitment and they are both simple and vital. They might seem elementary and common sense, here is another snapshot at some of the core principles from Part 1, but we want to build the case for embodying the Dynamic Recruitment Philosophy.

People Join People

Recruitment is entirely a relationship business. All FIJI members can point to the one person who is responsible for bringing them into the organization. Relationships, interpersonal comfort, and shared personal connections are the determining factors that can influence a person to invest their time, resources, energy, reputation, and money into the fraternity. Slogans, T-shirts, banners, advertising, and events have very little impact when it comes to convincing the best of the best people to join an organization. People join people. Organizational recruitment is about relationships.

Quantity Drives Quality

This simple statement reflects the core of Phired Up's recruitment philosophy. In other words, because you can't recruit whom you don't know, the larger an organization's social network, the larger its potential. The larger an organization's network, the more people it has a chance to recruit. The larger an organization's network, the more people it also has a chance to select from – thus increasing the probability for higher quality members. Everything starts with an organization having specific, practical, detailed guidance on how to grow its network of "friends of the group."

Interpersonal Skills Development

Interpersonal Skills Development. Let's define this quickly: Handshakes, powerful conversations, listening skills, remembering names, first impressions, body language, approaching new people and groups, eye contact, getting contact information, powerful questions, authenticity,

vulnerability, and confidence. The Phi Gamma Delta recruitment system is about personal connections and today's fraternity men (especially) need practical, experiential, detailed guidance on all of these "skills." Dynamic Recruitment depends on members' abilities to adopt a sense of interpersonal excellence within their social interactions.

In Part 4, you will learn more about Social Excellence and how to use it as part of the recruitment process.

Product Knowledge

When a prospective member wants to learn more about FIJI, every member should be prepared with not only the features and benefits of membership, but also powerful personal stories and insightful questions to help potential members emotionally connect to the fraternity. In Dynamic Recruitment, "knowing your product" is about having the ability to help others realize how the group could drastically change their life for the better.

Behaviors of the Best

Dynamic Recruitment embodies specific behaviors of high performing networkers, salespeople, statesmen, and recruiters. These are everyday patterns of behavior that provide access to a larger pool of people to interact with than most organizational members have. Some of the core messages of the "Behaviors of the Best" include: You have to give to get (how to get contact information and how to get access to others by providing something of value to them); Ask the rest to find the best (how to engage everyone around you to identify high caliber prospective members); Follow-up or fail; Eat a bunch of lunch (how to build relationships through small activities not big events); Make them prove it (using a Values-Based Selection Process); and give the gift (re-framing recruitment to be about sharing the gift of membership with deserving people, instead of trying to "get people to join").

Audience Understanding

Most often, members struggle with a lack of perspective. No matter the organization, members typically only think of a small pool of people as potential members, when the actual pool is always many times larger. Many fraternity members, in particular, believe their recruitment potential is limited to the people who participate in "rush" or "formal recruitment." Phi Gamma Delta helps expand the context of chapter leaders to understand the actual recruitment potential for their chapter. Having a greater understanding of how big the organization's prospective audience is, where they are, and what they're looking for results in "ah-ha" moments for most chapter recruitment leaders and members at large.

Talent & Team

The best recruiters have an eye for talent. They are able to recognize it in members who don't even see it in themselves. The best recruiting chapters identify, develop, and coach talent, while providing training to develop the skills to effectively build relationships to recruit the best men to your chapter. The old 80/20 principle holds true for nearly every organization. For most groups, about 80% of the results are produced by about 20% of the members. Instead of spending your energy to motivate your disengaged members to participate in recruitment,

use that energy to find those who are underutilized, don't hold positions, but are a part of every clique in the chapter. When you find the ones that have talents that have yet to be fully realized, let them know they can make a difference and you could use their help, and then unleash them on the recruitment process. You will be shocked at the outcome, and in addition to recruiting new members to the chapter, you will also cultivate the future leaders who will ultimately be the example for those joining in the coming semesters.

Names List

With a new understanding of your real audience, and with a firm grounding in the principles of you can't recruit who you don't know, you are ready to fully build your names list. As we have discussed, people don't join fraternities. People Join People. Moreover, Quantity Drives Quality. It then becomes clear that for your chapter to reach its full potential, you cannot depend only on the people that your brothers currently have a relationship with – you must build a more extensive network. To manage that network and to keep track of your members' progress as they bring their acquaintances through the recruitment process, an organization that practices Dynamic Recruitment uses a Names List. A Names List is a dynamic, living, continually updated database that measures the amount of and the quality of relationships with potential members that are being built by the chapter. Your Names List is not just a list of people you THINK would join the chapter – this is a list of your chapter's entire network, the best people you know because Quantity Drives Quality. We also have some tools to help you manage that Names List, but that comes later.

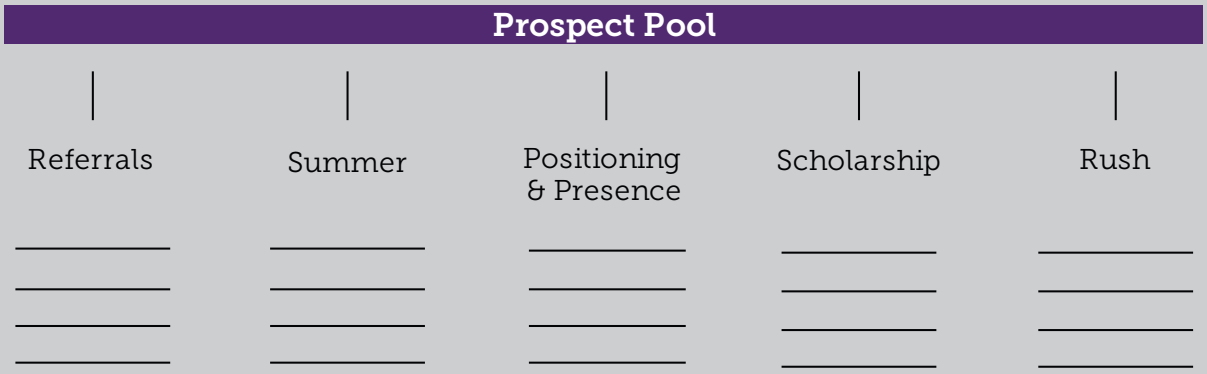
Values-Based Selection Process

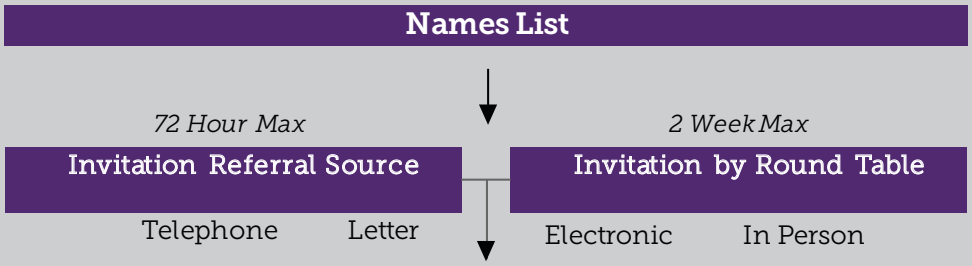
As your organization increases its network through positive, proactive social interactions, it has the opportunity to be more selective. Once the opportunity for increased selectivity is achieved, your chapter must then select members not based on whether they're a "chill," or "a good guy," but on measurable, objective standards that match up to the core values of the fraternity. Chapters that practice Dynamic Recruitment build a written set of membership selection criteria to ensure only the highest quality people are invited to join.

Next, we need to explore your potential Prospect Pool.

Prospect Pool

Dynamic Recruitment: A Proactive System for Maximizing Membership Recruitment





Goals

Chapter goal is _____ names ON the list by _____

Chapter will move _____ names up the list every wk

Chapter goal is to pre-close:
_____ men by _____
_____ men by _____
_____ men by _____

Chapter goal is _____

Activities List

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Small Activities
Introduce him to your friends

Ask for Referrals & Follow Up
Invite his friends to "hang out," too

Values-Based Selection Process
Based on written selection criteria

Not Right Now

Bid → **New Member**

V.B.S.P.

Values	Standards
_____	_____
	_____
_____	_____
	_____
_____	_____
	_____
	_____
	_____
_____	_____
	_____

Recruitment is the one thing that often times feels out of our control. At the end of the day, you might feel your team, your chapter, and yourself did everything it could to get a potential member to join your chapter; but ultimately that prospect may end up joining another fraternity on your campus, choose to wait until next semester, join another club/organization, or just ghost your whole chapter all together. It can feel extremely defeating when someone turns down an invitation to join your fraternity. We all have a person we were recruiting who didn't end up joining, and that L stays with us. Resiliency is as important in recruitment as any skill or best practice. Resilient recruiters are opportunistic, and recruitment opportunities are bred from the sheer number of options you allow yourself through the recruitment process.

There are hundreds (probably thousands) of men on your campus whom you've never met... Therefore, you have zero chance of recruiting them because, you can't recruit who you don't know. The first thing your recruitment system must accomplish is... meet guys! (and add them to your Names List). The quality of your membership is determined by the quantity of your relationships; the simplicity of this statement reflects the core of Phi Gamma Delta's recruitment philosophy. In other words the larger and organization's network, the more people it has a chance to recruit. The larger an organizations network, the more people it has a chance to select from - thus increasing the probability for high quality members to join your chapter. To better understand your chapter's recruitment potential and the how large of a prospect pool is needed to support that, lets better understand what your chapter needs to grow.

Often our members struggle with a lack of perspective, and only think of a small pool of people as potential members. Many, in particular, believe their chapter's recruitment potential is limited to solely the people who participate in "rush" or "formal recruitment." But that is just one, albeit small portion of a candidate pool. The best recruiting FIJI chapters expand the context of their chapter leaders and members at large, so they may have a greater understanding of how big the chapter's prospective audience is, where they are, and what you are looking for to help your chapter understand its recruitment potential.

Prospective members can be classified into three groups - "Always Joiners" - "Maybe Joiners" - "Never Joiners". Each group makes up a certain percentage of the student body, and at some point in building out your prospect pool, you're likely to interact with all three; but it is important to understand each prospect and what defines them.

10% Always Joiners

Statistically, 10% of men report being "likely to join a fraternity" when surveyed early in their freshman year. These men make up the majority of the prospects you're already reaching, recruiting, and building relationships with through a blend of your current chapter and campus recruitment processes. These are the men who come to college with the desire to join a fraternity. Maybe they have friends already involved, have parents who sold them on the experience, or maybe they are growth minded enough to see the personal, professional, and holistic development a rewarding fraternity experience can provide. Either way, they recognize the value of a fraternity experience and have already signed up for recruitment, are following your social media pages, and plan on coming to any events your IFC will be hosting this semester in hopes

of finding their fit. While this group is easy to engage, and are willing and waiting to hear your message, they make up the smallest percentage of prospects and carry the greatest competition for their membership.

15% Never Joiners

An estimated 15% of the male population is adamantly opposed to joining a fraternity. At the end of the day, this group has no interest in your organization, but they also likely have very little interaction in general with students who are apart of Greek Letter organizations. Their network, and yours, likely won't overlap the way you might think; so don't worry so much about avoiding those who "aren't interested" in your recruitment efforts, because never joiners aren't likely to participate in the conversation in general.

75% Maybe Joiners

This might seem shocking, but it is true. Maybe Joiners are those who do not know much about fraternities or maybe don't care a whole lot about the idea of joining one. These are men who "aren't interested" in joining a fraternity and thus often labeled as never joiners. However, their lack of interest isn't really a lack of interest, it is a lack of interaction. They haven't been asked to join, but could be convinced to join if it was proposed the right way, and if you start the conversation. They have to be recruited.

There are hundreds and sometimes thousands of men on college campuses who deserve and desire the benefits of fraternity in their life, but our recruitment processes and our marketing efforts don't reach them. The great news, however, is that non-Greek students are as interested in joining fraternities as they've ever been. Target Market data shows that less than 1/4 of non-Greeks surveyed held a negative view of Greek Life, while over 75% of non-Greeks are positive or neutral in their opinions of fraternities and sororities. In fact, when asked directly about their interest level in joining Greek Life, about 40% said they had a neutral to very high interest in joining.

Knowing what we do about these three groups: why waste our time, energy, and resources trying to reach the never joiners—we know they aren't interested. Additionally, let's shift our focus from the always joiners-- they will usually join anyway. Instead, let's concentrate on adding value to our recruitment process, by targeting the largest group with the greatest potential for return to make up the majority of our prospect pool-- the maybe joiners.

The exercise on the next page will help you identify just how big your recruitment pool could be:

Activity: Factoring Recruitment Potential for Your Campus

What is the population of your undergraduate student population? _____

Subtract the Number of Female Students - _____

Total _____

Subtract the # of men who are already in a fraternity - _____

Total _____

Subtract 15% to account for the never joiners _____

Total _____

This final total is the total number of men on your campus that you can recruit from, which is made up of always and maybe joiners.

Now take your recruitment goal for the semester _____

Further, take into consideration that most chapters recruit about 9% of prospects on a chapter's names list; that's recruiting, roughly, 9 out of every 100 men on the names list. In other words, if you want a new member class of 30, you should aim for a names list of around 333 prospective members (or a 11:1 ratio). Remember quantity drives quality; the more prospects you have, the greater your efforts will be in reaching your goal and recruiting the highest caliber of Fijis to join your chapter. This equation demonstrates that there is a lot of potential out there for your organization, you just have to go out and find it. The greatest results are hidden within the maybe joiners. They won't come to you. You have to go to them.

Building Your Names List

Ways to Find Prospective Members: *These are the most proven way to tap into your prospect pool and stream names into your ChapterBuilder/names list intentionally and effectively in order of importance. Let's start with referrals.*

Referrals

As it pertains to the influence of a referral... Referrals are powerful, influential & inspiring.

Here are some important thoughts around referrals:

- Referrals produce better Quality leads
- Referrals make it easier to open doors to new and better relationships
- Referrals shorten the recruitment process, because we are working off of a pre-existing relationship (piggy-backing)
- Referrals removes initial objections
- Referrals tap into someone else's network and allows you to tap into their familiarity network.
- Most fraternity chapters aren't asking for referrals from people other than members currently in the organization, so you can instantly gain access to an untapped network & prospect pool.
- A High Yielding pipeline starts with referrals
- Creating a strong referrals culture within your chapter will yield a strong and dynamic recruitment culture within the chapter.
- Most people who end up joining a fraternity are the "Never thought they would join a fraternity" people; referrals help us connect with these people intentionally. Referrals create a reason to connect other than "Are you interested or not," and we get to learn that while we build a relationship; and as a result of the relationship development, interest starts to develop and become shared.

The Familiarity Bubble

As fraternity men, we lean on "benefits of networking" that a fraternity provides, so actually put that to use and tap into the network you have been cultivating as a result of joining your fraternity. As humans, we live in a Familiarity Bubble. We trust those who are a part of that bubble, and have trouble trusting those outside of it.

There are many ways to tap into this bubble, but the easiest and fastest way to become part of someone's group is to use the familiarity of someone else who is already part of it. Recruitment is a relationship business, the relationship and emotional connection a potential new member

has with a brother of your chapter is the greatest predictor of a joining outcome. This is why referrals are so important, especially in getting those members who weren't sold on the idea of joining a fraternity in the first place. They work because they allow you to borrow the emotional connection and relationship of the referral source and Tap into the **"similarity bias"**. "Hey, You know Emma right?" Now you have shown we are similar, I am familiar. The probability of them joining your organization goes up; but you must continue to build the relationship from there.

Top Value: Referrals Driven Recruiting Process

1. Referrals Create a shorter recruitment cycle.
   - Faster because someone has done some of the work for you
   - Because of the strength of the relationship you are connecting through there is a higher probability that a referral will turn into a new member.
   - We Know that "People Join People", not organizations. But People are much quicker to trust people who know the same people they do. They are more likely to join the people who interact with those already in their network.
     - This is especially true for upperclassmen and those who are already involved on campus.
2. All of our organizations provide value, a referral helps to create a reason or reinforce your chapter is worth learning more about.
   - More importantly, it lets the prospective member know that they are valued by others; and lets you shine light on the compliment while also creating a reason for reaching out and making a connection. "Hey, want to get coffee to learn more about your experience since coming to XYZ University?".
3. Fear of No: The main reason people have reservations when it comes to asking for referrals are their own internalized barriers. Why?
   - The Human Factor: A big factor is the fear of hearing no when asking for referrals, or that the person we connect with through the referral will say no to a meeting.
   - It is personal and intentional, and many people would say it seems "weird".
   - We worry about what others think, and we worry that we are bothering busy people to do more by providing us with a referral
     - Or that it looks bad to ask for referrals because we are asking for help; Asking is a result of a failure of our recruitment efforts
   - When we ask for a referral, we feel like we are putting our reputation on the line.
     - However, it actually allows us to build on it and we can automatically improve on it by simply asking. It shows at the very least we want is to be intentional about who we are recruiting, and that we value the input of others in trying to make our chapter better.
4. It might be helpful to think of it this way:
   - To receive a referral is to receive an introduction. It is more than just a name and information; when someone gives you a referral, they are gifting you a friendship in which they are entrusting you with their reputation.
   - Don't be afraid to ask for help. Ask yourself: When someone asks you for help, do you help them? We usually do. Especially when it is someone we know; but we don't think that way when we are the ones making the ask.

5 Referrals are a skill:

- Like a skill, it must be developed, coached, and reinforced

6 Referrals establish a pipeline for future, deeper, and a more consistent stream of leads.

Referrals Gathering Process

The Best Recruiting Chapters/Best Recruiters have a systematic process for gathering referrals:

- Identified sources/funnels to drive referrals into the chapter
- A tailored strategy to get referrals from each of those sources/funnels. They know how to ask for referrals because they know what they are looking for and can be specific when asking.
- The Skills needed to gather and ask for referrals
    - Presentation, Questions to ask, Activities to facilitate
- An implementation plan for how to connect with those who have been referred

Referral Sources

Sorority Referrals

Best time to try – Right after sorority recruitment

Undergraduate sorority women are typically some of the most involved and connected students on a college campus. Their network extends far outside the "Greek Bubble." Simply, they know a lot of men who are both affiliated and unaffiliated with fraternities. Ask the sorority presidents on your campus if two or three members from your chapter can stop by their next meeting.

Ask the group the question, "What are the top qualities you want to see in the next generation of fraternity men?" After fielding responses, ask for help. Inquire about high quality rising sophomores, juniors and incoming first-year students that they know by asking "Who are the men that are on campus who possess those qualities and are not in a fraternity?"

Do this with humility and gratitude, and you'll walk out of that meeting with PLENTY of new leads. Be humble and be prepared, the presentation is more about them and how FIJI can be the best partner organization possible. Have note cards and pens ready to pass out to each member. Dress professionally. Do your homework on the chapter and try to be in and out of there in under 10 minutes.

A great presentation can yield 30+ new leads. These referrals will open the doors to men we might have missed in the Fall or Spring, not to mention you may get the greatest compliment there is… have someone refer you their little brother.

[See Appendix A:1 For a full presentation script & instruction for how to conduct a successful sorority presentation]

Campus Professionals & University Staff

The key to connecting to the faculty/staff is to find the one person who is connected and willing to grant you access to those they work with daily. The Greek Advisor, Student Activities Coordinator, Student Government Advisor, Faculty Advisor of the chapter (if available) are all great places to start. These are the university staff who interact with the students you're trying to recruit/meet. They know them as the people they are and not just the students.

Ask them…

- Who are the students you know who have the greatest untapped leadership potential?
- Which students seem to be passionate and driven?
- What student do you know having trouble adjusting to their new environment that might really benefit from finding a true network of support?
- Who is someone who cracks you up and is just generally enjoyable to be around?

Chapter Referrals - Mind Jogger

We typically don't get results when we ask our brothers to generate leads; especially when thinking of incoming freshmen from back home or otherwise. That's because typically, there is a rotating sheet of paper that is passed around at a chapter meeting, and our members are too busy snapping to write any names down. The Mind Joggers/Brother Referral activity from the referrals section and in further examples in **Part 5** will help get those members writing names down.

NOW TRY THIS:

Members feel tapped out or that they have already referred people the last few years, so what if we tried a new, simple idea? It acts much like a sorority referral but is more intentional in tapping into a new network. Write down the names of 5 women you know who are not involved in a Greek letter organization. Reach out to them individually and ask them who are the men on campus that they see as influential, display leadership potential, and carry themselves as responsible gentlemen? Ask them for their contact info and let them know you are going to mention her name when you call them. It is mixing Structured Referrals and Mind Joggers together, which for our members, will feel like an easy task.

New Member Referrals

Mind Jogger - Best time to try – At the first meeting for your NEWEST new member class. Of your entire membership, who is the most connected to undergraduate, non-Greek men? YOUR NEWEST MEMBERS! The Mind Joggers activity does more than just give them a pen and a piece of paper and ask the simple question, "Who are some guys that you know?"

Instead give them the specific examples and watch how the names pile onto their list. Instead, while your new members are thinking of "who are the guys that they know," you provide specific examples to help jog their mind. "Who are the guys that live in your residence hall? Who is the guy that you always see at the gym? Who is the most reliable person you know? Who are the three funniest guys that you know? Who came to school from your high school? etc."In 4 minutes, you could add 100+ names.

[See Appendix A:2 for Mind Jogger sample]

Prospective Member Referrals

Ask the people you are recruiting for referrals:

We all know referrals are the magic sauce in recruitment. Especially referrals from other potential members; people want to join with their friends. Any prospect represents around 5 people who you could probably recruit. Asking, "Hey, I'm glad you're interested. Who are a few of your friends that we should be talking with as well? Who are the 3-5 men that come to mind when we talk about this opportunity?" This is called Chunking. Students want to feel connected and referring their friends to your recruitment effort will certainly make them feel connected. If you close each of your one on one meetings with that question, you will create a buy in with the men you sit down with and grow your names list. You can "chunk" at a whole new level once you've gotten a commitment from a few guys. We recommend doing that as soon as someone commits to your organization; but it never hurts to start early, in fact it might actually help in getting them to join. [See Appendix A:3 for more details on Chunking]

$ Scholarships

One of the best ways that a fraternity can spend their limited financial resources is by investing in a recruitment scholarship. A scholarship allows chapters to set clear standards, formally evaluate leads, and generate lots of candidates. A great time to implement these is at the beginning of each academic term and especially during the summer months. Note, your scholarship applications will be limited to the amount of promotion you and your members do for it. Some great way to get individuals to apply are by promoting it on your social media, tabling, and having members nominate people to apply. When promoting your scholarship, get started early and be sure to partner with your Admissions & Registrar's office for better success. They may be able to help in promoting it, and even provide access to names of those already on scholarship or freshmen who have already been awarded one should they end up attending your university. Ask about the opportunity to send information to prospective candidates through university mediums or if you can get access to a list of students yourself to reach out directly and set up interviews.

Scholarships don't have to be for a lot of money, setting aside $250-$1000, or even a smaller scholarship to be used specifically for books and living expenses. Either way, it is a great opportunity to give back, connect to new people, start a conversation and most importantly, show that FIJI holds academic success as a high priority.

[See Appendix A:4 for Scholarship Sample]



Presence & Positioning



Campus Events

Most colleges and universities have events occurring constantly. There are sporting events, service events, and other organizations that are hosting activities that draw large crowds. Grab an activities calendar, go look at a bulletin board, or check the social media pages and website for the Student Activities Council. What are the 3-5 events/activities that are taking place this semester or in the coming week or months? Can you and your members attend and meet people? Can you and a few of your members volunteer to help plan, set up, and break down the event?

These are great opportunities for chapters to engage with many prospective members in a fun environment. If the chapter is hosting a service event this calendar year, sign up to participate in a service fair. Show your school spirit at sporting events and support other organizations events and get to know their members. These are all great ways to find, high quality leads to consider for membership.

Start putting Spring, Summer and Fall dates designed to serve freshmen and transfer students on your calendar. Make sure you have members of your recruitment team available to attend assigned days/sessions they are going to commit to being on campus for.

Orientation

When freshmen orientation comes around, the campus is flooded with thousands of new students. This is a great opportunity to meet the newest individuals to your potential new member pool.

OA's/RA's

Being involved in the orientation staff or residence hall staff gives you the chance to welcome students to campus. You will be the first face that they put to the university and will most likely make a ton of new friends in the process.

- Volunteering at events: Orientation week typically has a ton of events throughout the first few weeks of school. All new students typically have to go to them. Ask your orientation office (well ahead of time) if they could use any help at any of the events. It's very easy to make friends while passing out T-shirts or giving tours to new students. Again, this gives you the chance to be the first person they associate with the University, and give you a chance to meet a ton of new students in the process. The point isn't to be promoting FIJI hard, but rather to start building relationships and looking for partnerships. You just want to help.
- Move-In: The concept of fraternities helping first-year students move into their residence halls is not new. However, there are more effective ways to do it than swarming the student and his/her family, handing a business card and carrying a few boxes. The best practice is to send teams of two over to the residence halls, begin your interaction with "Hi, what can I help you with?" and be sure to exchange contact information rather than just handing over a business card/flyer.



Tabling

Each year, every campus hosts some variation of an activities fair. Student organizations set-up tables all in a row, pass out fliers, and have surface level conversations; or, there is an opportunity for student organizations to set up tables in high traffic areas of campus. You might give away some information and you might create some more awareness. However, this is not the "purpose" of tabling. The reason we table is the exact opposite of giving our information away. We table to get their names on our list. Period. The goal is to get their information.

Your Role

Create an experience that will encourage the person passing by to stop, engage with you, and write down his name and the name of a few friends. Our favorite ideas are Rock, Paper, Scissors Tournament, Predict the score (Super Bowl, or your college rivalry game), Raffles or drawings, and "Write down your theme for the upcoming semester." Do more than just sit there with a clipboard/laptop and your fraternity memorabilia and trophies from before you were born (plus, everyone gets a trophy these days, right?)

General Rule to Follow

Ask yourself, if another organization was doing the same thing, would you stop and want to learn more? If not don't do it, don't buy into the narrative of what you think people are expecting it to look like. Tabling is a mindset, you can do it by walking around and engaging random people, and you can do it by involving yourself with what is happening around you.

The success of an information table is measurable. Every 30-60 minutes, count up the number of names with phone numbers and email addresses that you've collected. Those are your results. Any other positive outcome is a bonus, but is not the purpose of your time.

Great tables yield 25-50 new leads per hour. If that's not happening, you're:

- In the wrong location
- Tabling at the wrong time of day
- Not working the table … you're waiting for results to happen to you



Now Try This!

Set-Up

- 1 Table
- NO FRATERNITY MERCHANDISE
- 1 Cardboard Sign that reads: "Rock, Paper, Scissors Challenge," with the terms below.

Terms

Let people know what happens when they choose to accept the challenge by writing on the sign…

"YOU WIN: You get a High Five & Candy"

"YOU LOSE: Hear Our Pitch (30 secs)"

With this sign on a blank table, people are going to ask to themselves or ask you, "What is this for?" (How many people were asking that question with your normal table? It was pretty obvious why you were tabling). Getting people to your table will not be difficult because who doesn't enjoy a quick game of RPS? More importantly, if they say they don't know how to play they are liars and likely not in line with Phi Gamma Delta's values. However, they aren't going to just give you their information.

These Are 5 Tips to Get Names & Numbers After Your Rock Beats Their Scissors

1. **Give them a High Five and candy just for playing. Whatever your reward is for winning, it becomes their reward for participating. This gesture is a "thank you" for playing and will further drop their guard.**
2. **Honor their time. If your sign says 30 seconds, then get your pitch down to 30 seconds.**
3. **Give them a takeaway. This should be a professional and informative handout. I recommend something that is 1/4 of a page.**
4. **Include your information on the takeaway. THIS IS KEY. If you point out that you have given them your information, then they will be much more likely to give you their info in return.**
5. **Draw a crowd, make it an event. Challenge anyone and everyone. Greek, Non-Greek, Male, Female, Student, Professor, A tour rolling through the center of campus (Make a tournament), Anyone and everyone.**

Playing "Rock Paper Scissors" will not be the key to your recruitment success. However, this method of tabling is much more effective than using a display that looks like the ***phigamstore.merchorders.com*** exploded on a table. This is a great way to create a buzz on campus and actually get your name out there. Approach every RPS match-up as a potential new friend and not a potential new member; people will sense your authenticity and be willing to help. Worst case scenario- you don't recruit any future Fijis, but gain a lot of fans for the fraternity. Best case you win A-LOT of games and get solid number of names onto your names list, and still gain a lot of FIJI fans.

Pro-Tip

1. **Always suggest to play by "international rules," which means Rock, Paper, Scissors - Shoot. It doesn't actually mean anything, but it sounds legit and will make them more likely to play scissors.**

After You RPS, Feel Free to Try Some Other Suggestions

- **Putt-Putt Challenge** (Go get a $12 putting green at Wal-Mart)
- **B-Ball Challenge** (Nerf Hoop – $20)
    - Slam Dunk Contest
    - Three Point Shoot Out - or an old school game of "PIG"
- **World Cup Challenge** (Soccer Goal – $25)
- **Trivia Challenge** (Questions & Defined Categories – Free)
- **Reverse Tabling:** This is actually one of the most effective ways to table and you don't actually have to do any tabling yourself. The key is to intentionally look for other students who are tabling on campus and go up and talk to them. Learn about their organization, ask them why they joined, what they are currently working on, etc. Mention FIJI and ask them how the fraternity could support them as a campus partner. It allows you to connect with more student organizations, possibly find an opportunity to get more involved on campus, and get their contact info to follow up on that partnership question. It's a win-win.

[See Appendix A:4 for more on Tabling]

Key Student Organizations

If chunking and tabling have been working fine, but you are having trouble reaching that caliber of student that will greatly help your organization, we need to try a new approach. If only quality students got together, rallied around causes and movements, where could we find such groups? On the university's website. Most universities have links, profiles, and direct contact information for presidents and key leadership positions. You now have access to the contact information of every student organization president/advisor. Identify the groups whose values align with Phi Gamma Delta's and start contacting them. Seek to make presentations at their meetings, create a focus group panel with their executive board, or meet with the president and chunk him or her. Any of those practices have proven to be successful. Some examples of organizations that have yielded recent success will include entrepreneurship groups, service organizations, politically minded groups, honors organizations, spirit groups, religious groups, and women's academic sororities or professionally focused ones.

Get Involved

Member Involvement outside the organization will always serve as a prime way to meet prospective members, especially those maybe joiners who you might have missed the first time around. Every year, sophomores, juniors, and even seniors join FIJI as a result of the relationships they make with your brothers through other organizations. Encourage your members to a part of multiple campus organizations that explore their hobbies, outside interests, professional, and academic aspirations. Taking a leadership role is a bonus and also carries more influence when it comes to the referral. Look for the small wins and capitalize on the groundwork that has already been laid by those in your chapter who have influence outside of the brotherhood.

Bonus Point: *Get recruited yourself! If you are not already in an organization or want to join another, allow yourself to be recruited and then recruit those who recruit you. It is an easy way to start the conversation; taking the time to listen and care about another organization will make them more likely to care about yours.*



Summer Recruitment

Many of you may have no idea what we mean when we say summer recruitment. For many, summer recruitment is not priority and is often a missed opportunity to get a jump-start on recruitment. Chapters focusing on taking on implementing some of these recruitment practices in the summer will increase their perspective member pool and lead to greater recruitment success.

When thinking about summer recruitment, it's really a matter of timing. Each campus is a little different, but all have the potential for a form of summer recruiting. At the base level, summer recruitment is about wrapping up loose ends from the spring semester and being a persistent steward to all those prospective relationships that are unresolved. Then, it's about getting a head start on intentionally building relationships with the incoming freshmen who will be coming to your campus in the Fall. There is some different strategy for adding freshmen prospects to your prospect pool and continued cultivation of your current pool. Here is what is great about summer or pre-recruitment if you aren't doing it: doing more during this time and being intentional about adding these activities to your process will add a huge boost to your upcoming efforts; if you are already doing summer or pre-recruitment, then keep it up and look for areas to add more consistency in activity and start thinking about how you can work to recruit a greater portion of your new member class over the summer.

Fiji Thinks About Summer Recruitment in 4 Phases:

Phase 1

Spring Forward- Summer Recruitment Starts in the Spring (March 1 - May 1)

Focus on leads from last fall and spring. Get your names list clean and organized. Do you remember all of those potential Fijis that told you they needed some time to think or their parents wanted them to wait a semester? Those few names should be at the top of your list going into the summer. Connect with those folks, take them to lunch, and be their friend BEFORE you even leave for break. Polite persistence is so critical in the weeks after someone defers their opportunity to join. Reigniting those relationships can be very helpful to your recruitment effort, but all too often we ghost that guy for months or never follow up with him again. The best FIJI recruiters keep the relationship going, to revisit the "joining" conversation at a later date. There is no such thing as wasted time when it comes to recruiting someone, regardless of if they join or not; you still have a chance to make them a friend, fan, and follower of FIJI.

Priming/Establishing Recruiting Pipelines for the Future.

- High School outreach: Another great place to spend some time at the end of your spring term and early summer months is contacting area high school. Attempt to find high schools that current brothers attending and that often have students that end up at your university. Here are two ways to engage with high schools.
- Guidance Counselors: Chapters ask their members to return to their old high schools to visit their guidance counselors to ask for a list of students that plan on attending their University. They don't

do this because they want to "recruit" people into their chapter, but because they want to help students from their hometowns get oriented to campus. Many chapters send out a scholarship application to the students or offer them a chance to visit campus a bit early to show them around.

- Presentations: Some chapters have been known to give presentations to the group of students that plan on attending their University so that they know about the school before they attend. Many of them get involved in their school's student ambassador program and get paid to do it!

By focusing on engaging area high schools, you start building relationships with prospective members before they even step foot onto campus.

Phase 2

Identify & Connect With Incoming Students (May 1 - July 1). Your Goal This Summer: Get Names and Contact Information and Turn as Many of Those into Relationships By Fall.

Even if it seems impossible, impractical, or just plain weird to recruit people over the summer, building relationships during the summer with non-Greek or incoming students can be greatly beneficial. Without the distractions of classes, other organizations, dorm life, etc., the summer offers a great opportunity to develop some friendships (aka leads) with fellow or future students in your town, neighboring communities, over social media, and through service, leadership, or athletic activities. We have to be active in the summer to build momentum heading into the Fall.

Get informed on important dates – Summer Previews, Orientation, and Welcome Week are all prime opportunities for you to meet incoming and returning students. Rather than racking your brain to come up with ways to bring potential joiners to campus, just be sure to have a presence at these important opportunities. Offering to grab lunch/dinner before orientation starts, hanging out during a break or after are perfect examples of ways to host prospective members when they visit your campus. Consider: 1) Partnering with the university to offer house tours during orientation; 2) Offer to take parents and student out to breakfast before their day of summer orientation; and 3) Make home visits to the best prospects so that mom and dad can see how great members of your chapter are.

Always be sure you have a reason to reach out. Reach out as an individual, an upperclassman, and a campus leader; do not reach out as a member of your fraternity. It could be as simple as you went to the same high school, are both from out of state, you noticed they play golf etc. Just make friends. Be a host and a mentor. Summer interactions are slower, but they are built on the relationship. The fact that you are one of the first introductions an incoming student might make heading into school means you are now at least a part of their new network. For most new students, they are excited about the upcoming Fall, so capitalize on this and start some easy conversations with new students and offer some value by answering questions about campus life.

Offer consistent follow-up. Consistent does not mean constant. Rather than blasting these people with information, do your best to build relationships with the folks you have met over the summer. That way, when they arrive on campus for the Fall, you will be one of the first people they think to reach out to.

Phase 3

Small Activities (Post July 4th - Freshman Move-in)

Phase 3 is about building friendships through small, normal activities that create an inviting environment. Your job here is just to hang out with potential members in really simple, really friendly, really easy activities. Think dinner, coffee, lunch, pick-up-sports in their town, dinner, coffee, lunch, dinner, coffee, lunch (oh, did I say those already?!). The objective of Phase 3 is to honestly just get to know these people. Sure, everyone will probably know that you are doing fraternity recruitment, but there is no need to be high pressure during this phase. Some organizations will choose to take an aggressive approach and propose a life-changing opportunity (fraternity membership) during this phase — which is not a bad idea at all. But most high-quality potential members will need a lot of information about Phi Gamma Delta before they can make a commitment over the summer. After all, they probably have not even been on campus yet!

Side Note on Parents: This phase of the summer recruitment process is a great time to focus on parents. They are an important decision maker/influencer on whether or not your prospect chooses to join. Great chapters recognize that summer recruitment might be 70% for the potential members and 30% for the parents. Talk their language. Connect them with your parents or advisor. Recognize that they are looking for you to demonstrate (not just talk about) responsible behavior that will help their child become successful. Your website, social media (especially Facebook) mailing materials, home visits, and phone calls should all be prepared with parents deeply in mind.

Phase 4

Be a Personal Welcoming Committee for Your Prospects (August - First Day of Classes)

By this point, you have been building relationships with prospective members most of the summer; so naturally, it would only make sense that you would be one of the first people to greet them when they arrive on campus. Instead of outdated and overwhelming methods like dorm storming with your letters on, go meet up with your new friends to lay out the red carpet and welcome them to campus as if they were your own little brother. Greet the family, at this point you should already know them. Help them feel comforted knowing their son is liked and walk away knowing their child made the right decision to attend the university and is already making the most of his time.

Lead by example in meeting new people, walk around campus and take advantage of the events going on. Introduce them to more of your friends and brothers they haven't had a chance to meet yet. Additionally, connect with their friends that you haven't met yet. Empower your prospects and new members with the notion that if they were to join FIJI they would be the future of the organization, so who would be the people that they know or are just meeting that they would like to see be a part of that experience with them. Don't take them away from what is happening on campus. Rather, build on your relationship and be involved in their welcome experience where appropriate and then reconnect in a day or two.

[See Appendix B:1 for examples for contacting prospects about summer recruitment]



Rush

Traditional campus lead recruitment, or Rush, is the most commonly used method for gathering names for most chapters; participate in programming and maximize your potential. But, realize that you are reaching only a very small percentage of your prospect pool during this traditional, basic, formal rush process. For fraternities, formal rush works. It does exactly what it is designed to do. For people already interested in joining your organization, it provides a really easy way to join. It's like opening the big Fraternity door on campus. Most people get in. It is perfectly designed for people who show up to college looking for fraternity. Consider that this small audience is the most excited about the opportunity to join a fraternity, they have a pre-developed affinity in some respects, and will welcome your communication and information share. But this small pool, while interested, is over-saturated with fraternity outreach, events, updates, etc. Recruiting these men also come with a high degree of competition from other fraternal organizations competing for their interest, and in some cases, misaligned expectations when it comes to the fraternity experience.

However, this is a great way to pump up your names list with men who have already expressed interest in Greek Life. Don't forget to revisit last year's IFC rush list or maybe an updated No-Bid list for quality men who have not yet joined a fraternity.

Make sure you take the time to still build relationships. Invite people to your events personally and make sure you note when they show up to your events and the notes from conversations you had. Have a plan for follow up, most likely a small activity or one on one hang out in between events to get more face time and/or an opportunity to see them in the case that they attend an event hosted by another fraternity.

But, you are still missing a big opportunity to recruit the highest quality men to join Phi Gamma Delta, because they won't show up. There are lots of reasons why, but the important thing is that most of the highest quality, highest performing, measurably best men on campus probably won't participate in formal rush. It's not designed for them.

So, if you want guys, do rush. If you want to make sure you always get really high quality people, do more than rush.

Names List Overall

You can't recruit who you don't know. In fact, you can't recruit who you know if you don't have their contact information to reach out them. And if you don't know who you know, then you know you can't recruit anyone.

If you want to be a high performing chapter, don't keep your list of potential members on a bunch of crumpled up napkins, random pieces of paper pulled from someone's spiral notebook, or spread among your chapter members' cell phones, or worse, in your recruitment chair's memory. Build a shared Names List using your ChapterBuilder account.

Chapter Builder

ChapterBuilder is the TechniPhi platform built to help fraternities and sororities manage their recruitment process. ChapterBuilder leverages CRM technology, customer relationship management software, to assist chapters be serving as a central hub for information, communication, and administration. Some of the key features that thousands of chapters are benefiting from include:

- Detailed potential new member profiles
- Note feature to document relationships
- Voting
- Bulk texting and emailing
- Forms to collect referrals or have sign ups
- Tasks assist in managing your administrative tasks
- iPhone application to keep recruitment going on the go

The great thing is that Phi Gamma Delta provides ChapterBuilder to many chapters so you can always ask your International Headquarters how you can start accessing the advance features included in the paid subscription. ChapterBuilder also offers a free version that you can easily sign up for by going to ***www.chapterbuilder.com***.

When you understand the principles of dynamic recruitment, that people join people and that quantity drives quality, it then becomes obvious that for an organization to reach its full potential, it cannot depend only on the people that its members currently have a relationship with – it must build a larger network. To manage that network and to keep track of its members' progress as they bring their acquaintances through the recruitment process, an organization that practices Dynamic Recruitment uses a Names List, an organization that recruits at a high level uses ChapterBuilder to gain a competitive advantage.

A Names List is a dynamic, living, continually updated database that measures the amount of and the quality of relationships with potential members that are being built by the chapter. A names list is your number one source for potential members. It is the most important part of a Dynamic Recruitment System; it is where the process lives, and it is worth repeating and expounding upon. If you're not using a Names List consistently, you're not doing Dynamic Recruitment.

- Your Names List is probably the second most important tool in your entire chapter (second only to your ritual book).
- ChapterBuilder is the tool that houses your Names List: It is the #1 way to manage the relationships of the chapter. If it is true that you can't recruit who you don't know and people don't join organizations, people join people, then the Names List is the place to track, organize, and manage information about the people your chapter knows.
- A Names List is different than a Wish List. A wish list is fine, but it is much smaller than a Names List.

A Names List includes every non-Greek person your chapter has met or that has been referred to you by a trusted source. A wish list is made up of a small amount of people you're targeting for recruitment. A general rule of thumb is that any FIJI chapter in the country should have a Names List of around 350 or more people on it.

- Quantity Drives Quality! The more people on your Names List, the more people you can choose from. The larger the size of your chapter's network, the more selective you can be.
- Top recruiting FIJI chapters update their Names List daily (if not hourly) throughout the year.
- At any time, any member of your chapter (or your advisors) should be able to open up your Names List and know the next steps that should be taken to move a potential member closer to joining the organization.
- When FIJI Staff are coaching a chapter or they are executing an expansion project at a new campus, the absolute first thing they do to get results is build s Names List through developing their prospect pool.
- In fact, as a recruitment leader in FIJI, it might make sense to just understand and execute those two simple tasks… Put names onto your list and move names up your list.

Put Names on Your List

Write down the names and contact information of literally every non-Greek student who is eligible for your organization. All of them. Then lean on the 5 funnels that generate leads from your current prospect pool. (Explained above, and outlined below). Take those names and load them directly into ChapterBuilder:

- Collect Referrals
- Scholarship Application Process
- Positioning & Presence
- Summer Recruitment
- Rush/IFC Recruitment

Then

- Set Weekly and Daily goals for the number of names you want to add to your list.
- Meet new people. You can't recruit who you don't know. Use every idea you can figure out to grow your Names List to hundreds of people. Every new person on your campus that FIJI meets gives you a chance to recruit one more person. Until you've met them, you don't have a chance.

There are many more ways to maintain a Names List, but what's important here is that through these activities you can generate names and contact information in order to connect and re-connect with these new potential members. Now that you have generated your Names List, it's time to use it! A solid Names List should have about 300+ names of prospective member information; but if you have less than that, work with what you have and strive to grow it on a daily basis.

Rankings in Dynamic Recruitment

A+: This individual has accepted his invitation for membership into Phi Gamma Delta

A: This individual has received an official invitation for membership or needs one.

B: This individual is being strongly courted for membership, has sat down for a meeting or come to an event. Needs to be Pre-Closed.

C: This individual has interacted with the organization's recruitment process.

D: This individual needs to be contacted

E: This individual has been red shirted. He is not qualified for membership at this time or wants to wait a semester.

F: This individual is incompatible with the organization (for now).

G: This individual has missing information

Active Leads

All prospects who come into your recruitment process start in ChapterBuilder with an ideal status/ranking of D – This individual needs to be contacted. As soon as someone has D Status, we can start contacting them. Once we make that first contact, that prospective member is now involved in our recruitment process. Once involved in the recruitment process, there are certain rules and expectations we need to follow in order to be successful in moving them up our list so as to advance them through our process and ultimately get closer to possible membership.

Move Names Up

Through results producing activities such as: intentional one-on-one conversations, small activities, and inviting prospective members to chapter recruitment and brotherhood events, you will be able to move prospects through the process and up the list via their status or rank within ChapterBuilder. Fiji Chapters rank their prospects within their ChapterBuilder Names List. This isn't the same as rating them or notating how much you like them. The ranking system on the Names List measures how far along the recruitment process a prospect has moved. Here's a simplified way to do the ranking, as reflected by the majority of Phi Gamma Delta ChapterBuilder accounts. Designate sections to your recruitment team, contact every single person, and document and tag when you have reached out to someone with accompanying note on how that call or interaction went in the notes section.

They move up the list as we build relationships with each prospect until both parties are mutually ready, and in a place to have a joining conversation --> (A+ – This individual has accepted his invitation to for membership into Phi Gamma Delta), decided to wait till next semester (E – This individual has been red shirted. He is not qualified for membership at this time or wants to wait a semester) or not to join all together (F – This individual is incompatible with the organization).

Inactive Leaders

The other status prospective members entered into our list start at is G.

G: This individual has missing information. Prospects with G status are those we will likely only have limited information on. We might have had them referred to us during a sorority presentation and we only have their name and no contact information. Prospects who sit at this status have not entered our recruitment process; they may be on our list, but until we can get in contact with them, they are not an active lead.

Be Persistent in your Pursuit of Activating Leads. Our goal with G Prospects should always be to flip them to a D and track down any missing information we are lacking. For example, maybe we get in touch with the sorority woman in Kappa Alpha Theta who referred him and ask her if she has his info. Or we can search him on Instagram and Facebook and try and connect with him through those means. Either way, never let G sit on your list untouched, track them down, you have done 50% of the work already, so do your best. Too often, a Names List will look good and have 300+ names, but in reality it may only actually have 140 active leads. Think about that, if you don't flip those G prospects then your recruitment potential has been cut in half. Even worse these are men who might be incredible Fijis, but never get the chance to find out.

Follow Up or Fail. We've seen from past ChapterBuilder data that over 1/2 of the names that are added to a fraternity's Names List are never contacted again, so here's an important tip — don't just put the names on the list… follow up! How many times do you need to follow up? Well, of course that varies depending on the needs and relationship of the potential member, but past ChapterBuilder data has shown that potential members who end up joining a fraternity experience about 8 points of contact (times they hang out with or connect with a member) on average before they join. The best FIJI recruiters know they can't go longer than 72 hours max without a follow up touch. The best of the best keep that principle to 48 hours. For example, if you meet with someone on a Monday, you should be seeing them again by Wednesday or Thursday at the latest. If that follow up goes more than 7 days... It's not over, but for all intents and purposes you are starting over again. Polite Persistence is key.

[See Appendix A:6 for more on ChapterBuilder success]

Invitations/Prospect Outreach

You added 150 names to your Names List this week and you're ready to start the recruitment process for each prospective member you have contact information for. The next step is to reach out to them through personal invitations to try and meet them in-person ASAP.

Set up a 1:1 meeting (1on1 meeting) for best results, especially when recruiting one of the maybe joiners you got connected with by a specific referral. Small activities are a good idea too, but best for those you already know who you are trying to introduce to more brothers and maybe the organization. Don't over think it. Recruitment is a relationship business, and you can't build relationships without spending time with prospects. Also, you can't spend time with prospects if you don't invite them to spend time with you.

The best recruiting FIJI chapters understand that timing is everything in recruitment, i.e. the longer you wait to contact someone, the less likely they are to join. Let's think about the start of a new semester. The first two weeks of school is an exciting time, with lots going on, and lots of new people on campus. There is a general excitement, and for new students and for freshmen, it's probably one of the most memorable moments of their lives. Think of yourself first semester freshman year, specifically those first two weeks of school, walking around with your University Housing lanyard saying "what up" to every person that you pass. You have

this confidence about you because you have a new lease on life, high school is over, you're no longer living with your parents/guardians, and you are a grown man with no bed-time. If ever there was a time when you would have been open to meeting a stranger and making a friend, it would be at this time. If ever there was a time that you would pick up the phone to a number you didn't know, it would be now. If ever you were willing to get lunch or grab coffee with an upperclassman who wanted to reach out because they heard you were a stand out guy, it would be now; because of COLLEGE! Once students get into their routines and daily habits, it can be hard to break.

The best way to be quick and intentional with your time is to be proactive in getting in front of the prospective members and not waiting for them. The most effective strategy for this is to reach out to your prospects directly, personally, and with a reason for reaching out in hopes of getting to meet them.

The Top 3 Ways to Get in Front of a Prospect Is to:

1. Phone Calls
2. Texts
3. Slide in PNMs DM's



Phone Calls

I know it seems weird in today's world, but calling prospective members is still the #1 to get in front of them. When the FIJI expansion staff goes onto a new campus to start a chapter, they directly reach out to hundreds of men through Rolling Calls as we call it in the biz. They do this well and methodically work through their names list. They have a script and they read it word for word until they are comfortable enough to go off script. Their process might seem complicated, but it's not; they just make time to roll 50-75 calls each day, and guess how many meetings with prospective members they average per day? 15. Imagine if you met 15 people a day for one week, you would have met 105 prospective members. Now think have you ever had 105 prospective members show up to one recruitment event. What about a week's worth of recruitment events? Calls help you break beyond wondering who is going to show up, as they make mass marketing obsolete, they therefore make you in control of your recruitment process and the number of people who come through it.

Here Are 5 Elements of an Exceptional Recruitment Call

1. Using an inquisitive energetic tone, the first word you say should be his name. Everyone loves to hear their name and puts you in control of the call.
2. Tell him why you are calling, using a disarming statement:
    - *"We haven't had the chance to meet, but I got your name from Kelly Kapowski in ZTA, she said you were a gentleman and someone I needed to go out of my way to meet."*

- *"I just had a great conversation with Kim at Phi Sigma Sigma about top leaders on campus. Your name came up at least 2-3 times."*
- *"I've been talking with a few freshmen leaders that were hand selected by this year's orientation mentors, I was hoping that I could pick your brain for a few minutes."*

3. Ask YES questions. We then ask several questions that we already know that he's likely to say "yes" to. For example:
   - *"You know Kelly, right?"*
   - *"You're a freshman this year, right?"*
   - *"You are president of the sports business club, right?"*

4. Schedule an appointment day/time to talk.
   - *"When do you have a break in between classes tomorrow to meet up for 15 minutes at the Starbucks on campus?"*
   - *"When do you get out of class tomorrow? Want to grab dinner at Chipotle at 5:30 pm?"*

5. "PERFECT." This is the only answer to EVERY response/excuse he has. Literally! Just say "perfect."
   - **HIM:** *I don't really have time."*
   - **ME:** *Perfect. I don't have much time either. The best students on campus rarely do. Let's make sure our meeting doesn't take more than 15 minutes.*
   - **HIM:** *I can't make it tonight.*
   - **ME:** *Perfect. We have another opportunity tomorrow night that we're expecting to be better attended.*
   - **HIM:** *I don't have a car on campus.*
   - **ME:** *Perfect. We're shuttling people to the BBQ starting at 6 pm. What time should we meet you out front of the dorms?*

Pro Tip:

- The goal is NOT to have a 10-minute conversation. A good conversation is less than 90 seconds long. Take control of the conversation, lock in the appointment, confirm the details, and dial the next number.
- Smile while you are calling, it will come through in your tone and make you more effective.

Below you'll find an example of what an effective and efficient fraternity recruitment call would sound like:

Name! (Say their Name)

This is Ellis Bailey Gregg. We haven't met. I'm a student of the university, helping to build a men's leadership organization on campus.

I had a great conversation with _____, in (Sorority/Organization). You know _____ right? Perfect!

Well S/he said you were the one person I needed to go out of my way to meet and talk to. I'm looking to sit down for 10-15 minutes with some top students this week to better understand the needs of the campus and get some insight into how I can best focus my efforts to be successful.

(Name), will you be on campus tomorrow?

What time do you have a break in your class schedule that I can buy you a cup of coffee and pick your brain a little?

(Repeat Time) Perfect!

Let's meet at (location) at (time). If an emergency comes up, would you give me a call so I'm not sitting there by myself (haha)?

See you on _____.

They didn't answer?

No Problem. People don't answer their phone as often anymore (but it's still worth trying). Make sure you mark in ChapterBuilder that you contacted them and leave a note saying; They didn't pick up and that you didn't leave a voicemail.

[See Appendix B:1 for multiple recruitment call scripts]



Texts

Text messages can be effective, but you have to have the right language. They also need to be short, but also communicate some sort of call to action. One advantage of a phone call is you can say a lot more in a lot less time. With text messages, you want to share enough information, in the right sequence, and avoid getting stuck in a recruitment conversation right then and there through text.

There are two types of Text Invitations: First Contact with hopes of setting up a 1:1 meeting; and Personal Invitation text message to an upcoming recruitment event.

Example Text #1:

First Contact - Referrals Driven Outreach

Due to length, send in two separate text messages so that they don't show up out of order.

Text - Part 1: "This is Damian, we haven't met. I am a part of a leadership organization on campus and after chatting with the women of Chi Omega Sorority, we were told we needed to get in touch with you. More specifically Kate Harrison said you were a gentleman & someone who could help me out."

Text - Part 2: "Long story short, I could use your help. If you'll be on campus tomorrow through Friday, I'd love the opportunity to introduce myself to you & learn a bit from your perspective of what I can do to be more successful. When do you have 20 minutes between classes this week to meet? I am happy to treat you to coffee. - Damian"

The goal is simple: FACE TO FACE MEETING. You can't recruit who you don't know, and people join people. These examples are built to help you get through the obstacles that exist in stopping you from getting face to face interactions. Don't get trapped in a text conversation. If they ask for more information or what this is about, try giving them a call now that they have responded; you could even say "Absolutely, it's kind of hard to explain through text. Can I give you a call back real quick? Or will you be free to chat for a minute coming up soon?"

Thinking Page

Example Text # 2: Invitation to Recruitment Event

Here is a pretty standard text most chapters might send to a prospect on their Names List, especially during Rush or the IFC recruitment period.

> ***"Hey Becker, I'm from FIJI and we're having our second rush event today at 6 pm at 234 Little St. It is a casino night and I hope to see you there! If you need rides, contact John Staples: (317) 555-7099. Feel free to contact me about any details!"***

On the surface, this message probably looks pretty good, standard for most chapters. But the best recruiters understand that while this text message is simple and informative, it is less effective for a few reasons:

- Chapters will have one or two members from the recruitment team text blast everyone about the event that is going on. Yeah, it is easy and convenient, but if this prospect doesn't know me, I am just some random guy
- Maybe we got his name referred to us by someone outside the fraternity, so he doesn't understand why some fraternity is spamming him. Yes, props to this chapter for offering to pick up guys from the dorms to make it easier to attend, but it would have made more sense for that specific brother to text him rather than having to send a separate message to John. Sometimes that little extra step can influence someone otherwise
- Most notably the way this text is written comes off as an update "Hey just going to leave this here." There is no call to action, no attempt to make plans at that moment. This is so important because if you don't send a text that obviously requires a response, you have no way of knowing who is going to be coming to your event. The only response would be out of courtesy or if this was someone you know well; which in that case, this text would come off even less personable.

Let's edit so you can see the little difference:

> ***"Hey Kyle, this is Damian with Phi Gamma Delta, we met at Meet the Greeks. We are going to be grilling at the house tonight at 6 pm, I wanted to personally invite you. I can pick you up from the dorms if it's easier. Do you think you can make it?"***

This message starts with a reference to the fact that we have met, even if it was brief, it makes you familiar. It sounds more like an intentional invite and not a rush event. And it requires a response. Even if this prospect can't make it, he is likely to let you know that; and in the case that he can't come by, it allows you the perfect opportunity to set up a small event for him or meet him for lunch tomorrow instead. Sure, he might not have made it to the event, but that will happen especially during rush. But if you are able to set a follow-up meeting or small activity during a time that works for him, you accomplish the same goal as if he came to the event. The best FIJI recruiters understand it's not about how many people are at the event, it is how many people have you had the chance to have an in-person conversation with in the last day or two, either at an event, small activity, or 1:1 meeting.

[See Appendix B:3 for more Text examples]



Slide into a PNMs DM's

This is basically accomplishing the same feat as the first-time text message. But the reason this is going down in the DM's is that this prospect was likely referred to us by a sorority woman who didn't have his phone number. This prospect was ranked as a "G - Missing Info," but we did a search on Instagram and found his handle. So, we are going to reach out to try and get a meeting, like so:

Hey Kyle,

This is Damian, with Phi Gamma Delta (FIJI). After chatting with the women of AXO Sorority, I was told I needed to go out of my way to meet you. More specifically Emma Sanders said you were a gentleman & someone who could help us out.

Long story short, I could use your help. If you'll be on campus tomorrow through Friday, I'd love the opportunity to introduce myself to you & learn a bit from your perspective. I'm trying to make my organization have a greater impact on campus and would love to get your opinion on how I could be more successful in that effort. You can send me a text reply or DM. Hope to connect soon.

Damian - (317) 555 -7099

The big key is that you ask for a date and time. Also, that we ask for him to either respond via text or get his contact information if he agrees to meet. We don't want to be using the DM's like texts when we are trying to find him for our meeting. DM's work great if you don't have a way to reach out directly. Also, because you are connecting on social media, they're likely to search your profile, so you should mention the fraternity by name. Keep in mind, you aren't trying to recruit them as you don't even know if this is someone you would want to recruit. But, by the end of your meeting, you will probably have a better idea.

[See Appendix B:4 for Direct Message Scripts]

Small Activities

Small activities are the catalyst for the Dynamic Recruitment system. They are what excel people forward in the process and keep prospects coming back. While your Names List fuels and houses the recruitment process, it is the consistent, intentional, quality time with your prospective members that help them see FIJI as worth being a part of. Basic recruitment events are fun, but they aren't great for getting to know someone new. Inviting a prospective member to join you and a few friends for a small activity is more likely to produce a comfortable environment and meaningful friendship.

The ideal size for a small activity is about 3-7 people. Remember the goal is to build relationships through meaningful conversations. Having one more brother present than the number of recruits in a conversation pocket is called a plus one. Using this strategy, three is the minimum number of men we involve in a small activity. When a conversation pocket gets larger

than seven, the tendency of the group is to split into smaller pockets. Successful FIJI chapters that utilize this method well are able to create a diverse recruitment calendar which allows their members to interact with a more diverse prospect pool to attract a healthy balance of quality men both from the normal recruitment pool as well as those who would never have joined had they not been introduced to FIJI through personal outreach and small activities. Regardless of where your first interaction is with a prospective member within your recruitment process, a small activity should always be the follow-up step.

For someone who comes to a recruitment event, set up a small activity to help them get to know a select group of brothers more intentionally. Additionally, we know many prospects want to meet more people before they decide to join; that usually means meeting both brothers and other prospects. FIJI chapters who use small activities tend to have a greater close rate when they intentionally host these type of small gatherings.

These events allow for the people joining to happen. They provide the space for personal connections and lifelong friendships to blossom among your members and future brothers. Friendships will anchor their choice to accept an invitation of membership. Think back to your own recruitment processes, who were the one to two people that really connected with you and helped solidify your decision to join Fiji? The moments in which you just reflected are the very instances that should be recreated every time there is an interaction with a potential new member.

Consider hosting 2-3 Small Activities a week. You might quickly find that once you start employing a steady mix of small activities in between some of your larger recruitment events, more people will keep coming out when you invite them, and you will probably feel more connected to this growing new member class than in years past. Here are 5 small activity ideas that yield the most gains in the recruitment process and that any chapter, regardless of size, budget, or position can do with success.

1. **1-on-1: First Meeting:** FIJI Chapters practicing Dynamic Recruitment understand the deep value of the 1-on-1 meeting. This is often the first personal interaction with a potential member after adding him to your Names List. In most cases, the person doesn't even know you are a part of a fraternity, they showed up because you called. At the end of the day, you want to keep it to 20-30 minutes. You want to learn about them and what brought them to your school, what they want to get out of their time in school, and then ask them hypothetically if they were to join an organization, what would that look like. This is not a FIJI sales meeting, it isn't even a Fraternity meeting; it is a nice to meet you, meeting. Section 5 we will have more in-depth examples of how to have effective 1-on-1 meetings.

   [See Appendix B:5 for more on 1on1 meetings & recruitment conversations]

2. **Locals Only:** Take a select group of 3-5 People to a local restaurant that most freshmen or sophomore students wouldn't know about. Every campus and town has a local food spot that, aside from FIJI, you miss daily once you graduate. Introduce your prospects to a place that will show your expertise and credibility, while offering them a chance to pass on that experience to friends of theirs later. It will make them look good as a result of your invitation. BBQ restaurants, food trucks way off the radar, places not flooded by 20 somethings Yelp users, etc.

3. **School Spirit:** Take a small group of people to support a less popular sport on campus that happens to have a FIJI member on that team. Tell the prospective members you're going to the hockey game tonight and that your good friend is playing and you wanted to see if they had any interest in going.
4. **Explore one of their interests:** Since you have been getting to know these guys well, ask them to do something you know they already want to do or are probably already planning to do. For example, they mentioned a favorite band or artist and you happen to see they are in town, ask them to go. If they are already going they might invite you to come with and probably get the chance to meet some of their friends, and add them to your Names List.
5. **Food with a Friend:** Just get food anywhere ,anytime, as you would with any of your friends in a non-recruitment situation.

[See Appendix D: for additional lessons and inspiration when it comes to taking a more dynamic approach to recruitment]

Values-Based Selection

Values	Standards
Brotherhood	3+ brothers speak on his behalf AND Signed "membership expectations" form AND Completed membership interviews with committee
Knowledge	3.0+ GPA OR 1100 S.A.T. OR GPA 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 Selective Service
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 January 1, 2019 by Phi Gamma Delta

Chapter President's Name _____ Signature _____

Recruitment Chair's Name _____ Signature _____

Criteria

Much of our membership decisions are based on brief interactions with relatively complete strangers and tend to be primarily subjective and emotional in nature. We decide on a potential member based on how we feel about them following a brief encounter or conversation. Often, those feelings are related to physical attributes, things in common, and an overall painless conversation. The process you use to select new members is one of the most important variables for any FIJI chapter. If your criteria are "He's super chill", eventually your chapter leadership will become stressed out. Instilling Values-Based Criteria into the recruitment process allows us to have an actual measurement tool to determine the skills, characteristics, and attributes a potential member would have that would allow us to determine whether he is qualified for membership. This measurement tool takes the values of Phi Gamma Delta (local and national, stated and unstated) and quantifies them with things that are actually measurable. Values-Based Criteria allows us to use our values to identify qualifications for membership that are measurable and consistently used throughout our membership ranks. It leaves little room for personal interpretation and emotions in membership decisions and creates a process that allows us to select high-quality individuals using high-quality criteria. This requires us to collect measurable data through meaningful conversations.

Behavior

Values-Based behavior addresses our common interpretations of what Values-Based Recruitment is – that we must remove frills or alcohol. Values-Based Behavior asks two very important questions: First, "What does our current behavior say about what we value?" As we look at the things that we are currently doing, or not doing in recruitment, we need to ask ourselves what messages our behavior sends to potential members about the things that we care about as a chapter. What do these things say about us as a fraternity? Regardless of the answer, there are likely places within our recruitment process where our behavior does not align with what we say (and believe) we're about. We're sending mixed messages to our buyers and supplying fuel to our detractors. Second, "What do our values say about how we should behave?" This allows us to understand the alternative to the one-up mentality of recruitment. A lot of times, this question prompts us to think of the gentlemanly, scholarly Wikipedia version of fraternity; but that's not what we mean at all. It really means: how can we better demonstrate, through actions, the things we value, in addition to being able to verbally communicate the things we value as an organization. If we were to adequately demonstrate what we as an organization actually value, how should we behave? What should we do? What should our focus be? How do we stop caring about what our Greek peers think, and better demonstrate through action, what we really care about?

Conversations

Values-Based selection is only as good as the questions and conversations we are capable and willing to have. Most recruitment conversations live on the surface… they are filled with typical questions about a prospects hometown, major, high school sports, and summer activities – questions that we usually already know the answer to. These conversations lack substance, they lack depth, and they don't actually inform good membership decisions. When we think about values-based conversations, most of us go immediately to worrying "wouldn't that be

weird?" Here, we imagine an intense, awkward conversation comprised of us listing off our values and uncomfortably trying to create a conversation from there. That's not a good solution either. Values-Based Conversation is centered around using our values-based criteria to drive conversation topics, questions, and information we should gather so that prospects can understand what we are looking for, how it relates to our values, and so we can determine if he will make a great member of FIJI. Incorporating small activities and 1-on-1 meetings into your recruitment process create the right environment to have authentic conversations about the Fraternity experience you want to create.

Expectations

Values-Based Expectations is also related to appropriately communicating the expectations of membership to potential members before they join. Do you have members that don't show up to anything? Don't pay their dues? Live it up on the weekend? Live it up on the weekdays? Speak out in the chapter because rules aren't fun? That's not a membership problem, that's a recruitment problem. We're not doing a good enough job clearly communicating what it takes to be a Fiji man. We downplay things during recruitment because we're afraid we might turn someone away – that the responsibility might seem like too much. We use phrases like "you get out what you put in" to minimize the commitment that it takes to be a member. That is the precise reason we get crappy members who aren't willing to commit. We have to do a better job of clearly, authentically, and generously sharing all of the membership commitment information with potential members before they actually commit to the organization. We have to clearly explain to them financial commitments instead of springing it on them on bid day that they need to bring a fat check to their meeting… tomorrow. We have to clearly explain the time commitment, behavior expectations, involvement expectations, etc. Then when a member joins, we are certain that he understands the commitment it takes to be a Fraternity man of Phi Gamma Delta…for the right reasons. See weValU and VBSP items on 5.

Pre-Close

Pre-Close Questions
If we were to offer you a bid for membership, what would you say?

No/Maybe | Yes

Clarify
What is it that is keeping you from saying yes?

Empathize
I can understand your concern(s).

Isolate
Is ____the only concern holding you back from potentially accepting a bid?

Quality Response

Pre-Close Question
If we were to offer you a bid for membership, now do you feel like you could say yes?

Yes | No/Maybe

Pre-Close for 100% Bid Acceptance

If Yes
Interesting. Do you mind if I share that with the brothers?

Concerns

Time	Wait
Money	Grades
Parents/Girlfriend	Hazing
Stereotypes	House
Upperclassman	Alcohol

Additional Concerns

Time	Wait
Money	Grades
Parents/Girlfriend	Hazing
Stereotypes	House
Upperclassman	Alcohol

If No
I understand. There is a lot to consider. Maybe the best thing is to give you an opportunity to meet a few more members and a little more time to think things over. I'll see you Monday night for the game. Don't forget to bring your roommate.

Any chapter having bids regularly declined is not properly Pre-Closing their recruits before extending them an invitation for membership. After you've gotten to know a prospect really well, and they've gotten to know Phi Gamma Delta really well, and the chapter has determined the candidate's qualifications for membership using a Values-Based Selection Criteria, you ask: "If we were to ask you to join, what would you say?" It's at this point when they'll respond with either a YES, NO, or MAYBE.

"No's" and "Maybe's" get a follow-up question: "What's one thing holding you back?" At which point they'll give you one of the reasons below:

The Top 10 Reasons Why People Don't Join Fraternities:

1. I can't afford it
2. My mom/dad/significant other doesn't want me to join
3. I have to focus on my studies
4. Upperclassmen don't join fraternities
5. I don't want to live in the house
6. I don't want to be a stereotypical frat guy
7. I don't have time
8. I don't need any more friends
9. I don't want to be hazed
10. I don't drink

You Now Have an Opportunity to Address Those Concerns in 3 Steps:

1. I can't afford it
2. My mom/dad/significant other doesn't want me to join
3. I have to focus on my studies

Validate

Validating means to truly listen to them, let them know that their concern about joining is not only valid, it is completely normal. "So you're concerned about the cost. That makes total sense. It isn't free. It isn't even cheap. It's a lot of money for most people to make this kind of investment. I had the same concern when I was in your shoes – I didn't come from money. I didn't have a full-time job. I was texting Mom and Dad for rent money all the time my first year. That is a completely valid concern." Notice that the first thing you should do is just let them have their concern. It's real to them. Even if it is based on inaccurate information. Just let it be. Hear them. Validate them. Show you care. There is no right or wrong here. There is only care.

Isolate

Next, ask: "If money wasn't a concern, is there anything else holding you back?" -- If there is, validate it and add it to the list. If not, then move on.

Timeline

Finally, the Pre-Close process ends with a timeline for their decision. The last thing you want is to leave an uncertain prospective member uncertain about his uncertainty. Set a timeline for resolution. "Listen, I don't know if you'll think differently or not, but I want to make sure we give this a chance. I also know when making tough decisions, setting a date allows you to not have that stress hanging over you. Could we have some more conversations over the weekend? This will also allow you to talk with the people most important in your life. But let's agree Monday we will get lunch and I'll ask you the same question again and we will move forward from there?" Don't let things drag on.

If they say yes, have fun and proceed forward.



Bid

Have fun with the bid process. If you have Pre-Closed the right way, this should be an exciting time and should be shared and celebrated. Some chapters like to play down the process, some like to make it a little more formal. Choose the process that works for you, but most importantly works for your new members; it is about them, it is their moment. What you don't want to do is complicate it or delay it in a way that loses the momentum and excitement you have cultivated to that point.



Not Right Now

Your chapter may exercise the right not to extend and an invitation for membership to certain prospective members. That's okay. If a man does not meet your Values-Based Criteria, has insurmountable objections, or declines his invitation to join, then the timing is not right for inducting him into the chapter's new member process. The answer is not "no" it is "not right now". He is still a friend, fan, and follower of FIJI and may change his mind, your mind, other brother's mind so put him back into your process by changing his status from A to E. Stay in touch, and follow up at least once in the two weeks after the decision is critical to retaining him in the future process.

Part 4

Social Excellence

How to Be in Recruitment

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Here Is How We Define Social 56

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Be Kind: *Generosity* **58**

Be Yourself: *Authenticity* **58**

Be Open: *Vulnerability* **59**

Thinking Page

Here are some things we want you to think about:

How Do You Define Social?

How Would Your Average Member Define the Word Social?

How Would Your Average Member Define the Word Social?

Poor - Mediocre - Average - Good - Great - Phenomenal

Why Did You Rate Them the Way You Did?

What If There Was a Different Way to Look at Your Day-to-Day Social Interactions?

Here Is How We Define "Social

Social Excellence Definition

A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner with high expectations of others. Being authentic and living everyday with integrity as the best version of oneself. Being confident and vulnerable. Being fun and compassionate. Being open, kind, and bold. The deepest level of societal participation and contribution.

Pause & Think
What is the most significant word or phrase in the definition, in your opinion? Why?

Social Excellence is a choice you make in every day situations to choose to be excellent socially or not. It's the surface level interactions; did you choose to talk to the stranger next to you on the first day of class or just look at your phone? Did you choose to talk to the person in line at the coffee shop? Did you choose to sit next to the brother at lunch, ask him about his day, and truly care to listen?

Pause & Think
What are 3 every day choices you could change daily to be more social?

Now Try This: Challenge Your Brothers to Be More Social

Try challenging your brothers to talk to one stranger a day for the next week. Ask them to start a casual conversation, learn their name and something unique about them. Take some time during chapter to hear the results.

We believe there are four words from the definition that are most significant. We call them the Four Pillars of Social Excellence. The Four Pillars are: Curiosity, Generosity, Authenticity and Vulnerability.

We believe that these four words get you to everything else in the definition. Let's dig in to each of the Four Pillars a little more. We believe these four words can dramatically unlock your recruitment success.

Be a Learner

Curiosity

Being a learner means that we intentionally "wonder" about people. It's a choice to be genuinely interested IN people and ABOUT people. It's a choice to ask the questions you really want

to ask – not to pry into the lives of others, but because they want to know them more deeply.

Pause & Think
Who are the brothers in your chapter that exemplify curiosity?



Now Try This: Recognize Your "Always Learning" Brothers

At one of your next chapter meetings, take a second to recognize your most curious brothers and tell the chapter why you think they exemplify curiosity, and are always looking to learn new things.

In recruitment we're afraid to be curious or learn something new that's outside of our comfort zone. Maybe because we don't want to look dumb or ask a stupid question or make someone angry. Curiosity is what helps people open up – so that we can learn more about the men you are recruiting before you invite them to be your brother.

Being a learner is also about asking better questions. We ask a lot of bad questions in our day-to-day interactions but especially in recruitment: How's your day? What's going on? Where ya from? What's your major? Nice day, huh? Most of the questions we ask illicit really average responses from the people we ask them to and as a result, we end up (if we're lucky) in really average conversations.

Better conversations start with better questions. Better questions start with these six phrases:

- How…
- Why
- Tell me about…
- Help me understand…
- Explain to me…
- Talk to me about…

Start any question with one of these phrases and you will instantly get a better response – and a better conversation.



Now Try This: Question Practice

Have your brothers pair up with a brother that they don't know super well. Have them "rock-paper-scissors" to determine who is the captain. The captain gets to talk about himself. The other brother can only ask questions that start with one of the phrases above. The goal is to have a good conversation. Then set them loose for 5 minutes (hint: don't tell them how long). After 5 minutes make them switch jobs and start over!

Pause & Think
What are some ways your chapter could be more curious in recruitment this year?

Be Kind

Generosity

Being kind is about true generosity in terms of our time and our attention, but it is also about thinking about others. Being kind is about truly listening to others, and learning more about what is most important to them. Recruitment tends to be a pretty selfish environment. Think about it. We spend weeks "showing off" how good we are at stuff and convincing a bunch of guys how awesome we are. We are totally focused on us.

Being kind reminds us to also focus on the prospective member or people around us, too. It reminds us to be great hosts.

Pause & Think
What does it mean to be a great host?

Pause & Think
How can your chapter act as better hosts to prospective members in recruitment?

Being a great host means creating an environment where your guests feel welcome, regardless of how well you know them or like them. It means considering the experience someone would have in your home or at your event and seeking to create an environment that helps people feel comfortable (think: food, drink, seating, etc).

Remember the goal of recruitment is to pick "the best guys on campus". In order to know if they are the best guys, we have to get to know them first. Generosity is creating an environment that allows people to feel comfortable and get into good conversation – so that we can get to know the well enough to know if they are right for the fraternity.

Now Try This: Rethink Recruitment Events

Take a look at your recruitment events from the past year. Ask your newest members what their experience was at your fraternity's events; did they feel welcome? Did they feel like they could be themselves? What was your personal experience at recruitment events? Were there events (at your fraternity or others) where you felt particularly at home? What are small things that you can change in your recruitment events to show more generosity?

Be Yourself

Authenticity

Being yourself is all about being your most authentic you. It' about being your best self every day. We are all on this constant quest to be the "best" or "most impressive" – especially in recruitment. That quest often brings out a version of us that does not represent who we are as

individuals or as a fraternity. Sometimes that version of us makes bad decisions, puts people at risk, or treats others in terrible ways.

What people are more drawn to (we'd be lying if we didn't admit that the "most impressive" version is well, impressive) is people who are real. What we need to strive for in recruitment is to be the most real version of us. We should strive to be the best version of who we are authentically.

Pause & Think
What does it mean to be the BEST version of yourself?

Pause & Think
What do you think represents the best version of who your chapter is?



Now Try This: Discover Your Authentic/Best Chapter

Pass out paper at chapter meeting or create a survey and ask your brothers to tell you who they think your chapter authentically is. Compile the information and find the common things. Share those things with your chapter and discuss how you can best highlight these things to prospective men in recruitment.



Now Try This: Discover Your Best Self

Have chapter brothers pair up with another brother. Ask them to discuss who they are when they are at their best. How does it make them feel? What people are they with when they are typically at their best? Ask the brothers to share in the larger group. Pose the question, "How can we show who we are at out best during recruitment?" for group discussion.

Be Open

Vulnerability

Being open is often associated with weakness. We think it's a sign of strength. It takes a lot of courage to let someone in, to show emotion, to open up. Society has taught us not to open up, not to let people in, however it's the only way that real friendships are formed. Every significant friendship that you have in your life, has resulted from them knowing personal things about you and you knowing personal things about them – perhaps things no one else knows.

Pause & Think
Think about your best friends (in the fraternity or not). How did you know that they were your best friends?

Now Try This: Being Open Is Not a Scary Concept in Fraternity

Have your chapter brothers get into groups of four. Ask them to create a list of 10 topics that are typically associated with vulnerability. Next, have them create conversation topics or question openers that go with each of the 10. Lastly, have them practice talking about these things they perceive as vulnerable.

Pause & Think

How can we use these topics to ask better questions of recruits to get to know them a little more? How do we go from talking to them like recruits, to talking with them like they are your friend?

Now Try This: Opening the Door to Being Open

Have your chapter brothers pair up. First, ask them to talk about a man they looked up to as a child, and why they looked up to them. Second, ask them to discuss the characteristics that made that man so admirable. Lastly, have them discuss what are things they can do each day to be more like that man.

Pause & Think

How can we be the admirable fraternity men that recruits will look up to? How can we let them see a little more about who we truly are as men?

[See Appendix C: for additional lessons on Social Excellence in recruitment]

Part 5

Appendix A

Names List Strategies

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ChapterBuilder 7?

Sorority Presentation: Referral Activity

Supplies

- **Note cards**
- **Pens:** Be willing to not get them back
- **Buttons:** FIJI branded buttons they can put on their backpack
- **Poster Board:** 20 in. x 23 in.; able to write on both sides
- **Basket:** A $10 wicker basket with fabric lining; from Target, Walmart, etc.
- **Candy:** Layered Base = Hershey Kisses; Middle = assorted grab bag, Top = sprinkled Lindor Chocolates

Goal

Identify what it means to be a good partner for their sorority. *- Expectations their women have of fraternity men on your campus, and how FIJI can be a change agent for fraternity - Leave with 30 + names of unaffiliated men to put into your names list.*

Formula & Structure

Facilitate an experience, not a presentation. We all have a certain expectation when it comes to chapter announcements. They will be expecting the norm; simply by being atypical in your presentation structure you will relay presence, poise & expertise.

Instructions

As soon as you walk in the room, you will need to start passing out note cards and pens. It will take a while for them to get a card. If you wait at all you might not get any names back because the cards didn't make it around in time.

Question #1:

Brother 1: *"Ladies, before we jump into our activity we have planned, we have a question for you"*

Brother 1: *"What would your life be like had you not joined your organization?" "What would your life be like had you not joined your sorority?"*

PAUSE

Brother 1: *"Really think about that… What if, in (year) a group of (# of founders) women, didn't get together at (University) in (State). To create an organization committed to (list their values or motto hear)."*

Brother 1: *"I know my life would be different if my organization didn't exist.*

Introductions: *(Who you are and how your organization changed your life. Brief, meaningful or funny)*

Brother 1: *"My name is Jake. I am originally from (City, State) and if it wasn't for Phi Gamma Delta I would have never met my best friends" (some sort of personal statement, either personal or funny)*

Brother 2: *"And my name is Bryan, I am originally from (hometown) and if it wasn't for FIJI I would be (personal statement)*

We Believe Statements: *(This is where you briefly Speak about FIJI)*

Brother 2: *"As a fraternity WE BELIEVE that, "If you see the need for a better world it starts by being a better man"*

Brother 2: *"WE BELIEVE in creating positive impact in our and campus community. To be men who are RELIABLE, INTERCONNECTED, STRONG willed & EMPOWER others."*

Question #2:

Brother 2: *"Quick show of hands, how many of you think that (school) needs more fraternity guys?"*

(PAUSE, look around the room. Not a lot of hand will be up, or they might respond favorably)

Brother 1: *"Another show of hands, how many of you think that (school) needs more gentlemen?"*

"Well in Phi Gamma Delta believes that a fraternity man & a gentleman should be one in the same. So we have a little activity that we wanted to do with you on that concept."



Activity Part 1 (Use Poster Board to Create a Sample Card)

(Katie Nolan) **ZTA**

Qualities of a Gentleman

1. **Caring for others**
2. **Academically Driven**
3. **Calls to say goodnight**
4. **Well mannered**
5. **Brings me candy**

Brother 1:

"We passed out some cards and pens, could you please take your note card and pen. In the upper left-hand corner write your name. In the upper right corner write your organization."

"Below take a minute or two and write out 3-5 characteristic that you feel a gentleman should poses."

(List examples - Mix of Serious & Fun, ask for people to share)

After 2 minutes: Pass out candy (start in back, usually new members and often aren't paying attention, it immediately brings them into the activity and want to give back.

Brother 1: *"Just to say thank you for allowing us to come today we brought y'all some candy. I am going to start it in the back."*

Activity Part 2: The Ask

Brother 2: *"We believe women are the experts on men, more specifically sorority women are the experts on fraternity men. Now if you would take that note card and flip it over."*

Gentleman

1. **John Templeton McCarty: (555) 867-5309**
2. **Samuel Beatty Wilson: (214) 555-222**
3. **James Elliott Jr: (232) 235-4248**
4. **Ellis Bailey Gregg: (971) 244-3121**
5. **Daniel Webster Crofts: (503) 235-4248**
6. **Naaman Fletcher: (317) 800 - 2698**

Here is where we really need your help. In order for us to truly be the best fraternity representative for your organization and the (university) community we need to be able to connect with those men on this campus who embody those gentlemanly characteristics you listed.

If you could write down the names of the 3-5 men you think of who are not affiliated on this campus, we'd love to have a conversation with them.

Jog Their Minds

Brother 2: *"Think about freshmen to seniors, Unaffiliated. Guys you know from your res hall, from the athletics team, from class, any man who just sticks out to you or is defined by these characteristics. Maybe he is from your hometown, or friends with your family. Maybe it is a significant other, or a little brother. In fact take out your phone, scroll through your contacts, if you see a name of a person and think; Jake he'd be perfect… Write his name down."*

Brother 1: *"Maybe you don't have a contact, but an Instagram handle, write it down and we will slide into his DMs."*

Closing

Brother 1: *"Last gift we have for you, we brought y'all some FIJI buttons, if you rep these on campus and show a brother we owe you a cup of coffee on us! We'd love the chance to learn more about your Greek experience and involvement in (org. name)."*

Brother 2: *"Lastly please follow us on Instagram at (ig handle) . If you think of anyone else we should reach out to shoot us a DM or tag them in our post from today… Any questions before we head out? "*

THANK YOU SO MUCH! Please pass those cards to the left and we will collect them on the way out.



How to Reach Out

Interpersonal Skills

The reason sorority women and faculty alike are willing to support a FIJI expansion effort by offering recommendations for potential recruits is because they like the man who is asking. A great fraternity gentleman is aware of his conversational manner and outward signals. He is interested in those around him, and challenges others to be the best versions of themselves always. He is authentic, curious, generous and vulnerable. He is Socially Excellent. Practice conversational skills before arriving and speaking with individuals. Ask another brother or alumni member to critique your manner. Practice is important as most of this will not come naturally and be perfected right away.

Sorority Outreach: Setting Up Presentations

President Phone Call

Hi! This is Johnny Smith. We haven't had the chance to meet yet. I'm the Recruitment Chair for Phi Gamma Delta this year, hoping to build a strong chapter for FIJI by recruiting the right type of high caliber gentlemen. I had a great conversation with your sorority sister (name). She said you were the one person I needed to go out of my way to meet and talk to.

I'm looking to get the opinion of female leaders like yourself to better understand the needs of the campus and get some insight into how I can best focus my efforts to be successful.

(Name), I'd love to get the help of your organization and come speak briefly to your ladies on (date) for 5-10 minutes, what is the best time to stop by your meeting on the (date).

Clarify (location) & (time). We are excited to hear more from your women and gather their advice! If an emergency comes up, would you give me a call so I don't show up unannounced? Ha ha!

See you on August 28th and I really look forward to hearing what the women have to say.

Sorority Email Template #1

Subject: Hello from Phi Gamma Delta

Brittany,

My name is Johnny Smith; I'm the Recruitment Director at Phi Gamma Delta, I wanted to reach out for the purpose of helping to build a stronger brand within our student organization. During a conversation with several of the top female leaders on campus, I was told that I should reach out to you specifically.

Long story short, I could use your help. I'd love the opportunity to introduce myself to you and learn a bit from your perspective of what I can do to be more successful. Here's my contact information: xxx-xxx-xxxx; xxx@xxxx.

Thanks in advance. I'm looking forward to hearing back from you.

Johnny Smith

Sorority Email Template #2

Subject: FIJI - Community Partner Activity 2019 (Next Chapter Meeting)

Hello ___(first name),

My name is ___(your name), and I am the new _____(list exec position) for FIJI. We wanted to wish you a Happy New Year! Congratulations on the completion of a successful fall semester.

Our Executive Board for the upcoming year has made Community Relations a top priority for Phi Gamma Delta. The first step of our process is reconnecting with our Fraternity & Sorority peers. We would love to stop by one of your chapter meetings on ___(1st chapter meeting) or ___(2nd chapter meeting) for 10-15 minutes and do a brief introduction and quick activity. Which day would work best for your women?

Additionally, I'd love to grab coffee with you to learn about ___(organization) and how FIJI can support you all this year. Would you have 30 minutes this week or next to grab coffee on campus?

Let me know what day might work to meet, and if we might be able to come present at next week's chapter!

My number is ___ (phone number), if shooting me a text or giving me a call would be easier.

Thanks!

___(name)

Sorority Email Template #3

Follow up to sorority women who didn't have phones on them during presentation

Hi {{auto_insert_pnm_firstname}},

My name is _____ from FIJI, and earlier this week I presented to you during your ___(sorority) chapter meeting. I just wanted to say thank you for being such a great audience, and to follow up with you since you wrote down your email.

I know you didn't have your phone when we presented, but wanted to follow up. If you'd be willing to click the link below and take 2 minutes to scroll through your phone and look for the stand out men you know that we should be trying to sit down with this semester. Gentlemen who aren't currently in a fraternity but should be; freshman through senior.

Maybe it is someone you were in a class with, lived on your floor, played on an IM team with you. No matter how you know them - we would love the chance to chat with them and learn about their experience here at (Campus).

I just want to thank you again for being so helpful, please let me know if I can help y'all out with anything as well!

Best wishes,

Andy

Mind Jogger

Your Names List is a critical first step in developing a successful recruitment system. The larger your Names List gets, the more successful you will become. You'll have a greater opportunity to recruit more quality individuals when you increase the size of your Names List. Put every non-Greek, male student on the chapter's Names List!

Directions:

1. Write down everyone you know on the Names List. Use this list of mind joggers to make sure you have exhausted your network of connections.
2. *DO NOT PREJUDGE ANYONE.* Put everyone on the list. Now is not the time to decide if someone is qualified for membership.

Write all the non-Greek men you know...

Who Are?

- Scholars … leaders … gentlemen
- Leaders on campus
- Service minded
- Spiritually driven
- Friends of your friends
- Driven to succeed in life

That

- Never leave their rooms
- Make you laugh
- Go home every weekend
- Frequent the library/lab
- Sit with/near you during meals
- Sit within 10 chairs of you in class (now think of all your classes) (think back to every semester/quarter)
- Hold an office/position on campus
- Traveled abroad
- Did not get accepted into/dropped out of another fraternity

From

- Your freshmen hall
- The floor/in your building
- A sports team you played on
- Your clubs/student orgs (get roster)
- Res life/Orientation groups
- Work-study jobs
- Gym/weight room/wellness center

Pull Additional Names From...

- Cell phone
- Address book
- Buddy list
- Facebook/LinkedIn/networking sites
- Student directory
- Listserv/email distributions
- List of incoming freshmen
- List of transfer students
- Rosters from clubs/student organizations
- Rosters from sports teams
- IFC sign-up sheets (past years too)
- Scholarship announcements
- Yearbooks
- Newspaper articles/listings
- Housing lists
- List of legacies from national HQ
- Invitation lists from socials

Also Consider...

- Juniors/Seniors/Super Seniors
- Commuters
- Adult students
- Fathers of current brothers
- Community leaders
- Grad students
- ROTC cadets
- International students
- University professional/staff
- Weird kid that never leaves his room

Chunking: Tapping into Your Network & Others

If there was an easy, effective way to dramatically improve your recruitment results … would you want to know? Of course you would! All you have to do is remember that every person you're talking to represents dozens of future connections. Every conversation is a gateway to dozens more. If you'll ask the right questions, nearly every person you talk to can lead you to high quality, non-Greek men/women. Here are some of my favorites:

- Who's the sharpest student you know?
- If you had something incredibly important to get done that you couldn't do yourself, who would you ask?

- If the school gave a scholarship for knowing the most people on campus, who deserves the money?
- When I say "gentleman" or "classy woman" who comes to mind?
- Do you have a roommate?
- Who do you know that seems to have a special leadership gift that others want to follow them?
- Who comes to mind as the best example of "work hard and play hard?"
- If I wanted to meet the best and brightest students/freshmen on campus, who are 2 people I'd have to meet?
- Who's the best example on campus of student people listen to when they talk?
- Who are the 2-3 most impressive guys/women on campus?

These are the questions I ask students, Greeks, non-Greeks, first-year students, parents, student government, faculty, police, dining hall staff, RA's, community leaders, priests, admissions staff, coaches, and even the people going through Formal Rush. That's right, every person is a connection to more high-quality students … if you ask the right questions more often.

Recruitment Scholarship Sample



Sample Scholarship Application

Thank you for your interest in the Phi Gamma Delta Honorary Scholarship. Our organization celebrates academic and extracurricular success by gentlemen at our university through a competitive scholarship program.

Please complete the following information. By applying for this scholarship, you are not committing yourself to membership in the sponsoring organization or any other organization. The scholarship will be awarded to the most outstanding applicant.

Application Information

First Name: _____ **Middle Name:** _____ **Last Name:** _____

Permanent Address: _____
City: _____ **State:** _____ **Zip Code:** _____

Campus Address: _____
City: _____ **State:** _____ **Zip Code:** _____

Phone Number: _____ **Email Address:** _____

Date of Birth: _____ **High School (with City, ST):** _____ **H.S. GPA:** _____

College GPA (if applicable) _____ **Major:** _____
Current Year in School: *Freshman Sophomore Junior Senior*

1. Honors, Achievements, Awards

_____

_____

2. Community Service/Extracurricular Activities

_____

_____

3. Please describe yourself in three sentences

_____

_____

_____

Our organization is deeply rooted in a mutual commitment to becoming better members of society while striving to improve society at large. We believe these three values represent the best in human nature: Value 1, Value 2, and Value 3. Please briefly describe how you have exemplified these three values in your life.

Value 1:

_____

_____

_____

_____

_____

Value 2:

_____

_____

_____

_____

_____

Value 3:

_____

_____

_____

_____

_____

Please attach a resume and any additional information you think would be pertinent to your application.

Applicant's Signature _____ **Date** _____

Please Submit Application to:
(Insert Your Name)
Scholarship Coordinator

Sample Scholarship Email Script

Hello (Applicant Name)

This is Marcus, I'm on campus at (University Name) and I'd like to talk with you about our Honorary scholarship.

Take a moment to fill out the application below and we can set up an in-person meeting. The next step in our process is to conduct a face to face interview with each applicant on campus at UMass. With each interview we offer a campus tour and some top tips to have a great semester. We should find time to connect over the phone in the next two days (give a 2 day range of time). You can reach me at 555.867.5309.

Have a great day!

Marcus

Tabling

Tabling Cheat Sheet

The purpose of an information table is NOT to give out your information, it's to get contact information of potential members on your Names List. Measuring success is easy: Count the number of new names with contact information that you added to your Names List. Use the best practices below to make the most of your next information table.

Preparations

- Schedule information table times and locations weeks in advance.
    - There may be several steps involved in reserving space.
    - Arrange special needs such as electrical outlets or additional table space.
- Coordinate attire that is a slight step up from the people who will be visiting your table. Wear clothes that communicate your organization's brand.
- Request table dressings from catering or the group responsible for set up.
- Arrive at least 30 minutes early.
    - Build a relationship with the volunteers organizing the event. They are valuable partners that can help your recruitment process.
    - Location, Location, Location. Be the first or last impression and people are more likely to remember you. Look for corner and end locations near the entrance/exit that will have the maximum number of people walking by. A table location near food or activities that draw crowds are also a good choice.
    - Build relationships with people who show up early and network with organization representatives at other tables. Tip: recruiting other organization's leaders is encouraged.
    - Give yourself time to set up your table BEFORE potential members arrive.

Set Up

- Professional is best.
    - Use a professional printer for brochures and marketing pieces.
    - Hire a professional to design and/or create the exhibitor display and materials.
    - Place any give away items or raffle items on the table as talking points.
    - Buy/rent flat screen to play pictures/video highlighting your members and activities that showcase the organization (if table is indoors)
    - Professional flags and banners are a nice touch.
- When high quality isn't possible, less is more! Literally, keep it neat and simple. Less is more.

Practice

- Before people show up, take time to practice. Know your pitch, rehearse FAQs, confirm how you'll collect names, know how you want to use marketing pieces, and decide the action you want people to take after they leave your table.

Technology

- Use ChapterBuilder (***www.ChapterBuilder.com***). There's a free version and it's easy to set up.
    - Customize your form to collect names and contact information in advance.
    - Have a laptop on the table with the form pulled up. Have the same form ready on mobile phones of the members shaking hands in front of the information table.
    - Customize and test text or email follow up templates.

Pro Tips

- If your table is part of an event with rows of tables. Slide the table forward 6" to create a visual advantage. Or, push the table way back and stand in the area where everyone else has their table.
- Use a clean, pressed table cloth over the table. Consider ruffled skirting around the table.
    - Your table will look professional and inviting. The only other tables like it will be the registration table and food table. You are subconsciously inviting potential members to come to your table for help and resources.
    - You'll have a discrete place under the table to keep supplies
    - Order a customized "exhibit booth tablecloth" from an online retailer for less than $200. Exhibit displays, custom tents, and marketing collateral add a professional touch. Consult your organization's national office for recommendations and preferred vendors.
- Give your chairs away! You won't need them since you'll be standing in front of the table. Bonus: If the organization you give them to sits behind their table, that's more traffic for you.
- Make it fun.
    - Games like rock, paper, scissors help to break the ice. Wild questions, dares, silly games, and group challenges can be effective ways to draw interest, stand out, and engage people who otherwise may have ignored your table.
    - Positive energy matters. Smile, have fun, laugh, engage everyone.
- Use raffle tickets or registration slips to promote a free gift, scholarship, or prize. Raffles or giveaways are a non-threatening way to get names and contact information.

- Finger foods, candy, or baked goods with a strong pleasant aroma can be a nice touch.
- If the table is near a common area (e.g. cafeteria, library, student union), using table tents that match your information table are a nice touch to expand your table's reach.

Working the Table

- Staff the table with 2-4 members. Give them specific roles at the table.
- Two members should be 3' in front of the table and 6' apart, facing away from each other. Their primary role is to shake hands with every person that walks by, introduce that person to a member with you, invite him/her to a follow up activity, and capture contact information.
- Two additional members should be walking around the area meeting people and bringing them back to the table. They are also building relationships with other organizations, learning what other groups are doing/saying, and working to maximize the effectiveness of future information table sessions.
- Have a helper's heart. Ask people where they are going or what they are looking for and offer sincere guidance. You'll build instant trust. Besides, it's the right thing to do.
- Rotate the member teams regularly to keep people working the table fresh (e.g. 60 min shifts)
- Create competitions for the team of members that puts the most people on your Names List.
- Business cards may be a nice a touch.
- Think of a creative way to take a photo with people who you talk to at the booth. Tag them in a photo that you post to social media that day.
- Take a picture of the table and everyone working the information table for reference next time.

Follow Up

- Assign a member to watch your ChapterBuilder account and text people as they auto populate your Names List.
- Have several small activities scheduled. Invite your new friends to attend.
- E-mails are fine, but always be the first person to pick up the telephone and call after the information table session. A quick text or social media ping right after tabling is a nice touch, but it doesn't replace the personal touch of a phone call.
- Use a variety of contact methods: phone, email, social media, text message, thank you cards/formal invitations, "drop by" in person, etc.
- Organize a telephone calling session with members that night or the next day.
- Be prepared to follow up as many as 7 times in the first 10 days after meeting someone at an information table before assuming that person is not interested. This seems excessive. It's not.
- Use social media to find people who came by the table, learn more about them, and continue the conversation online that you started in person.
- Send a thank you card, quick video, or personal note to everyone who worked the table and everyone who helped with preparations to make the information table/event happen.

20 Common Mistakes

- Arriving late and/or leaving early.
- Using last minute display materials that look like a 3rd grade science project.

- Failing to practice the script of what you'll say when people ask about the organization.
- Cluttering the table with trophies, composites, blankets, t-shirts, paddles, and junk.
- Underestimating the importance of smiling, shaking random hands, and having fun.
- De-valuing your brand by using sex or gimmicks to sell your organization.
- Sitting/slouching behind the table, waiting for people to come talk to you.
- Failing to build a list of names with contact information for follow up.
- Crowding the table with too many members.
- No social media engagement.
- Using paper or spreadsheets rather than ChapterBuilder technology.
- Giving away materials without getting their name and contact info.
- Forgetting that even at the info table, most of the conversation should be about them.
- Poor conversations at the table due to lack of interpersonal skills and/or practice.
- Members "hanging out" and talking to each other, but failing to meet prospects.
- Dressing sloppy, overdressing, and/or inappropriate jokes/language/gossip.
- Creating a scene and/or drawing attention through antics is not success. Getting contact information from people that genuinely want you to follow up with them is success.
- Depending on the school/council/event host or someone else to do all the work for your group.
- Nothing planned in the next 48 hours to invite people who are interested to attend.
- Not following up. Or, sending one email/text then assuming they aren't interested.

Bonus

Go for the big score. If your table is part of a bigger event, get the attendee/check-in list from the registration table. At an event with a lot of tables (e.g. activities fair, involvement fair, meet the Greeks, job fair, orientation) once you've called everyone that came to your information table, begin calling all the people that you didn't meet.

ChapterBuilder

The Simple Question Most Recruitment Chairs Can't Answer

When talking with recruitment chairmen across the country. Some are desperate to grow their chapter while others are looking for efficiency. The rest are in between and annoyed at all the busy work. When there's a group together, it can be tough to figure out how to help everyone. So, I've been starting each conversation with this simple question.

"Do you know what a CRM is?"

If you don't know the answer either, you're not alone. The answer is a "no" almost every time *(it's Customer Relationship Management, by the way)*.

What's the big deal–just another acronym, right?

Not really. CRM is rapidly becoming the premier growth strategy for every organization OUTSIDE of fraternity. Whether a traditional business, nonprofit, or startup, success comes down to deepening the relationships between your group and who you interact with. Simply put, CRM is based on the understanding that relationships are the key to business. CRM technology allows as much of the "busy work" as possible to be taken care of, including information, organization, and even personalizing communication. This lets teams free up their time to maximize the power of their interactions with those they're reaching out to. Quality interactions create relationships to drive business growth. Period.

A great example of CRM can be seen for anyone who visits the capital of the Greek industry—Indianapolis. You must look up. The tallest building in the skyline, the SalesForce tower, symbolizes the recent rise of CRM technology. Google how SalesForce explains CRM and why it's important. I find it interesting how my friends who visit always know what SalesForce is and are familiar with CRM. They're all in their mid-twenties living in big East coast cities.

Whether or not they cared about recruitment as undergrads, they use CRM every day now.

We talk a lot about real world skills in fraternity. Some of these skills are admittedly vague, like networking and leading your peers. CRM is not one of those skills. CRM is an objective measurement of how every industry does business. More than any other position in the chapter, recruitment chairmen are positioned to master it with ChapterBuilder.

Yet they still can't answer the simple question. By now, it should be obvious that CRM usage will lead to higher performing chapters. Could that phrasing be the problem?

Maybe the chapter isn't priority #1. CRM technology usage is ultimately about preparing our members to have a clear-cut edge in professional performance. If they don't know what it is, let alone use it, it's failing to prepare them for the real world.

If they do, they're prepared for the job. Maybe their chapter's successful growth is just a bonus.

Part 5

Appendix B

Outreach Strategies

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Phone Calls



PNM Calling Scripts

Sorority Referral Call #1

Hi, is this _____?

Hey _____, this is Cal. We haven't met yet, but you were referred to me by _____. Do you know _____?

Perfect, well, I'm working on a project here at (university) and I asked _____ who some of the best of the best people are on campus and she actually mentioned you. [No pause]

I'd love to learn about your experiences and bounce some ideas off you for maybe 10-15 minutes. Do you have any breaks in between classes tomorrow?

Do you know where the student union is?

Perfect, can we meet there on the second floor?

Perfect, well _____, I enjoyed talking with you tonight and I'll shoot you a text a couple hours before our meeting tomorrow to let you know where I am at and who to look out for.

Phone Call #2

Name! (Say their Name)

This is Ellis Bailey Gregg. We haven't met. I'm another student of the university, helping to build a men's leadership organization on campus.

I had a great conversation with _____ , in (Sorority/Organization) you know _____ right?

Perfect!

Well S/he said you were the one person I needed to go out of my way to meet and talk to.

I'm looking to sit down for 10-15 minutes with some top students this week to better understand the needs of the campus and get some insight into how I can best focus my efforts to be successful.

(Name), will you be on campus tomorrow?

What time do you have a break in your class schedule that I can buy you a cup of coffee and pick your brain a little?

Let's meet at (location) at (time). If an emergency comes up, would you give me a call so I'm not sitting there by myself (ha ha)?

See you on ____.

Phone Call #3

_____(Name)?

This is _____ , we actually haven't met yet, but I'm a guest on campus working with the student life office help develop a men's leadership organization.

I am connecting with several students, staff, and faculty to gain their perspective on what it means to be a Hawkeye (insert mascot). I would love to learn about your experiences and bounce some ideas off you for 10-15 minutes. When do you have a break between classes tomorrow?

___(time), perfect! Java House IMU?

Awesome, I'll meet you there at _____(time).

I'll shoot you a text tomorrow to remind you.

No Bid List Calling Script

Hi, is this _____?

Hey _____, this is Andrew at (University), we actually haven't met yet but I'm working on a project here on campus. You were referred to me by the Greek Life Office as someone who was interested in joining a fraternity previously but didn't find what you were looking for. Is that correct?

Perfect, I'm connecting to students like yourself to get a better sense of what you'd be looking for and maybe connect you to some better opportunities. Do you have any breaks in between your classes tomorrow to meet for maybe 15-20 minutes?

Perfect, what time are you free tomorrow to meet?

Perfect, well it was awesome talking to you and I'll see you tomorrow. At (confirm meeting time). I will shoot you a text message beforehand to let you know where I am at.

See you soon. Bye.

Option #2 No Bid List/Gold Star Referrals

Hi, is this _____(Name)?

This is _____ we actually haven't met yet, but I was referred to you by _____ from _____ sorority. You know _____ right?

Great, well I'm a member of a men's organization (fraternity) here at MSU . I asked _____ who are the best of the best men on campus and she mentioned you. I would love to learn about your experiences and bounce some ideas off you for 10-15 minutes. When do you have a break between classes tomorrow?

___(time), perfect! Do you know where the Starbucks in the student union is?

Awesome, I'll meet you there at _____(time).

I'll shoot you a text tomorrow to remind you.

Sample Voicemail Script

Hello __(Name)_____, this is __(Your Name)_____. I'm on campus at UMass reaching out to students who are involved. Last year you went to the activity expo right? Cool! I could use your help coming up with ideas for a student group I am involved with on campus (professional but friendly tone). Let's try and connect tomorrow on campus for 10 minutes between classes. I'd like to connect with you by phone tonight to talk about when you are free (give a 2 hour range of time) or early tomorrow (again give a 2 hour range of time). Would you please call me at _____.

Sample Post-Voicemail Text Message Script

Hey _____, this is _____. (referral source) recommended I get in touch with you. I am trying to make a leadership organization on campus better this semester, and (referral source) suggested that you would be an excellent person to talk to about it. When are you free to meet up?

Summer Recruitment: Call Scripts

During summer recruitment for many fraternities, prospecting calls are an important component of their recruitment plan. Phired Up recruitment experts have written two sample scripts for use during those calls.

Prospecting calls (or "cold calls") are really only acceptable in the summer when there is no other way to get access to incoming students. It is important to focus on the objectives of these calls. The call is NOT A RECRUITMENT CALL. **It is a call to a) come across as a helpful student, and b) get an opportunity to meet the person face-to-face.**

1. **Be Friendly and Genuine** - No surprise there, I know, but it is important to practice talking with a smile on your face and MUCH MORE IMPORTANTLY, actually call with the intention of helping someone. If you are calling with a generous, charitable attitude, that will come through on the call and they'll be more receptive to you.
2. **Know Your Talking Points and Call Objectives** - Know why you are calling and have a list of clear talking points that you have PRACTICED. I cannot emphasize this enough, practice makes perfect.
3. Call with "Something of Value" to Offer - This is key. **When you are making these calls you need a legitimate reason to be calling, and that reason should not be to benefit you.** Offer a scholarship, service opportunity, tour of campus, invitation to a welcome lunch, etc. Have a reason to call, and offer the person you are calling something of value to them.
4. **Get a Time to Meet** - You are not closing any deals over the phone. A cold call is meant to set up a time to meet again soon.
5. **Get Permission for Further Contact** - "Is it cool if I connect with you on Facebook/ Instagram?" "Can I send you an E-mail with a link to the scholarship application?" You get the idea.
6. **Failure is Like a Drug** - People WILL HANG UP ON YOU. People WILL GET MAD AT YOU. Love it, need it, bathe in rejection. If you let a failed call get you jacked up for making the next call a success, the rest of this will be a lot easier.

Email

Contacting Recruits Via Email

Email #1

Bob,

My name is Johnny Smith. I'm a gentleman of the university, on campus with the purpose of building a strong student organization. During a conversation with several of the top female leaders on campus, I was told that I should reach out to you specifically.

Long story short, I could use your help. If you'll be on campus tomorrow (Thur), I'd love the opportunity to introduce myself to you and learn a bit from your perspective of what I can do to be more successful. You can send me an email or text reply. Here's my contact information:

xxx-xxx-xxxx

xxx@xxxx

Thanks in advance. I'm looking forward to hearing back from you.

Johnny

Email #2

Hey Name,

This is Johnny Smith, I know that we have not had the chance to meet yet, but I am another student here at the University helping to build a strong men's leadership organization on campus. I had a great conversation with your friend Kevin Brady, and he highlighted you as an outstanding high-caliber man on campus that I should go out of my way to have a conversation with. Basically, I'm looking to find maybe 10-15 minutes of your time when you're available, when you're on campus maybe in between class or just got out of class where we can sit in the Student Union building and have a quick chat. I'm looking to learn from positive men on this campus about what students want to get from their college experience, how we can focus our efforts to be successful, and how we can reach the most influential men on campus. After speaking with Kevin, he said that you would be a great guy to speak with and for me to pick your brain a bit concerning those questions. If you would please respond stating whether or not you can find just 10mins of your time to chat in the Union that would be awesome.

Good luck with this semester and I hope to hear from you soon!

Thank you,

Johnny

Email #3

Hello Tyler,

My name is ____Tommy_____. I am on campus at UT with the purpose of helping to develop an existing student organization. During a conversation with several of the top leaders on campus, I was told that I should reach out to you specifically.

Long story short, I could use your help. If you'll be on campus tomorrow, I'd love the opportunity to introduce myself to you and learn a bit from your perspective of what I can do to be more successful. You can send me an email or text reply. Here's my contact information:

(317) 555-2698

Thanks in advance,

Tommy

Text Messages



Text Outreach Samples

First Time Reach Out

Hey (Names),

I'm Andy Andrews, we haven't met yet, but I'm a student here at (University) and part of a men's leadership and networking organization. I was speaking with your friend, _____, asking her who some of the high caliber men of (university) were and she recommended that I reach out to you.

I'd love to learn about your experiences here on campus and ask some questions about how you feel the student experience could change for the better going forward. When do you have 10 or 15 minutes between classes this week where you and I could sit down and chat?

Looking forward to hearing from you.

Someone You Met With Who Stopped Responding

Hey (Name)!

This is Matt Bissel with FIJI. I know we connected earlier but I just wanted to let you know that we are putting the finishing touches in selecting our group of men here this semester. While we already have a strong group around (##), I wanted to reach out one more time and see if you had any more questions that I could answer for you before we conclude semester. If you are still curious about being a part of our organization, I would love to find a time to meet for 10-15 minutes this week. Is FIJI something you're still interested in?

Someone You Were Never Able to Contact in the Last Week of Recruitment Campaign

Hey (name)!

This is Matt Bissel with Phi Gamma Delta Fraternity. I've been trying to reach out to you but unfortunately, we were never able to connect. You were highly recommended to me by your friend, _____ with ____ sorority, so I thought I'd reach out one more time. I just wanted to try you one more time, based on what_____ was telling me you seem like the type of guy who really doesn't settle, is driven and has an entrepreneurial spirit. Look we're trying to do something here on campus different that what most think of when they hear fraternity. If you are curious at all I would love to find a time to meet for 10-15 minutes this week. Would meeting up be something you're interested in?

Call me at these times

OR let me know when a good time might be to try you.

Matt

Social Media



Instagram

Replying to Giveaways

Hey! We saw that you entered our giveaway, so we just wanted to reach out and thank you for your participation. We're trying to get a better idea of this campus, so what's one thing most people wouldn't know about ___(university)?

Replying to the Winner of a Giveaway

Congratulations! You were the winner of our giveaway for the $__ gift card. First off we'd love to know if there's a particular restaurant/shop that you'd want the gift card to be made out to, and second we were hoping to meet up with you to give you that gift card and maybe sit down for 10-15 minutes to get a better idea of your campus experience here at ____(university). When would work best for you?

Reaching Out to Tagged People

Hey! We saw that your friend ____(friend who tagged them) tagged you in our recent post. We're trying to just reach out to people and get a better idea of what ___(university) is all about. What's one thing that made you decide to come here for school?

Direct Message #1

Hey Kyle,

This is Damian, with Phi Gamma Delta (FIJI). After chatting with the women of AXO Sorority, I was told I needed to go out of my way to meet you. More specifically Emma Sanders said you were a gentleman & someone who could help us out.

Long story short, I could use your help. If you'll be on campus tomorrow through Friday, I'd love the opportunity to introduce myself to you & learn a bit from your perspective. I'm trying to make my organization have a greater impact on campus and would love to get your opinion on how I could be more successful in that effort. You can send me a text reply or DM. Hope to connect soon.

Damian
(317) 555 -7099

DM # 2

Hey Kyle

My name is Damien, I am a part of a newer fraternity (university), Phi Gamma Delta (FIJI). XXX XXX in XXX sorority said you were a gentleman &suggested I reach out to you specifically. Here is a question: What would it look like to become a founding father & be able to START a fraternity from scratch, to shape the traditions, decisions, and LEAVE A LEGACY for years to come. It isn't something you typically think about when you wake up in the morning, but FIJI isn't looking for the typical man.

Long story short, I could use your help. If you'll be on campus tomorrow through Friday, I'd love the opportunity to introduce myself to you & learn a bit from your perspective of what I can do to be more successful. You can send me a text reply or DM. Hope to connect soon.

Damien

Recruitment Conversations & Meetings

Successful One-on-One Meeting Tutorial: Option #1

Chapters practicing Dynamic Recruitment understand the deep value of the 1-on-1 meeting. This is often the first personal interaction with a potential member after adding him to your Names List. With so many things you could choose to talk about, here's a little insight into what the top fraternity/sorority recruiters in the country are focused on during their initial meetings:

Set Up:

- Meetings take place during the day (never late, never with alcohol)
- On campus (not the chapter house)
- In common areas (e.g. coffee shop, lounge, etc.)
- Confirmed via text message before the meeting time
- 10-20 minutes long (never more)

Content

1. Inception. Focus the conversation on him/her while planting the idea (inception) of fraternity/sorority.
    - What idea do you plant in the minds of future potential members?
    - It all starts with an idea. An idea planted in someone's mind by our actions. In the case of fraternity recruitment, it starts with the idea that no man is an island, that we need each other to succeed.
    - What ideas do you plant in the minds of students at your school? What ideas do you sub-consciously tell potential members about through your actions (and your words)?
    - What is it about our values that makes us love them so much and at the same time be afraid to share them with others? We're hiding our secret weapon of the subconscious mind, when we should be unleashing it upon unsuspecting potential new members and watch them drop like flies into our lifestyle of fraternal excellence.
    - Values – sell your product as it is supposed to be and you won't have a problem attracting the right kind of customer. When you look back as an alumnus of your chapter 2 or 3 years from now think about the type of members that you want to see and then think about what's going to attract them. Plant the idea of your fraternal values in action and you'll see the results be out of this world.
    - So start with the idea: the values our founders dreamt up almost 200 years ago are still strong and relevant, and move from there. Show one and all what it means to be a brother or sister of your organization and let them make their own decision. Your behaviors and decisions, both during recruitment and outside of recruitment, plant ideas in non-Greek students' minds…
    - Plant the idea of excellence in their head and let it grow – remember recruitment is not just one week, act the way the way you should all the time and let the character of your organization infect your community. Recruit on a reputation that you earn everyday.
2. Chunking 3-5 additional leads.
3. Secure a follow up appointment to an interest meeting or small activity. Never go more than 72 hours without follow up.

Remember to update your Names List immediately. Consider sending a text or Facebook message right after to say "thanks" for meeting and remind them when you'll be getting back together. Now you're doing "results producing" Dynamic Recruitment!

First One-on-One Meeting Ideas: Option #2

"Connect, create meaning, make a difference, matter, be missed" - Seth Godin

Watch this TED Talk By Seth Godin, "Sliced Bread: How to Get Your Ideas to Spread".

Always begin with structure and a friendly welcome

Today I would like to:

- Learn about you
- What brought you to this university

- Learn about what student groups you see making a big impact
- Learn what people have impacted you so far in college
- Tell you a little bit about what we are doing on campus as a leading organization of the university
- Finally, I want to ask for your help in how my organization can be successful at starting up this semester

Additionally, you might also want to learn things like:

- What are some of their favorite things (i.e. music, teams, places, food, movies, etc)
- What are they a fan of?
- How do they like to make friends?
- What do they like to do for fun?
- What are some things (1-2) they are focused on to get better at this semester?

Remember to utilize the inception principle:

- I know most men don't come to college and think what would it look like to start your own fraternity, but if could start up your own group what would you want that to look like?
- Fraternity or otherwise if you could be in a group of the top 40 men on this campus what would you be known for?
- Remember to ask for referrals of people they know you should meet with



PNM Interview Template Sample

1. **Date:**
2. **Name:**
3. **Class:**
4. **Anticipated sem./year of graduation:**
5. **Major:**
6. **GPA:**
7. **Hometown:**
8. **What made you choose this university?**
9. **What is your favorite spot on campus? Why?**
10. **How have you chosen to lead on your campus?**
11. **Campus organizations/hobbies/interests:**
12. **Who is someone you admire and why?**
13. **What are 2-3 things a good friend would say about you? Why?**
14. **What is your greatest strength? Personal challenge?**

15. **How do you approach and resolve conflicts? What is your team experience?**
16. **What are your plans after graduation?**
17. **Positive or negative, what has your experience with Fraternity and Sorority Life here at this university or elsewhere been like?**
18. **How would you change that experience?**
19. **What appeals to you about FIJI?**
20. **What hesitations do you have in regard to joining FIJI?**
21. **What particular skills or experiences will you bring to FIJI?**
22. **What niche do you see yourself filling within the chapter?**
23. **Do you have any questions for me?**

The 5 Conversations of Fraternity Recruitment

100% of recruitment happens during conversations. Yet most of our members couldn't hold a conversation if it came with a handle. Practice these five conversations and be prepared with the core skills necessary for recruitment excellence.

The Meeting: "Hi, I'm Matt. Nice to meet you!" You can't recruit who you don't know. Meeting new people and making a positive, warm, engaging first impression is the first of the five recruitment conversations. To be successful at this conversation, you must achieve three objectives: 1) a welcoming first impression (use your Social Excellence training), 2) exchanging names and contact information, and 3) identifying a reason to meet up again soon.

The Invite: {RING RING} "Carlos! This is Matt. We met yesterday at the hot dog stand. Hey I have a quick question for you, do you have 2 minutes right now? Cool. Me and some guys play pick-up football on the IM fields every Tuesday and Thursday, and we're trying to get a big game together this week. We play around 4 p.m. Which of those days might work best for you? Awesome! We'd love to have you out on Thursday then. I'll text you to remind you, but we'll be planning on you playing. See you then."

The Friending: This conversation happens in myriad places and multiple times. It happens at small activities, events, over coffee or lunch, at parties, in hallways and on sidewalks, at one-on-one meetings, etc. There are three phases.

- ***Phase 1.*** Getting to know each other — this is the phase where we're just talking about regular stuff. Learning about one another. Being curious, generous, authentic, and vulnerable. Connecting. Caring.
- ***Phase 2.*** You ask, "So, what do you know about Alpha Beta Gamma?" Listen closely. Affirm his perspective.
- ***Phase 3.*** Only engage in phase 3 when he's asked about the fraternity… "Thanks for asking. Our fraternity is something I'm really proud to be a part of. Can I tell you a story?" Complete phase three with a personal story that illustrates the benefits of membership (see here for more info). Another approach to Phase 3 is called, "Inception"

- ***Repeat*** "The Friending" conversation until you know enough about him to determine his qualification for membership (this might require a formal interview), and until he knows enough about the fraternity that he's showing genuine interest in joining.

The Pre-Close: We've written and taught about this conversation extensively. Here's the related for fraternities. This conversation happens AFTER the chapter has determined the candidate's qualifications for membership using a Values-Based Selection Criteria. The key question is, "If we were to ask you to join, what would you say?" Validate any concerns that arise. Isolate each concern to deal with independently. Then address all concerns with "Quality Responses" in a time frame that you've agreed upon.

The Close: This is the final recruitment conversation. A strong close most importantly requires a clear ask. "Will you join us?" Most of the best chapters close the deal with a formal "bid card" that must be signed to demonstrate commitment. Some go so far as to make a bold presentation. This conversation should be serious, uplifting, and representative of what it is — a life changing moment for the prospect and the chapter.

These are the five conversations that every great recruiter has practiced, prepared for, and mastered. This is what recruitment looks like. 100% of recruitment happens during these conversations.

Part 5

Appendix C

Recruitment Lessons

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Social Excellence

Conversation Best Practices

"GET OUT OF THE MIDDLE."

In some cases, being in the middle isn't so bad. Being the "middle man" allows you to connect two groups. Being the "middle spoon" is the warmest sleeping position possible. Even hump day can be the motivation you need, letting you know you're in the middle of your week. However, with regards to Social Excellence, a conversation, or a presentation should never be in the middle.

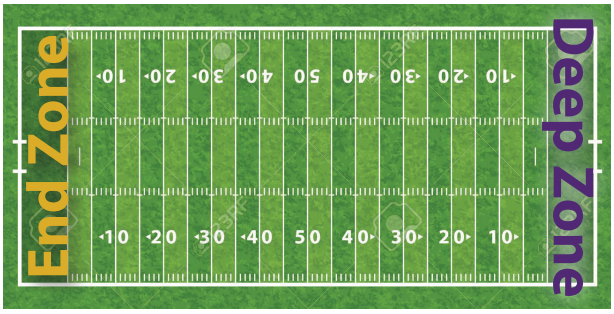
The Middle

The middle is the home of every conversation/presentation that you have painfully sat through. The Middle is bland. The Middle is unintentional. The Middle asks the easy questions and presents with no energy. The Middle is not Socially Excellent.

Allow me to give more apparent examples of what "The Middle" looks like. If you were trying to learn about a potential new member, there are the "standard" questions that fraternities and sororities have been asking for ages. These questions just ooze Middle-ness:

"Where are you from?" "What is your major?" "What year are you?" "What do you think about rush so far?" "What other chapters are you checking out?" "What did you do in high school?" "Do you like parties/beer/girls/guys/Coca-Cola/Pepsi/Redbox/Netflix/The Hills/The City…?" (Or any other lame topic of conversation that you can think of).

Plenty of Greeks find themselves stuck in The Middle.



Example: *You are telling me about how great your chapter is by listing off dates and facts. "In 2003, we won best chapter on our campus." "We have the best intramural inner tube water polo team for the past three years." "We care about grades because our members log five hours a week in monitored study halls." (Those are some really inspiring statistics).*

You say that you love your organization, but your body language and tone convey a message that sounds about as excited as an IRS auditor.

If you want the people you're talking with to be inspired or at least have a memorable conversation that distinguishes you from the other groups on campus, then GET OUT OF THE MIDDLE.

What is your spark? What is the switch that flips in your head that makes you stand up, do a little happy dance, and say "See ya later, Middle." Individual answers may vary. But when you find your spark, flip your switch, there are two places — two zones — that provide a Socially Excellent alternative to The Middle.

Deep Zone

The Deep Zone, although it sounds like the newest pizza from Domino's, is actually a mind-set that allows you to evoke more meaningful responses from people you are trying to learn about. The Deep Zone is personal. The Deep Zone is intimate. The Deep Zone generously asks curious questions, getting authentic and vulnerable responses (all 4 social excellence pillars used casually in one sentence). The Deep Zone is Socially Excellent.

Deep Zone questions are open ended, probing questions. Here are 10 examples of questions that live in the Deep Zone.

- Tell me a little about yourself. (As opposed to "Middle" question rapid fire).
- What are you hoping to get out of your college/fraternity/sorority experience?
- (If he or she mentions that they are the oldest/youngest/only child) What was it like growing up as the oldest/youngest/only child?
- Who is someone that you really admire?
- (Probing statements like) Tell me more about that. OR. Help me better understand that.
- What are some things you are very passionate about?
- Tell me about a proud moment or accomplishment of yours.
- What are you reading to make you better?
- When are you most comfortable to be yourself?
- Are there any questions that you have for me?

Simply asking these questions will not have anyone in tears, giving you hugs, or feeling like you have touched their lives. However, if you ask these questions and actively listen, I promise you will make a stronger connection than you would have camping in Middle-ville state park.

Fun Zone

For those of you who read the Deep Zone questions and thought, "No Freakin' way" (I am looking at you "too cool" frat dude), then the Fun Zone may be your preferred area. The Fun Zone produces the types of conversations that others hear from a distance and run over to join. The Fun Zone is energetic. The Fun Zone is bold. The Fun Zone makes a group of strangers feel like a group of old buddies. The Fun Zone is Socially Excellent.

Fun Zone questions are clever and get fun answers. Here are 10 examples of questions that live in the Fun Zone.

- What is the most embarrassing song on your phone?
- What is the coolest scar that you have and how did you get it?
- What is the worst date you have ever been on?
- Would you rather live without music or sports (I love this question)?
- Who is one celebrity that you would love to punch in the face?
- If you had to get a tattoo on your face, what would it be?

- If you went to Krispy Kreme, and they served you a box full of $5,000 in cash instead of donuts, would you bring it back or keep it (this is a true story)?
- What is your most embarrassing moment?
- If you were going to build a man cave, what would you put in it?

I hope that everyone understands that these aren't questions that you just check off a list, and get magical results. You still have to engage others in the conversation while being the most Socially Excellent version of yourself.

If you want to have fun and actually enjoy the draining, boring process that formal recruitment can sometimes be, you will need to energize yourselves with great conversations. Trust me, if you have hundreds of conversations that are in The Middle, then you and your organization will not be successful, you will not enjoy yourself, and the people you converse with will wonder, "What the hell is wrong with that guy/girl?"

Social Excellence: "The Art" of Fraternity Recruitment

Social Excellence: The "Art" of Fraternity & Sorority Growth

No matter how your organization attracts, selects, and secures its newest members, fraternities and sororities that effectively put the right amount of the right people into their chapters understand that there is a fine art of organizational growth.

When Phired Up first started, we only taught about the "science" of growing Greek Life. We talked about the systems, the processes, the measurables, and the tactics. But soon we learned that it was just as important to teach the finer points… the social skills, the mindset, the philosophy, the belief system, and the intention. This is how Social Excellence was born…

Social Excellence [n]: *A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility.*

A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation.

Acting in a responsible and respectable manner, with high expectations of others. Being authentic and living everyday with integrity as the best version of oneself.

Being confident and vulnerable. Being fun and compassionate. Being open, kind and bold.

The deepest level of societal participation and contribution.

Fraternities and sororities are in the relationship business. We deal in human connection. These things we call "Brotherhood" and "Sisterhood" are code words for meaningful, love-filled, purpose-driven, sincere human connection. Organizations that are great at growing their membership understand that their number one goal should be to build a system or authentic relationships. Organizations that are great at growth start by giving away the feeling of "Brotherhood" and "Sisterhood" generously to potential members.

Social Excellence challenges fraternity and sorority members to engage prospective members with intention – always seeking real human connection. Social Excellence reminds fraternity and sorority members that every person we encounter is full of a lifetime of stories and lessons that we can connect with if we choose to be curious. Social Excellence pushes fraternity and sorority members to be real, authentic, not-fake, sincere in all our interactions with potential members (because then they'll be that way with us). Social Excellence gently encourages fraternity and sorority members to choose to be vulnerable in our interactions with prospective members because they aren't seeking a club to join, or a t-shirt to wear, or a house to live in – they're seeking belonging and purpose, and those things can only be shared with a healthy dose of vulnerability.

Every moment is a choice. We can choose to engage with the people around us or not. We can choose to care about every person and every conversation or not. We can choose to open ourselves up to others or not. We can choose to be average or not (but our founders didn't create our organizations so that we could be average together). You're a member of a social fraternity or sorority (or at least that's part of what your organization is about). Don't be socially average. Be Socially Excellent and watch how that transforms the way you grow.

Social Excellence in Marketing

Great marketing is personal. Great marketing puts the "buyer" at the center of the strategy. Great marketing is not a shout (like "GO GREEK!"), it is like a whisper in a person's ear that tickles their heart and inspires them to act because they know that action will make their life better. The way fraternities and sororities do marketing should be oozing with Social Excellence. Make your Greek Life marketing personal. All your marketing efforts should make it easier for human connection to happen between your best members and the prospects you're marketing to. Great fraternity/sorority marketing should start with Social Excellence at its core.

Social Excellence in Recruitment

Getting your members to make the choice to engage, the choice to be curious, the choice to be generous, the choice to be authentic and vulnerable will make all the difference in recruitment. Social Excellence is the core operating philosophy of great recruiting chapters. Phired Up teaches a lot about what to do in recruitment… and Social Excellence provides guidance on how to be in recruitment.

Social Excellence teaches members to make recruitment experiences comfortable for the prospect, overflowing with kindness and thoughtful touches, celebratory of the uniqueness of each individual, and respectful of the insecurities and hidden realities of each human in the process. We are all just humans recruiting other humans to an organization that tries to make us better humans after all. Don't take the humanity out of it.

The goal of fraternity/sorority recruitment events, interactions, processes, informational sessions, or "rounds," should always be one thing: meaningful, authentic, real human connection. Remember, we're in the relationship business. We're most successful when instead of trying to impress others, we try to connect with others.

Social Excellence in New Member Onboarding

A member's first semester is always the greatest and hardest (for a million reasons). Preparing your newest members to be Socially Excellent can be one of the most powerful gifts you can offer. Teaching new members the art of human connection, the power of their momentary choices, and the little things they can do to put relationships at the center of their college experience is a powerful gift. We also know that when chapters create an atmosphere of Social Excellence, there is far less chance that new members will be taken advantage of because there is a trusting environment built from a culture of care that naturally flows from the philosophy of Social Excellence.

Social Excellence in Retention

One of the primary reasons people quit fraternities and sororities is because of a "lack of connection." Far too often new members join an organization, but never find themselves in a "friend group" or with a very close friend in the chapter. When that happens, they very often choose to quit or disengage. Too often fraternities and sororities don't deliver on the promise of sisterhood or brotherhood to new members, because we forget that being brothers and sisters doesn't happen all by itself. We have to create that sense of connection, that sense of belonging, and that sense of shared purpose.

Make the choice to continually, consistently, and intentionally do personal relationship-building work with your members. Not just big events where everyone comes together or group text chains… we mean coffees, lunches, long dinners, quiet conversations, small group fun, road trips, and as many real, meaningful, joy-or-pain-filled conversations as possible.

Social Excellence Was Born from Fraternities & Sororities

This message that we teach to thousands of people every year, Social Excellence, was born from the way we've seen great fraternities and sororities grow.

The story of almost every fraternity or sorority is similar. It started with a handshake between a couple of people. They had a conversation about what could be. They built a trust filled relationship and decided to collaborate to build something new. Then they turned around and shook more hands, had more conversations, built more relationships, and gathered more people together in an organization.

Margaret Mead once said, "Never doubt that a small group of thoughtful committed citizens could change the world. Indeed, it's the only thing that ever has."

Handshakes lead to conversations. Conversations lead to relationships. Relationships often lead to collaboration. Collaboration very often results in organizations. And organizations like fraternities and sororities change lives and change the world.

Additional Recruitment Lessons

The Small Things Matter in Recruitment

Have you heard anyone say something in this new year that caught your attention yet? Last week I heard a man say something valuable that really stuck with me. It was so simple, and I thought he was absolutely right. I hope as you read it sticks with you, too.

He said: *"It is often the SMALL things that no one sees that result in the BIG things that everyone wants."*

Read, it again."***It is often the SMALL things that no one sees that result in the BIG things that everyone wants."***

Wow! What if I thought about his simple phrase more in 2015? What if WE as leaders and members thought more about this phrase for fraternity and sorority? What if we thought about this phrase more in RECRUITMENT? How could we benefit from using this wisdom?

What are the small things that we can do in recruitment, that will add up to the BIG results at the end?

At Phired Up we care deeply about putting more people and better people into fraternity and sorority. We also care about the SMALL things and believe that the doing them well can lead to BIG results.

If you are new to Phired Up or Dynamic Recruitment let me share a few of the SMALL things that can impact the results in recruitment for your chapter. These SMALL things will add up to BIG results for your chapter in recruitment:

- Using ChapterBuilder
- Having a proactive calendar of SMALL activities created in advance of your BIG recruitment time
- Using a SMALL list of Values-Based Criteria so you can know who is and is not a qualified for membership.
- Building a SMALL Team to support your recruitment chairman
- Setting aside a SMALL amount intentional time to talk with your recruitment coach/advisor so that he/she can stretch you, encourage you, and help you see obstacles you hadn't thought of yet.
- Trying to meet a SMALL number of new people each day on campus that don't already hang out with your fraternity or sorority
- Practicing what you're going to say in the mirror for a SMALL amount of time, so you feel prepared to approach or contact someone new.
- Sending an encouraging text message to a SMALL group of potential members

Apply this RIGHT NOW:

Step One: Write down the SMALL things that you believe your chapter can do better. Nothing should be taken for granted. Nothing is to SMALL just write down whatever comes to mind.

Step Two: Next begin creating a SMALL plan of how you will focus on SMALL measurable wins to do the SMALL things better in dynamic recruitment.

Not sure where to start? Just send a SMALL email to us. We'd love to help.

"It is often the SMALL things that no one sees that result in the big thing that everyone wants"

10 Best Tactics for Fraternity Recruitment

Let's begin with a question – What is the first step to recruiting a new member?

Here is the answer – Getting their name and contact info onto your Names List!

These are the 10 Best Ways to Grow A Fraternity Names List. Since "You can't recruit who you don't know," this list is VITAL! Most fraternity chapters fail at recruitment because they don't expand their network of relationships. They just hope that guys will find them. These are the 10 best tactics we've gathered and taught fraternities over the last 13 years. Good luck this semester!

1 Recruitment Scholarship

(Best time to try – Beginning of each semester)

Every year, hundreds of fraternity chapters waste thousands of dollars by hosting BIG events. These events eat up a BIG amount of their time and budget while yielding limited results. The smartest chapters in the country set aside a few hundred dollars and create a recruitment scholarship. This recruitment scholarship attracts hundreds more leads than any BIG event, and the quality of student is much higher. If you want to add high quality prospects to your names list, then hold off on that BIG event, and implement a recruitment scholarship.

2 Sorority Referrals

(Best time to try – Right after sorority recruitment)

Undergraduate sorority women are typically some of the most involved and connected students on a college campus. Their network extends far outside the "Greek Bubble." Simply, they know a lot of men who are both affiliated and unaffiliated with fraternities. Ask the sorority presidents on your campus if two or three members from your chapter can stop by their next meeting. Ask the group the question, "What are the top qualities you want to see in the next generation of fraternity men?" After fielding responses, then ask "Who are the men that are on campus who possess those qualities and are not in a fraternity?" Do this with humility and gratitude, and you'll walk out of that meeting with PLENTY of new leads.

3 "5 for 5" Challenge

(Best time to try – During the "slow" recruitment seasons)

Our members consistently pass up the opportunity to interact with non-Greek men on campus. The 5 for 5 Challenge asks 5 members to meet 5 non-Greek men on campus for 5 consecutive weekdays. Unroll this challenge at a chapter meeting, and, if done correctly, your chapter will add dozens of names to your list.

4 Door Holding Campaign
(Best time to try – During the "slow" recruitment seasons)

This is one of the more creative ideas that we've seen. Think of the most trafficked buildings on campus – the library, the dining hall, the student union. Now picture one of your members, sharply dressed, holding the door open for people and saying "have a nice day." A few paces inside the building stands another sharply dressed member. He asks, "Did you notice that gentleman that held the door open for you? We are trying to prove that chivalry is not dead, and this campus is full of gentlemen. (Hands an index card and pen) Who are the gentlemen that you know on this campus? We would like to interview them for a scholarship/award etc." The Door Holding Campaign can be a great PR tool for your organization in addition to ADDING A BUNCH OF NAMES TO YOUR LIST.

5 Mind Joggers
(Best time to try – At the first meeting for your NEWEST new member class)

Of your entire membership, who is the most connected to undergraduate, non-greek men? YOUR NEWEST MEMBERS! The Mind Joggers activity does more than just give them a pen and a piece of paper and ask the simple question, "Who are some guys that you know?" Instead, while your new members are thinking of "who are the guys that they know," you provide specific examples to help jog their mind. "Who are the guys that live in your residence hall? Who is the guy that you always see at the gym? Who is the most reliable person you know? Who are the three funniest guys that you know? Who came to school from your high school? etc." Give your members 2 minutes to write down names without the Mind Joggers. Then put an additional two minutes on the clock, give them the specific examples, and watch how the names pile onto their list. In 4 minutes, you could add 100+ names.

6 Rule of 3 to 7
(Best time to try – At the beginning of each semester AND during the "slow" recruitment seasons)

There are barriers to joining fraternities at every campus in North America. Some chapters are challenged because of a commuter-heavy campus. Others have an overall lack of interest in Greek Life. The great equalizer…? Class! Maximize this daily commitment and ace both your class and recruitment. Show up 3-to-7 minutes early. Sit in the first 3-to-7 rows (where research says the best students sit). Develop 3-to-7 relationships in each class. (# of classes for a full-time student – 4. 4 x 3-to-7 = 12-to-28 new friends per member).

7 Partnering With Select Organizations
(Best time to try – Beginning of each semester AND near special events for certain organizations)

On every college campus, there are hundreds of student organizations. Smart chapters are creating partnerships with groups that have similar values. This partnership is mutually beneficial. The fraternity can provide resources like volunteers and connection to the Greek system, and the student organization is allowing the fraternity to be more visible and interact with the members inside the organization. Partner with service groups, academic societies, cultural associations, or cause-based organizations — match your values with their work for a perfect fit (and lots of qualified leads).

8 Info Tabling With a Hook
(Best time to try – Beginning of each semester AND during the "slow" recruitment seasons)

Each year, every campus hosts some variations of an "activities fair." Student organizations set-up tables all in a row, pass out fliers, and have surface level conversations. Or, there is an opportunity for student orgs to set up tables in high traffic areas of campus. The goal of "tabling" should not be to pass out your information. It is to get their information. Create an experience that will encourage the person passing by to stop, engage with you and write down his/her name and the name of a few friends. Our favorite ideas, Rock, Paper, Scissors Tournament – Predict the score to the big game – Raffles or drawings – "Write down your fav song lyric/movie quote" – surveys. Do more than just sit there with a clipboard/tablet and your fraternity memorabilia.

9 Sock Drive
(Best time to try – during the "slow" recruitment seasons).

The Sock Drive combines service and recruitment. After your chapter partners with the local homeless shelter, you go door-to-door in the residence halls. Your pitch, "Our organization is collecting socks (substitute toiletries or canned goods) to donate to the local homeless shelter. Would you be willing to help those in need with an old pair of socks?" If the person donates, ask if they would like to help even more, by inviting them to a service event your chapter is hosting at the homeless shelter. Be sure to exchange contact information in order to GROW YOUR NAMES LIST.

10 Move in/Move Out Day
(Best time to try – Beginning AND end of each semester)

The concept of fraternities helping first-year students move into their residence halls is not new. However, there are more effective ways to do it than swarming the student and his/her family, handing a business card and carrying a few boxes. The best practice is to send teams of two over to the residence halls, begin your interaction with "Hi, what can I help you with?" and be sure to exchange contact information rather than just handing over a business card/flyer. Also, while move-in days are commonplace, move-out days are an untapped market. You could be the only chapter on your campus that helps first-year students move-out, building a relationship for the summer and the upcoming school year (Sophomores and juniors can also join fraternities).

10 QUICK Recruitment Ideas for Right Now

April marks for many of us the beginning of the end of the semester. Finals are approaching, quickly followed by the summer break. Between our classes, our jobs and our activities, the calendar fills up quickly, leaving seemingly little room for anything beyond our standard responsibilities. Telling you that recruitment of all things should still be holding a place on your priority list these last few months of the semester, then, could evoke a predictable reaction: Ain't nobody got time for that.

Knowing that schedules are busy, to-do lists are long, and sleep is limited, here is a list of quick,

small, but effective ways to continue working toward your recruitment goals even during this crazy time of year.

1. Write down the names of 10 students that you know are not affiliated with a fraternity or sorority. 10. Right now. (If you can't, then skip #1 and move directly to #2). If you can, the send them a text to grab lunch, play sports, study for finals, or hang out this weekend.
2. Go make at least 1 new friend. Seriously. If you're surrounded by people, pick one, extend your hand and shake theirs. If you're alone, take a walk and find a new friend.
3. Reserve a table in the library to study at during finals week. Invite your friends – new and old – to join you. Studying with friends will make the end of the semester even just a little less stressful!
4. Ask your Fraternity/Sorority Advisor for the list of students who dropped out of the recruitment process during this year. Take one of those folks out to lunch or coffee and discuss why it might be worth it to try recruitment again next school year.
5. Make sure your organization is registered for any involvement fair or organization expo this fall.
6. Why wait until the fall? Set up a table in a popular place on campus, and immediately get out from behind it. Start a RPS tournament. Give away free hugs. High-five strangers as they leave the library. Why not?
7. Take the group of your newest recruiters to the mall, and challenge them to walk around, meet new people, and make at least one new friend. Best story of meeting a stranger wins a prize! (You should play too.) Practice makes perfect!
8. Ask your chapter members to write down the name and contact information of any unaffiliated students they might know on campus. Check out the Mind Joggers activity.
9. Challenge: can you make 5 new friends in 5 days? Try it. Try to introduce yourself and shake the hand of 5 strangers within the next week.
10. Call us. We'd love to help you brainstorm, plan, and develop a recruitment strategy for the fall!

It is rarely a matter of not having time for recruitment, but of making the time for recruitment. By implementing any one of these short, fun and efficient ideas (or all of them), you can continue your growth all the way through the busy end-of-the-semester time of year.

Beyond the Standard Methods (Recruitment Names Drivers)

Whether you're a undergraduate or a headquarters professional, you'll find some helpful tips in this lesson.

Having been a part of almost 15 fraternity expansion teams, I recognize there are some standard methods for driving names onto a names list both before you arrive to campus and once you've

been gotten on the ground. On some projects, my expansion partners and I have gotten fat off of the leads generated early on. On others, we had to go back to the drawing board to find other helpful practices. Let me begin this blog by outlining the methods to which I am referring.

Standard Names Generation Methods for Expansion Projects

Pre-Arrival:

Do some Instagram and Facebook Work.

See if the Greek Advisor could hook you up with some sweet lists like the…

- No-Bid list (students who signed up for formal recruitment but did not receive bids).
- 3.0 Non Greek Lists (every non-Greek student with a 3.0 or above).

Post Arrival:

Do sorority referral presentations asking for some cool dudes they know that are not Greek.

Do those few things and you're set, right? Sometimes…

Question: What if the Greek Advisor does not have access to those sweet lists, and the sororities are not as helpful as you had anticipated?

Answer: You're screwed.

That is why more must be done to accumulate names on your list during recruitment/expansion efforts. These are the 5 tips to ensure you don't find yourself in tears after the standard methods fail.

1. Chunking
2. Tabling
3. Identifying Key Student Organizations
4. Connecting to the Faculty/Staff So Well That People Start to Think You Work at the University
5. Become a Student

1 Chunking

You're looking at your calendar. It looks bare. You've only got 5 meetings booked for the day. Yikes! Despite having only 5 meetings booked, this is an opportunity to put 15-25 names on your list if you close those 5 meetings with this simple question, "Who are the 3-5 men that come to mind when we talk about this opportunity?" This is called Chunking.

Students want to feel connected. Referring their friends to your recruitment effort will certainly make them feel connected. If you close each of your one on one meetings with that question, you will create a buy in with the men you sit down with and grow your names list.

You can "chunk" at a whole new level once you've gotten a commitment from a few guys. We recommend that as soon as someone commits to your organization, you do some extreme chunking by using our "Mind Joggers."

2 Tabling

Chunking has been going well, but you need something that allows you to meet with a higher quantity of students. How can you create an atmosphere where students approach you with curiosity about what you're doing? - Tabling in the student union or other trafficked areas on campus.

3 Identifying Key Student Organizations

Chunking and tabling have been working fine, but you are having trouble reaching that caliber of student that will greatly help your organization. If only quality students got together, rallied around causes and movements? Where could we find such groups? – On the university's website. Most universities have links.

You now have access to the contact information of every student organization president/advisor. Identify the groups whose values align with your organization and get to contacting them. Seek to make presentations at their meeting, create a focus group panel with their executive board, or meet with the president and chunk him or her. Any of those practices have proven to be successful.

Some organizations we've had recent success with include entrepreneurship groups, service groups, politically minded groups, honors groups, and religious groups.

4 Connecting to the Faculty/Staff So Well That People Start to Think You Work at the University

I was searching for a way to briefly word tip #4, but I think this works best. The key to connecting to the faculty/staff so well… is to find the one person who is connected and willing to grant you access to the faculty and staff. The Greek Advisor, Student Activities Coordinator, Student Government Advisor, Faculty Advisor of the chapter (if available) are all great places to start.

It is ironic that I be the one to give this advice, because I am not strong at this. Faculty/Staff intimidate me a little. However, when my expansion partner and I crucially needed some support on a project we were able to turn to our point of contact and get connected, yielding many new leads.

5 Become a Student

Use Social Excellence and take charge of campus… You own that place (or at least you can act like it). Go to large classes, attend sporting events (not just the major ones), and most importantly attend the student activities put on by the 500+ other student organizations that are probably on campus. Some examples: A professional snowboarder talks about the environment, lots of students go. You go too. The "International Students Coffee Hour" happens once a week and 100+ students mingle in the middle of the student union. You mingle too. The Women's Center on campus screens an independent film with discussion afterward. You watch and discuss.

Seriously, go to any of the 50 messy bulletin boards on campus and look at the dozens of posters for events happening this week. Build your agenda. Be socially excellent at the events.

Don't get me wrong, ask the Greek Advisor for sweet lists and make sorority presentations, but be prepared to do more than that to put names on your list.

I hope at least one of these tips made you think, "I didn't know I could do that." The truth is, you can. Will you?

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