

**RECRUITMENT CHAIR**

**RESOURCE GUIDE**



**PHI DELTA THETA**  
*Become the greatest version of yourself*



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## Introduction

Congratulations on your election to the position of Recruitment Chairman. As one of the top leaders within your chapter, you have taken upon yourself the responsibility of securing your chapter's future. The job before you is filled with many challenges and responsibilities, but it is also one of the most rewarding positions you can have as a chapter officer.

Many accept that the Greek system is declining in numbers, stating that the problem is a cause of the "rush recession." More likely, these numbers can be attributed to two simple facts about membership and recruitment today: 1) our market is changing, and 2) the way we need to market the fraternity must change as well. To once again enjoy greater prosperity in membership recruitment, we must identify our market and present our product to that target market in a way that will entice them to join our organization.

Phi Delta Theta has seen the need to improve the way recruit and has made it a priority. For the past three years, recruitment chairman through out the Fraternity have had the opportunity to come to Recruitment Boot Camp which is held in conjunction with the Presidents' Leadership Conference in January. This manual will reinforce the ideas taught at Recruitment Boot Camp and be a wealth of knowledge and information as you develop your recruitment program. Good luck as you strive for excellence.

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## Recruitment Chairman Duties and Responsibilities

**T**he Recruitment Chairman shall be responsible for developing and facilitating a year-round program for educating the chapter membership on methods on effective recruitment. He shall chair the chapter's Recruitment Committee and shall uphold the laws and rules of the Fraternity regarding enlistment of new members.

- ✓ Develop and facilitate a **year-round recruitment program**. Recruitment should not be limited to the few weeks designated for "rush."
  - ✓ Serve as the chairman of the recruitment committee.
  - ✓ Create a **team-based recruitment structure**. This will get more members involved in the recruitment process
  - ✓ Maintain a current and up-to-date **wish list of prospective members** including important information such as age, year, address, phone number, and interests.
  - ✓ Be aware of all university or college recruitment **rules and regulations** in addition to those of Phi Delta Theta. Inform the chapter of these expectations.
  - ✓ **Educate the chapter members** on the methods of effective recruitment.
  - ✓ Maintain ongoing **statistical information** for the chapter (i.e. number of men offered bids, men accepting bids, male enrollment, males per class, chapter size, chapter retention rate, ect.)
  - ✓ Oversee all **recruitment promotion** of the fraternity. Approve all flyers, recruitment events, posters, schedules, brochures, mailings, t-shirts, ect. These promotions should be in good taste, they will be representing you and your chapter.
  - ✓ At all events and activities, ensure that **all prospective members are attended to properly**.
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- ✓ Encourage and require the **participation of all chapter members** in the recruitment process and recruitment functions.
- ✓ Coordinate efforts with the Alumni Secretary for **alumni involvement** in recruitment events and recommendations.
- ✓ Maintain **current knowledge** of all chapter and Fraternity operations, policies, and benefits. Be aware of similar information from other fraternities in the Greek community. Educate members in these areas so they can communicate properly with prospective members.
- ✓ Hold **recruitment workshops** to inform and discuss with all chapter members issues and procedures pertaining to recruitment.

## Techniques for Success

- ✓ Establish clearly defined **goals and objectives** for the recruitment program.
  - ✓ Prepare a **recruitment calendar** listing all “recruitment” activities of the chapter throughout the *entire* year.
  - ✓ During each chapter meeting add **names to the prospective member wish list and discuss potential members.**
  - ✓ Use your service, philanthropic, and informal functions as recruitment tools. Encourage brothers to invite recruits to chapter events.
  - ✓ **Vary your recruitment events.** Doing the same thing every semester for four years would drive any brother away from the chapter. Add variety and make them enjoyable for everyone.
  - ✓ Have a “Recruitment tip of the week.”
  - ✓ On a monthly basis award a “Recruitment Most-Valuable-Phi” at the chapter meeting.
  - ✓ Make improvements in recruitment policy an issue with IFC. **Become IFC Recruitment Chairman.**
  - ✓ Get to know people in the Admissions Office. They have lists of all of the incoming students.
  - ✓ **Encourage members to participate in other student organizations.** This is a great way to meet prospective members.
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- ✓ Prepare a “recruitment packet” for every brother. Include all needed information on recruitment (i.e. calendar, IFC policies, recruit names, schedule, and recruitment skill information).
  - ✓ **Meet with the Greek advisor.** This person will know more than anyone else as to what the Greek community is up to. He/she may also have some great suggestions on how to improve your chapter’s recruitment techniques.
  - ✓ **Invite prospects, friends, and girlfriends to the chapter house to watch a sporting event or a popular TV show.** Have an informal dinner before hand or just hang out. This is a great regularly scheduled and low-key recruitment event.
  - ✓ Make it a point to thank every brother individually and in private for helping with recruitment after big events.
  - ✓ Encourage brothers to have their study group at the chapter house. Most people are surprised at how nice fraternity houses really are. It can be a good recruitment tool and give the chapter a positive image.
  - ✓ What kind of image does the chapter have? **Try to improve the general chapter image through public relations, etc.** Establish good relations with faculty, staff, and the administration.
  - ✓ **Be a good role model.** It is much easier to follow a good example than a bad one.
  - ✓ **Delegate, delegate, delegate.** If someone else can do it, delegate it. Just because someone may not have super people skills doesn’t mean he can’t help out. Everyone should contribute.
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## Creating a Recruitment Culture

**A**s recruitment chairman, it is your responsibility to create a culture within the chapter that make recruitment an important aspect of the Fraternity's daily operations. The best one to do this is to include recruitment into what the chapter already does and continually reminding the members that there is always an opportunity to increase the chapter through recruitment.

### *Team-Based Recruitment*

Recruitment is the lifeblood of the Fraternity. One year of poor recruitment can potentially doom a chapter, and a strong, continuous program can set the tone for a great year. Obviously, the recruitment chairman is one of the most important officers in the chapter. He must meet several criteria. The chairman must be an organizer, a communicator, a motivator, and an example of how things are to be done.

As recruitment chairman, you will have specific duties. Of course, some chapters expect the chairman to recruit, organize, and pledge 45 men by himself. This cannot be the case and will not work! The chairman's grades and mental condition cannot handle the amount of time and energy needed for such tasks.

Solicit assistance in every step of recruitment. If you haven't received this assistance, evaluate your plans by asking these questions:

- ✓ Have the brothers been fully informed of all activities and responsibilities?
- ✓ Is there a Recruitment Committee?
- ✓ Have seminars or workshops been conducted?
- ✓ Are alumni involved in recruitment activities?

There are few if any excuses for not answering yes to the above questions, if the recruitment chairman has done the minimal amount of planning.

As was stated previously, the recruitment chairman should not act alone. In order to provide for the best possible recruitment period, as well as providing for the preservation of the recruitment chairman, a Recruitment Committee is

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recommended. The composition of the committee is important, and its responsibilities are clear. The committee should be 20% of the chapter,

Team Captains will assist in the organization and execution of the recruitment program. They should aid the recruitment chairman as much as possible in all facets of the program. These brothers should also maintain rules as team captains. This position is a good training ground and provides experience for moving into the role of recruitment chairman.

Utilize a certain number of new initiates. Involvement at an early age will encourage future leadership and knowledge. In addition, these men have recently gone through the recruitment process, and have a good understanding of which techniques are effective.

#### Responsibilities

- ✓ Formulate the chapter's recruitment budget. If necessary, arrange any fund-raising projects.
  - ✓ Organize and plan the program: dates, functions, activities, responsibilities, etc. Continue recruitment on a year-round basis.
  - ✓ Establish recruitment goals and sub-goals on a yearly basis. Gather all available materials for such duties.
  - ✓ Conduct clinics or workshops.
  - ✓ Inform brothers, Phikeia, and alumni of the Committee's plans and encourage participation through increased responsibilities.
  - ✓ Help in upkeep of recruitment files: prospects' names and addresses, evaluations, schedules, etc.
  - ✓ Encourage alumni involvement in recruitment.
  - ✓ Develop and publish the chapter's publications: a recruitment pamphlet, mailings, printed materials, and notices.
  - ✓ Develop and follow through on a publicity campaign to inform the community and campus of upcoming activities.
  - ✓ Inform brothers of obligations and responsibilities of the Fraternity. Make certain that brothers are well versed in the values of the local chapter and the International Fraternity.
  - ✓ Coordinate follow-up activities for contacting potential new members.
  - ✓ Plan, organize and implement a summer recruitment program.
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Certainly no one man, or even a small group, can carry out all the responsibilities of recruitment.

### The Chapter Members

The recruitment chairman's job is to organize recruitment efforts, and to motivate the chapter to carry out the strategy. It has been said that recruitment chairmen spend half of their time recruiting prospective members, and the other half recruiting their chapter. Once motivated, the undergraduates and Phikeia have several responsibilities.

### Motivating Members:

- ✓ Make them feel like it is their recruitment period.
- ✓ Make them feel needed.
- ✓ Solicit their ideas while planning recruitment activities.
- ✓ Set attainable goals. Include them in the process.
- ✓ Let each individual know what is expected of them.
- ✓ Delegate challenging responsibilities.
- ✓ Let members know how recruitment is going.
- ✓ Keep everyone in the loop.
- ✓ Recognize deserving members for their efforts.

### Member Responsibilities:

- ✓ Carry a card or small notebook to write down recruits' names and your impressions.
  - ✓ Contact a certain number of recruits (determined by the Recruitment Committee) during the summer, and follow up that contact when the fall term begins.
  - ✓ Distribute all written Fraternity material to the recruits and parents.
  - ✓ Immediately after contact, fill out evaluation cards and send to the recruitment chairman.
  - ✓ Review the materials contained within the recruitment packet.
  - ✓ Meet with the recruitment team.
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- ✓ Follow through on all responsibilities delegated by the Recruitment Committee.
- ✓ Advise the committee of possible recruitment prospects.
- ✓ Attend all recruitment functions, both for the entire chapter and for their individual team events.

### *Bylaws*

An effective way to create a recruitment culture within your chapter is to include recruitment into the bylaws. Bylaws are the structure on which your organization functions, by include recruitment into this structure you will cement it has a pillar of your organization. The following is a list of ideas for the recruitment bylaws:

- ✓ Membership standards for incoming members
- ✓ Membership expectations for current members relating to recruitment
- ✓ Positive and negative incentives for members
- ✓ Include chairman and team captain responsibilities

### *Meetings*

Since recruitment in a year round program, it needs to be discussed at every chapter meeting. This does not mean that you need to talk about the entire wish list of prospective members but rather, you as recruitment chairman should lead a discussion about the men that the chapter interacted with that week. By continuous talking about recruits and whether or not they should be a member of the fraternity will keep the members thinking about the men they have interaction with during the week. This will also decrease the amount of time the chapter will need to spend during “rush” periods discussing each member because you will already know which members your chapter wants to bids.

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## Building a Brand

The image that your chapter presents to the public has a great deal to do with how potential new members will view your fraternity. His view of what you have to offer and the reputation that he will be joining will definitely be a part of his decision of where to accept a bid. As recruitment chairman you need to direct your attention to this brand and identity that you are “selling” to the community and your potential new members.

Branding requires that you take an introspective look at the values of your chapter, the Cardinal Principles of Phi Delta Theta, as well as take into account the types of students you are looking for. Absorb this information and then take a proactive approach to aligning your chapter’s reputation with the image you want will make recruitment easier and you will get the type of men that you want.

### *Values Alignment*

Phi Delta Theta was founded on the principles of Friendship, Sound Learning, and Moral Rectitude. These values are one of the core issues that your chapter should recruit new members with. Along with the values of Phi Delta Theta, your chapter also has its own set of ideals that it sees as important to the image and culture of your fraternity. These individual chapter values could be academics, brotherhood, intramurals, athletics, campus involvement, community service or any ideals that you find integral to your uniqueness as an organization.

Below are a few questions that you can ask yourself when evaluating your chapter’s values:

- ✓ How does your chapter describe itself?
  - ✓ How do others describe your chapter?
  - ✓ What is important to the members of your chapter?
  - ✓ What activities is your chapter involved in?
  - ✓ What are your members involved in?
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- ✓ What awards have you won?
- ✓ What kind of people do you recruit?

After asking yourself and your chapter members these questions take an inventory of your image. Is this the chapter you thought you were? Is this the brand that you selling to potential new members? If it is then your chapter is recruiting with its core values in mind. Values-based recruiting decrease the opportunity of getting members who will not buy into what your chapter and Phi Delta Theta is about.

### *Benefits of Phi Delta Theta*

In particular, how does your chapter satisfy the need of your prospective members? This is something the chapter needs to discuss. Although some may not like the analogy of comparing our Fraternity with a business, the similarities can at times be undeniable with respect to recruitment and marketing. Membership in Phi Delta Theta could be seen as a product the chapter offers to students (our market) at your school. For the membership in this Fraternity to be appealing to this market, we must be in line with its goals and needs. As part of the Recruitment Chairman's duty to educate the members on recruitment techniques and programs, the chapter should also determine exactly what kind of product, or Fraternity, your chapter provides for the campus. What distinguishes your chapter from the other products available? The answer to this question will take some thought and work, but putting the answers on paper will benefit everyone. Chapter retreats and workshops are great times to develop a response to the question, "What does Phi Delta Theta have to offer?" As a result of answering the question, others will be more able to discuss Fraternity issues when recruiting, in addition to being more effective and productive. The message here is simply, "Know your product well!"

Differentiating what your fraternity is and offers from others is going to be the biggest selling point to men who have little or no knowledge of what a fraternity is. Below are a few areas that set Phi Delta Theta apart from other organizations.

### **Leadership**

Phi Delta Theta takes pride in the leadership development opportunities that the Fraternity offers to its members. Within the chapter there are many officer positions that offer men the chance to grow as leaders, these officer positions and the benefits the offer are great selling points and are parts of what the fraternity offers its members. Along with the local officer positions Phi Delta Theta holds annual leadership conferences though out the country, below is a description of these events:

#### Emerging Leaders Institute

This conference takes place at Miami University, in Oxford, Ohio each summer. Our Emerging Leaders Institute (ELI) brings anywhere from 300-500 Phi Delts to Oxford for a four day leadership conference. Important fraternity topics are discussed and these emerging leaders are taught how to improve their chapter's operations.

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The conference also provides the attendees with the courage to bring change to their chapter.

#### President's Leadership Conference

This event is held in early January in St. Louis, Missouri. Its focus is to provide each of our undergraduate presidents the training they will need to run their particular chapter/colony. Again, great speakers are brought in from across the country to speak about everything from personal values and leadership to risk management and chapter operations.

#### Recruitment Boot Camp

Recruitment Boot Camp is new to Phi Delta Theta's repertoire of conferences. Each January, in conjunction with our Presidents Leadership Conference, 100 of our recruitment chairman are invited to attend this conference, facilitated by David Stollman of CAMPUSPEAK. All of Phi Delta Theta's colonies are represented at this conference are able to learn valuable information that will allow them to continue growing their membership.

#### Phi Delta Theta's Biennial Convention

Every two years, Phi Delta Theta's undergraduates and alumni convene for the General Convention. Like most fraternity conventions, business is conducted, elections are held for our General Council, and important topics are discussed. During the "brother-only" meetings at the Convention, Phi Delta Theta's colony delegates receive additional educational programming. The Convention serves to open their eyes to Phi Delta Theta on an International level, but also to learn more about building a chapter.

#### **Scholarship**

Potential members should not have to worry about slipping grades after joining a fraternity, since the chapter facility is no longer the main site for social activity. Having a strong academic reputation with the Greek community is key; performing at or above the All-Men's and All-Fraternity average is imperative.

The Accolade: [www.theacolade.org](http://www.theacolade.org)

This is Phi Delta Theta's new member development program delivered to our undergraduate members through the World Wide Web at [www.theacolade.org](http://www.theacolade.org). The Accolade's foundation is based on the best existing programs from the Greek community and corporate-human resource development programs. The program is designed to build stronger individual members, which in turn builds stronger chapters. It provides educational guidance on areas such as time management, financial management, goal achievement, character development, and career development.

#### **Alcohol-free Housing**

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As of July 1, 2000, all chapter facilities of Phi Delta Theta were declared alcohol-free by the General Council. One of the common questions is, "How are we supposed to recruit guys into a chapter that can not have alcohol in the house?" First, it is important to realize alcohol was not allowed into chapter houses until the mid 1960's. Before that time, recruitment wasn't much of an issue. Men entering college sought fraternities out instead of fraternities seeking them.

The main selling points of living in an alcohol-free facility are cleanliness and safety. Using your house as a marketing tool will be ineffective if it is full of trash and the roof is falling in. Keeping a regular cleaning and repair schedule will make this easier. The benefits that the Fraternity offers as an international organization is a huge asset to recruiting your chapter's target recruits. Phi Delta Theta is a leader within the Greek Community in terms of educational leadership programming, Alcohol-free Housing, scholastic development, and philanthropic support. Utilizing these strengths as strengths of the local chapter will help augment the reputation that you have at your university.

Men entering college are looking for a different fraternal experience than men entering college four years ago. They are looking for a brotherhood experience centered on service and leadership opportunities. Living in an alcohol-free facility provides this without the assumption that alcohol will be a part of daily life. Phi Delta Theta is a social fraternity, not an alcoholic fraternity, marketing that experience to the student body is key. Being part of a fraternity is a chance for a student to create the image he wants, to become a part of history, and be an agent of change. By having members involved in student organizations, the name of Phi Delta Theta gets to the student body at an exponential rate. This in turn aids recruitment and sparks interest in students to take a look at the Fraternity.

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## Targeting Potential New Members

**W**hat type of student does your chapter need? Where can we find these potential new members? How can we go about getting these men interested in our fraternity? After deciding the brand that you are going to promote during recruitment it is important to decide what type of student you are going to recruit. In selecting a target market it is vital to choose a group that will exemplify the standards you are looking for in a member. As recruitment chairman it is your responsibility to decide what areas of campus your chapter will recruit as well as educate your chapter on the types of students that will make a great chapter member.

### *The Three Kinds of People at your School*

Everyone at your institution could be categorized into one of the following three types of people when it comes to the Greek system.

#### **The “Always Joiner”**

This is the group we traditionally work hardest to recruit and they are the ones that will come through "formal" rush. These are students come to school knowing they want to be Greek. These men are often legacies, relatives or friends of brothers, acquaintances of alumni, or others with a positive image of fraternities. Although this group is currently our main focus in recruitment, this pool has been shrinking for several years. Though we should not neglect this market in our recruitment efforts, we need not focus all of our efforts on these men who are going to join anyway.

#### **The “Never Joiner”**

This group is basically a lost cause. These men will not join a fraternity, whether the reason is one of interest, personality, or philosophy. Once these men are identified, efforts should be directed elsewhere. Be aware, however, some “maybe joiners” can appear to be “never joiners.” Careful identification is very critical in assessing the individuals into these different categories.

#### **The “Maybe Joiner”**

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Most college students fit this mold and must be sold on the experience. It is the largest group in our market, and also a generally untapped resource. The “maybe joiner” is often a first-generation student, a sophomore, a transfer student, a student of color, or an otherwise “nontraditional” student (i.e. married, 22+ years old, etc.). These are men who either know very little about fraternities, haven’t really considered the option, or both.

### **Identifying Future Members**

In the past, a rather narrow market has been considered for our recruitment efforts. Recruitment focused on those who signed up for the formal recruitment process. The number of students, who register is generally declining. At the same time, most campus populations are growing. This means we are working with a shrinking pool of students, when our real market is actually increasing in size. We can understand this by looking at the three types of people that compose our recruitment pools:

The “maybe joiner” generally has a limited idea of what fraternities are about. Usually, all they have heard about Greek life is through the media. Generally speaking, these sources present the “maybe joiner” with an unbalanced view of what fraternities are all about, and the attitude in this group can reflect that view. The best way to educate these men is to interact with them on a personal, direct level; however, most of these men are never reached, as they usually don’t get involved in formal recruitment, and they typically don’t approach chapters for information. This lack of involvement is important to us when we look at a breakdown of the typical campus, and understand what we’re dealing with in terms of potential members.

Obviously, the “maybe joiners” are the largest pool of people on the typical college campus. They are often some of the best people on our campuses, and would be fine additions to Phi Delta Theta. Unfortunately, many of these students never consider Phi Delta Theta as an option, because all our efforts are focused primarily on the “always joiners.” Thus, we find our chapters gradually shrink, our recruitment efforts are less successful, our chapter finances suffering, and our morale dropping. The challenge now lies in presenting what our Fraternity has to offer to our “new” market. Once a target market has been identified, you must sell the Phi Delta Theta experience; let them know what makes our Fraternity unique.

### *Understanding Potential Members*

Now that we understand there are three kinds of “joiners” on our campuses, the goal now is to understand our market even better. By being more aware of the needs of today’s student, we can better provide what the potential member desires in a fraternity experience. Potential member, prospective member, prospect and recruit are all terms used to refer to students who are interested and eligible to join a fraternity. They also include students we are interested in having join, even if the student doesn’t wish to join at the moment. If the potential of them becoming a brother exists, whether presently or in the future, they are potential members. Every non-Greek male student should initially be considered a potential member. Realizing

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the wants and needs of these students can help us to better market our product—membership in Phi Delta Theta.

**The First-year Student:** For most of the chapters, first-year students will be the largest market for new members. At some institutions recruiting first-year students is prohibited until second semester or the second term. This is what is referred to as deferred rush. At some schools students can't join the Greek system until after their freshman year.

The top two concerns of these students are:

- ✓ Will I make friends at college?
- ✓ Will I be able to make good grades?

How to meet the first-year student:

- ✓ Residence hall
- ✓ Set up tables in student union, residence halls, and other highly visible areas on campus
- ✓ Have brothers facilitate in school's new student orientation program
- ✓ Obtain listing of names from the admissions office.
- ✓ Call incoming students that are coming from your home town.

Why the first-year student needs a fraternity:

- ✓ Friendship, group to identify with
- ✓ Leadership opportunities
- ✓ Assistance with academics
- ✓ Social contacts
- ✓ Help in adjusting to new atmosphere

Why your chapter needs the first-year student:

- ✓ They will have a full four/five year experience in Phi Delta Theta
- ✓ They are eager to learn about new things
- ✓ Know other first-year students and can assist in recruitment

Entering students are concerned about both their social and academic lives. Phi Delta Theta should be perceived as “a place to fit in” but not a barrier to academic pursuits. Most students will not consider membership in an organization that will hurt their scholastics. An education is too expensive not to take academics seriously. Make prospects aware that Phi Delta Theta is dedicated to academic excellence and share your chapter scholarship program with them. The Fraternity can also offer academic support as older members have experience and can assist with suggestions and overall adjustment to college life.

**The Transfer Student:** Transfer students share the first-year students' concerns regarding fitting in socially and academically. Transfer students, however, are less

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likely to go through formal recruitment than the first-year student. Therefore, extra effort should be put forth in order to identify these men, let them know we have something to offer them, and then actively recruit them.

Why the transfer student needs a fraternity:

- ✓ A group with which to identify
- ✓ Leadership opportunities
- ✓ A “home” at this new campus
- ✓ Help in adjusting to new atmosphere
- ✓ Need to make a good academic transition

Why you need the transfer student:

- ✓ Maturity
- ✓ Direction and goals are more established
- ✓ More academically oriented
- ✓ Can give new personality and experience to the chapter

How to meet the transfer student:

- ✓ before school begins, get a list of transfers from the Registrar's office
- ✓ write them during the summer, offer to assist in getting them acquainted with campus
- ✓ organize a Greek orientation program for all transfer students
- ✓ help them realize that Phi Delta Theta is a Fraternity for Life
- ✓ offer career development programming in your chapter
- ✓ Welcome to campus BBQ

**The Commuter Student:** More and more students have to pay for their college education themselves. Therefore, more are living at home and commuting to school to save money. These students are in search of an extended family on the campus. They value group inclusion, but can rarely find it when they don't live on campus. These students want a tie to the campus and desire to be involved in activities. Membership in a fraternity can certainly provide this. Phi Delta Theta needs to actively seek out these students through mailings, programs on campus, and activities that are inclusive to the entire student body.

**The Minority Student:** More and more students of varying ethnicity are enrolling on our campuses. These students can add culture to fraternities and allow students from different ethnic backgrounds, religions, and cultures to interact and learn more about one another. Since the percentage of minority students on campuses will increase, they will be attracted to either existing Greek organizations or will they create their own? If they are interested, many existing recruitment practices do not meet their needs. Since many campus activities are exclusive rather than inclusive,



these students perceive that Greek organizations are not for them. Our organization needs to bridge this separation and create a comfortable environment.

**The Upperclassman:** Research indicates only 15% of students complete their baccalaureate degree in four years. Members who join during their freshman year are ideal, but sophomore or junior students still have significant time to give to and receive benefits from Phi Delta Theta. Many students who join as sophomores will likely be able to enjoy Phi Delta Theta for two to three to four years. Like transfer students, these students have already developed some skills that will be useful in the Fraternity.

### *Where to look for recruits*

Once you have identified what kind of people you want to reach for recruitment, and determined what services Phi Delta Theta can fulfill for them, you must now let them know about the chapter. Before you can do this, however, they must first be found. There are an infinite number of ways and techniques to market your chapter. Contacting the right people can be difficult at times, but the result, a Phikeia class of high quality men, is more than enough of a payoff. Keeping in mind where your potential members spend most of their time. Here are some areas where most students spend lots of time, and some ways in which you might want to locate them:

- ✓ Through classes (have study group sessions),
- ✓ Walking on campus (set up tables or booths in high traffic areas)
- ✓ Dining facilities (hold sponsored dinners or meal functions, perhaps with a sorority and invite potential recruits)
- ✓ Residence halls (post flyers in and around the building advertising chapter events),
- ✓ Recreation centers (sponsor a pickup basketball tournament or other athletic contests)

Below are suggested ways to find recruits.

**Alumni recommendations:** Students who have been recommended by alumni should receive special consideration. By making a recommendation, however, an alumnus **is not necessarily requiring** the chapter to accept the individual. The chapter should actively solicit recommendations from alumni through newsletters, postcards, and phone calls.

**Legacies:** Finding who on your campus is a legacy can be challenging. The best way to find out is through recommendations from alumni and asking students during rush about their background. Is anyone in their family a Phi? Were their parents or grandparents Greek?

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**High school classmates:** Often, current brothers have friends or family still in high school. Encourage each member to check the admissions list to see if anyone from their high school will be attending your university or college. Ask local high school administrators if they would allow you to set up an informational booth during graduation days, senior days, or at any career / college oriented fairs.

**Dean of Students:** Administrators and their staff may have some great recommendations for potential members. Of course, using this source will depend on your relationship with the office. Establishing a good rapport would be a start. Even if they currently have no names for you, the door has been opened for future references.

**Sororities:** Sorority women often know several unaffiliated men. They may also know new students who will be coming to school. A quality relationship with **all** of the sororities will aid you in your efforts. First, they can be very reliable references. Secondly, if someone's friend, or especially girlfriend, thinks it is a good idea to join Phi Delta Theta, chances are your candidate will think so too.

**Admissions Office Lists:** These lists will mostly be made up of freshmen students, but may include transfers. If available, they can be a valuable resource in locating potential members. Mailings to these individuals before school even begins (if allowed) are an excellent idea. This provides your chapter with a foot-in-the-door. You may also be able to get lists of scholarship winners or even the activities in which students were involved during high school.

**Orientation events:** Encourage your chapter members to get involved in your campus orientation program. Orientation leaders are often the first students with whom new students come in contact. Although sometimes talk of Greek Life is prohibited, making the contact or friendship with new students will pay off.

**Resident Assistants:** Resident Assistants can often provide fraternities with names of quality men. Some chapters even encourage a few members to become Resident Assistants to foster contact with new and non-Greek students.

**Student Union:** Students will often spend an entire semester sitting right next to each other and never communicate. Encourage your chapter members to be aggressive in the search for members, particularly during the first few days of each semester. Be friendly! People notice and you could make a difference and earn a friend.

**Clubs and other campus organizations** Brothers who belong to campus groups often meet students who are unaffiliated with a fraternity. Men belonging to these groups have much to offer a chapter.

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## Developing a Recruitment Program

**T**he recruitment chairman is responsible mainly for coordinating and developing with the assistance of his committee a recruitment program. This program should effectively set a calendar of events that utilize large chapter events, smaller group events, informal recruitment, and formal recruitment. Planning a program that will effectively engage the potential new members

### *Understanding your recruitment system*

What kind of recruitment program do you have at your school? You may be unaware that drastically different types of recruitment exist at other universities. By understanding the many types of recruitment that exist, and the advantages and challenges of each model, you can help your chapter make the most of your system. The most common recruitment systems include formal, informal, summer, and deferred. Other types may be in effect and most likely are a combination of the previous types (i.e. semi-formal, deferred informal).

### *Setting a recruitment budget*

Sit down with the treasurer to discuss funding the chapter's recruitment budget. Spending too much money could bankrupt a chapter. Agree on an adequate, but not extravagant, budget for the chapter's recruitment program. Remember that there is little correlation between the amount of money spent on a recruitment program and the number or quality of men pledged. Here are a few questions that can assist in planning your budget.

- ✓ If money were no object, what would be our ideal recruitment program?
  - ✓ What would the ideal program cost?
  - ✓ How many functions, large or small, do we want to have?
  - ✓ What has been spent in the past?
  - ✓ How can the recruitment budget be more effectively used?
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- ✓ How can we have enough money on hand during the summer and in the early fall to fund recruitment activities?

### *Goal Setting*

Too often, recruitment “just happens.” Recruitment chairmen and chapters accept that they will just try and recruit “as many as they can” but will only give bids to “quality men.” This relaxed attitude frequently causes chapters to fail to gain the kind of members they want and deserve. Your chapter must dedicate itself to specific goals for recruitment. When the brothers have specific, written goals before them, they can then work toward achieving them. Here are a few things to look at when setting goals.

First step is determining how many Phikeia your chapter should recruit and setting a goal. “We go for quality, not quantity” is the most common *excuse* for chapters that do not have recruitment goals. While it is good to only recruit quality men, this reasoning is used too often in defense of small pledge classes. There is absolutely nothing wrong with setting a realistic number of desired Phikeia. Ask the treasurer what he thinks a good number would be. Remember lower Phikeia class numbers equal a lower total membership, which means each person will have to pay more in chapter dues to cover costs. Setting a quantity goal does not mean you should sacrifice the quality of men you pledge. In fact, this should never happen. You are setting the number of quality new brothers the chapter would like to have.

In setting your recruitment goal, it is important to set a number of men the chapter *should induct*, not a number the members *think they can get*. This goal should be challenging, yet attainable.

To set your goal for the next academic year, use the guidelines that follow. The formula first asks you, “What is the chapter’s ideal size?” Do you want the chapter to be the same size as the other chapters on campus? Larger, if so, how much? Next, deduct the number of graduates and other members who are leaving from the actual chapter size. Then subtract the actual number of members who will be here next year from your ideal chapter size. This is the number of men you want to pledge. You will need to add another 25%, however, because studies show that chapters retain only 75% of their Phikeia until graduation.

Once the number is established, you have a quantifiable goal for the next academic year. This number will help the chapter focus while recruiting, and will motivate the members until the goal is achieved. The chapter should also keep in mind the qualities it has deemed important when trying to reach the numerical goal. It is better to be 10% below your numerical goal, with all new Phikeia meeting all the criteria, than to meet your numerical goal with men of questionable quality.

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## *Year-round recruitment*

Over the past decade, it has become increasingly apparent that in order for annual recruitment numbers to rise, we must focus our efforts on bringing Phi Delta Theta to undergraduate men on a regular basis. The point of 365, or year-round, recruitment is to involve potential members in our many daily routines so they may see the true purpose and meaning of our great Fraternity. Regularly scheduled events such as meals, study hours, community service events, and social activities should be used as a platform from which to showcase your chapter.

The benefits of this process are multiple. In addition to the constant exposure it will provide for your chapter, year round recruitment enables potential new members to see the real, everyday value of membership in Phi Delta Theta, much more so than during “rush” week. It allows your chapter to get a better feel for the recruits with which you are spending time. Imagine the ease with which you could make a decision on an individual who had spent months participating in Fraternity related activities with your members.

Recruiting on a year-round basis allows you a head start during the formal recruitment periods sponsored by your university and IFC. If you have been following this method successfully, it is possible to begin each formal recruitment period with many possible Phikeia before the week starts. The year round recruitment program requires a lot of organization and focus on behalf of everyone in the chapter, from the recruitment chairman all the way down to newest member. Work hard, plan ahead, and create a vision, and you will be well on your way to larger and more quality Phikeia classes.

## **Formal recruitment**

Formal recruitment has a place within the year-round recruitment model but it is not the most important is usually a recruitment program sponsored by the institution or Greek system. In this form of recruitment, potential members are required to register with the institution and participate in activities designed by the institution’s Greek council and chapters. Sometimes they might have to pay a registration fee to participate in recruitment. Chapters too, usually have strict guidelines to follow prior to and during recruitment. The “recruits” typically tour all chapter houses with IFC guides during recruitment. Those chapters without central housing might meet men at a site on campus.

One or two weeks are usually set aside the beginning of each term for formal recruitment, commonly in the fall. There are two categories of functions during formal recruitment: IFC sponsored and Chapter sponsored events. IFC events introduce the student to Greek life in a general sense – somewhat of an orientation program. Chapter events may be limited to a specific number and times decided by lottery. Considerable time and effort should be spent on your chapter’s events. Creative activities will serve to make your chapter stand out in that they should show much creativity so that your chapter resonates in the mind of potential new members. Activities should also foster communication between members and potential

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members. A goal of your recruitment events should be for the recruit to feel comfortable among your members. Recruits don't join because a chapter has a nice house with cool letters on it, men looking to join a fraternity want to fit in.

#### Challenges of Formal Recruitment

- ✓ The chapter must fight complacency. Just because the recruits are being delivered to the chapter like a pizza, does not mean the work is done.
- ✓ Mostly “always joiners” register for formal recruitment. This means the chapter must still seek out the “maybe joiners” who did not go through the formal recruitment period.
- ✓ Make an effort to stand out from the other chapters on campus. Visiting 15 fraternities in three days can make recruits confused. Be unique! You want to provide them with a positive experience that will make them remember Phi Delta Theta.
- ✓ Because of the strong influence and control by the IFC, it is essential your chapter be active in IFC. This will allow you to affect change that will be not only advantageous to your chapter, but the community as a whole.

#### Advantages of Formal Recruitment

- ✓ Your chapter can meet every person participating in recruitment. Men could decide to participate in recruitment, intending to join another fraternity, but might learn during recruitment that Phi Delta Theta is a much better choice.
- ✓ Chances are most fraternities sit in their chapter house and wait for prospects to come to them. For the motivated and undergraduate chapter, the door is wide open to take control and have a tremendously successful recruitment.
- ✓ Apathy in recruitment can work for you. As recruitment is more institutionalized, most chapters don't have to work at recruiting. The chapter that does put some work into it can obtain all the most talented and deserving prospects as members of Phi Delta Theta.

#### **The Role of the Interfraternity Council**

It is important to remember all chapters of Phi Delta Theta must be in accordance with all of the rules, regulations, and policies of the institution and IFC. Be sure to obtain a copy of the Interfraternity Council's policies regarding membership recruitment. Interfraternity Councils can greatly influence membership growth on your campus. Encourage your members to:

- ✓ Become involved with the IFC by seeking leadership positions.
  - ✓ Develop a Greek move-in committee with the residence halls.
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- ✓ Stress the importance of an all-Greek recruitment brochure.

### **Informal recruitment**

Informal recruitment is open, continuous recruitment where the chapter may offer Bids and take Phikeia at any time. This system is used at many college campuses and is becoming more popular for many reasons. Informal recruitment is less work for the Interfraternity Council. They don't have to register men for recruitment, plan events, or conduct house tours. Most importantly, it takes the responsibility of finding potential new members off the Interfraternity Council's shoulders and places it squarely on the chapters. The recruitment process is only what each chapter makes of it.

This type of recruitment requires more work, but allows the chapter greater latitude in choosing and planning recruitment events. The most challenging part is compiling a list of names from which to invite men to your events. Here is a list of ideas for compiling names for your initial informal recruitment event:

#### Challenges of Informal Recruitment

- ✓ Fraternities must recruit men to join the Greek system. Because the Interfraternity Council isn't "in charge," each chapter must encourage people to check them out. A good year-round public relation program is critical.
- ✓ Recruitment is very competitive. Fraternities must realize that when they put in the extra effort, they can win over the great prospects.
- ✓ Poor planning can kill a chapter. If the proper arrangements aren't made or the effort put into recruitment is minimal, the consequences could be devastating: no Phikeia, poor individuals from which to select, and/or low chapter moral.
- ✓ Recruitment can strain a small budget. Not every chapter can afford to have elaborate recruitment events. Despite the competition, remember men join a chapter because of the people in it. Try to keep costs as reasonable as possible.

#### Advantages of Informal Recruitment

- ✓ You can give a bid to any quality man. You aren't limited to extending bids to the typical "always joiners" that sign-up for formal recruitment.
  - ✓ Recruitment is what you make it. Since recruiting can be difficult, the chapter with superior planning has a good chance at success.
  - ✓ You will know your prospects better. Because you are unlimited in your contact with prospects, the ability exists to get to know each person well.
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- ✓ Flexibility in setting your own schedule. You may customize your events to fit your chapter and the kind of people you want to attract.
- ✓ You may recruit men who typically would not participate in formal recruitment. Formal recruitment can be intimidating to people who aren't familiar with the Greek system. Informal recruitment is much more relaxed.
- ✓ There is less of a “rush.” Because few limits exist, chapters typically spend more time meeting the prospective members.

### **Deferred rush**

At some institutions, freshmen are not allowed to participate in recruitment events until after their first semester or term in school or freshmen are barred from joining the Greek system until their sophomore year. The reasoning behind "deferred rush" is growing concern over the effects of Greek life on students—especially new students. Deferred rush refers more to the timing of when "rush" occurs rather than the actual process of recruitment. In many cases with deferred rush, fraternities are simply not allowed to hand out bids to potential members. This may not prevent you from getting to know people, holding events, and thus "recruiting" in general. Check with your Greek advisor for more specific details, and for how deferred rush works on your campus.

#### Challenges of Deferred Rush

- ✓ If your school is about to defer rush, this may mean a lower number of paying members resulting in a strained budget.
- ✓ Recruits may have to meet certain standards to be eligible for rush. Often GPA requirements exist for students to participate in rush. If they don't do well, you can't ask them to join.
- ✓ Prospective members are more familiar with the Greek system. Prospects will know the stereotypes of each fraternity; this may work against you if you are having troubles or have a bad public image.
- ✓ Recruits may become too involved in other student organizations.

#### Advantages of Deferred Rush

- ✓ You can get to know prospective members better. You may not be able to “rush” them, but you can get to know them as friends.
  - ✓ Rush participants know more about the Greek system. As they have been on campus for some time, they know what each fraternity is known for. This can work for you if you have a strong chapter.
  - ✓ Potential members may have leadership experience through other student organizations. This can only improve the quality of your Phikeia class.
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## **Summer recruitment**

The process of summer recruitment is a unique and interesting experience for all fraternity men. Why would a chapter want to recruit during the summer months? In order to have the upper hand, we must begin to recruit early, and this is possible for every chapter. Every institution is different, in that some allow summer recruitment, while others do not. Whether or not you may give out bids also varies with each college or university. Whatever the case may be, it is possible to modify this program to fit your specific situation at your campus. The following is a sample of how to plan summer recruitment. Summer recruitment allows chapters to expose the recruit to Greek life. It also becomes a more relaxed atmosphere away from the pressures of school and college life.

Money, dedication, planning, and rules are all factors in making summer recruitment a success. The following is a breakdown of the process of summer recruitment, starting in the early spring. For summer recruitment to work in an efficient way, all members need to start work in the early spring. Suggestions for outside sources of help include your institution, Interfraternity Council, or the all Greek council.

To begin, the chairman need to plan the location as well as the time and date of all events. You may want to think about using the first all Greek event or competition as a springboard. This will be a good show of how motivated your members are to make summer recruitment a success, as well as provide for good visibility. Additionally, all members must try hard to network with potential recruits the chapter has contacted during the semester. One formal event in June, two in July, and one in August will do well in addition to the smaller, informal activities your chapter may want to sponsor.

### *Devising your game plan*

A tool vital to a well-run, consistent, and successful recruitment program is a recruitment workshop. Seminars should briefly outline the immediate duties, activities, and responsibilities of the members and alumni. Workshops are in-depth sessions involving undergraduates and alumni. They should accomplish goals such as: outlining everyone's duties and responsibilities, teaching a comprehensive knowledge of "how to recruit," including techniques and purposes, and providing motivation for an important upcoming activity. Workshops provide the confidence newer members need and older members hopefully have when it comes to recruitment. A second purpose may be to revamp or improve the recruitment activities and functions through the brainstorming of all chapter members. Refer to other sections where further details and resources are provided, for chapter recruitment education and workshop agendas. The issues that follow can be easily tackled during chapter workshops or retreats. Play a critical role in developing your overall game plan for recruitment!

### **Planning your events**

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To develop a strong foundation for your recruitment program, plan large and small events throughout the entire year. The issue of planning is continued further throughout this manual. Also keep the following issues in mind:

- ✓ Compete, but don't get caught up in the competition. It is easy to get lost in the "big picture" with other fraternity chapters on your campus. Everyone is trying to out-do everyone else. Remember: *people join people*. In the end, the chapter that competes on the *personal* level with one-on-one recruitment, while having fun and interesting events, will be the victor.
  - ✓ Seek the unique. Be creative in planning your events. Look for an angle that is not being used by other fraternities on your campus. Brainstorm with your committee members to come up with events that are new and unique. Stand out and be different. Further, do not rely on an event that has been successful in the past. Be aware of brothers' attitudes. Avoid numbing repetition with events and use the enthusiasm of the chapter as your best recruitment tool.
  - ✓ Balance large and small events. Events can be very intimidating, especially for those who prefer a less pressured recruitment environment. To counteract this, schedule events that are appealing to a wide variety of people. Those who are nervous may need to be recruited in a more "one-on-one," type atmosphere, while outgoing recruits may prefer larger and more interactive functions.
  - ✓ Never put the burden of transportation or motivation on the prospective member. Always pick up a recruit for an event! Never assume he will show up on his own (even if he said he would). Cold feet and other plans come quickly. Even if the distance is a matter of yards, have someone appear at his doorstep and walk with him to the recruitment event. It will make him feel more comfortable and important plus you can spend the time getting to know him.
  - ✓ Organize your troops before each event. Every brother should be present *before* guests arrive. If the event officially begins at 6pm, the brothers should be expected to arrive no later than 5:00pm. There are normally early arrivals, and it will leave a negative impression if a recruit arrives at an empty chapter house.
  - ✓ Wear name tags. The chapter needs to learn peoples' names. Recruits too need to learn the names of brothers. Including names and hometowns on nametags is a good idea. If you know a recruit will be attending, have his name tag prepared and waiting at the door.
  - ✓ For more formal events organize a system of "greeters" and "plants." A greeter is an official chapter host that meets people with a handshake at the door. He is warm, sincere, and makes a good first impression. A greeter offers to give a tour, answer basic questions, and engages in small talk. As much as 1/3 of the chapter can be designated "greeters." Everyone else
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should be designated “plants.” Plants are disbursed throughout the chapter house or room (the refreshment table, the pool table, etc.). The plants are not grouped together for the purpose of chatting with each other, although it is common to pair “plants” together. The greeters will “drop” guests with plants not already involved in conversation.

- ✓ Make your event safe. All risk management regulations apply during recruitment activities. Avoid crazy, or dangerous events. Be reasonable and careful!

### *Utilizing Alumni in Recruitment*

Strong alumni support and regular involvement will play a key role in your success with year round recruitment. There are numerous ways that alumni can participate both in the planning and execution of your functions. It will be necessary for the recruitment chairman and recruitment committee to work closely with the chapter alumni secretary to both identify alumni who are willing to help, and educate them as to exactly what kind of role you expect them to play. You must originally request assistance well in advance of your events, and then be sure to follow up with a show of gratitude, such as thank you notes, certificates, or plaques.

The degree of alumni assistance with recruitment will vary among chapters, and it is entirely up to you to decide the extent to which you want to take advantage of this valuable resource. Remember, including these older members of Phi Delta Theta will serve to strengthen your chapter's alumni relations, and their ideas and experiences can sometimes prove invaluable. Below are listed some ways in which alumni may be able to assist you with recruiting quality men for your chapter.

#### **Hosting events**

Ask a certain alumnus (or group of alumni) if you may use his home or property to hold a recruitment event. Ideas here could include a pool party with a BBQ or a tennis or golf tournament. If there is an Alumni Club in your area, have the members sponsor an annual summer recruitment event. There are many resources not available to undergraduates that are disposable to our alumni, such as country club memberships, business contacts, etc.

#### **The “Phi for Life” concept**

A great point to stress to prospective recruits is that membership in Phi Delta Theta Fraternity is a lifetime commitment. The presence of alumni at your recruitment events will show involvement with the organization does not end with one's graduation, and is also not just limited to holding the role of province president or a position on the chapter advisory board. This elevates the meaning and purpose of a Fraternity and is a good selling point.

#### **Hands on Help**

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Ask alumni to actively assist you in recruiting, building the future of both your chapter and Phi Delta Theta. These men can talk about different experiences the Fraternity offered them, thus providing a broader scale of benefits that exist. If your chapter is not always at ease talking to strange people, an alumni presence will help to create balance. These men have now moved on to career in demanding fields and have skills you can use to recruit. Perhaps you would want to have one discuss this at a recruitment workshop. It might also be a good idea to have a prominent alumni of your chapter speak at a formal recruitment event.

It is important to remember there are many alumni out there who would love to help out Phi Delta Theta, especially their own chapter. It is up to the undergraduate chapter, however, to reach out and request this help. It is important to maintain quality relationships with your alumni to make this mutually beneficial relationship a reality. If your chapter is looking to improve its alumni relations, actively seeking the help and support of older Phis in your area is a great start. It demonstrates initiative, and shows you care deeply about the future of your chapter. Be honest with your alumni. Tell them exactly why you want their help with recruitment, and what you would specifically like them to do.

When the work has been completed, and you have concluded your event or secured your new Phikeia class, it is imperative you send out meaningful letters of thanks to all those who helped. Not only is this a common courtesy that should be extended to fellow Phis, but lets them know their help was well received and made a difference. It also is just one of the “little things” that helps foster and continue strong alumni / undergraduate relations.

### *Getting New Members Attention*

Efficient use of the media resources available to you, could be the corner stone of your campaign. In addition to the items mentioned below consider using other methods as well.

- ✓ Does the campus have a publications office or media center that can help you promote the Fraternity?
- ✓ Are there alumni in the area who specialize in marketing or advertising that could help?
- ✓ How can you best use the campus newspaper, radio, yearbook, and other publications to get good information about the chapter to the public?

Most of these under utilized resources could provide you and your chapter with a great advantage.

Phi Delta Theta has adopted the theme *Go Far*, which is used in much of the Fraternity’s resources and promotion materials. In addition to other traditionally recognized symbols of Phi Delta Theta, this slogan too is synonymous with our goals and tradition. This theme is commonly used by our chapters for recruitment

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purposes. Here are the professional materials available to you through the Phi Delta Theta website:

#### Customizable Trifold brochure

These tri-fold brochures provides a template that chapters can utilize to describe their activities on campus. It offers a professional alternative and easy customization features to make any chapter communication clean and neat.

#### Customizable Postcards

Individual contact is very important. Allowing chapters to send a brief note to perspective candidates in an easily customizable format.

#### Customizable Business Cards

Nothing says professional like business cards that give a perspective member your information in a clean and easy to read format.

The following items are offered through General Headquarters:

#### The Standard Pins

*The Standard* pins are quite popular and attractive. The 2"x2" pins are printed in navy, gold, and white.

#### Name-tags

With the Fraternity name at the top and *Go Far* on the bottom, these three color name-tag stickers are great for recruitment events, etc. Our Greek letters are shadowed in the background.

#### Folders

The folders are excellent for Greek forums, recruitment tables, etc. An inside slot exists for you to insert a business or contact card.

Use some or all of these *Go Far* materials in conjunction with your own promotional materials. In addition to the professional materials available from the General Headquarters, chapters often design material specifically for their chapter.

#### Business cards

Cards can be inexpensively produced by the chapter or by a local printer. They should include the Recruitment Chairman's name, the chapter address, and the chapter phone number. It is also helpful to print directions to the chapter house or the official recruitment events on the back.

#### Chapter pamphlet

A recruitment brochure is often produced by chapters with chapter-specific information. They vary from one sheet of paper folded to multi-page publications. Content of these brochures should include information on: local chapter history, International Fraternity history, Phikeia education, finances, scholarship, and activities. The layout should be interesting and include photographs. There is even an award for the best chapter recruitment brochure.

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Other ideas include:

#### Residence hall move-in

Some chapters have been very successful in meeting incoming students by assisting them in the move into the residence halls. This is also known as “dorm storming,” and can be an effective approach if done properly. Meeting people in smaller numbers can be less intimidating, so approach new students in groups of two or three. Additionally, these students are often accompanied by their parents and this can be great exposure for Phi Delta Theta. Make sure you wear appropriate clothing that identifies you as a member of Phi Delta Theta.

#### Event calendars

Either on regular paper, in the recruitment brochure, on T-Shirts, or by any other creative method, print up the schedule of recruitment events. These help to inform and remind recruits of Phi Delt recruitment events. Be sure to include times, dates, and directions if applicable.

#### T-shirts

Nothing looks more impressive to recruits than a chapter of men working together as a team. Printing recruitment shirts can create that team “uniform.” It is also easy to recognize to which Fraternity you belong when all the brothers are wearing the same thing.

#### Information booths, tents, or table

Setting up these information areas around campus can be another common method of marketing. Have information to give students, Fraternity flag, and other materials present (see p. 23 for more).

#### Door hangers

Most copy stores can print these at a low cost. Print the recruitment schedule or campaign slogan on one side. Possible print “Do not disturb” on the other. Use them to welcome students to campus. Be creative.

#### Video or slide show

Homemade videos and slide shows are excellent visual ways to portray the day-to-day life of a member of Phi Delta Theta. This will obviously take some time to prepare. Appoint a photography committee; include recruitment activities, philanthropy, intramurals, socials, alumni events, etc.

Radio, newspaper, campus TV ads Depending on use, audience, and cost consider using existing publicity outlets for recruiting. Brothers may be studying related fields and could help in this area. Make sure to properly prepare and develop the campaign.

#### Sponsor a campus event

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This can get your name out and establish your chapter as one that “does things” on campus. Bring a famous Phi, stand-up comedian, band, or hypnotist to campus during orientation.

#### Phone call

While nothing can compare to personal contact, phone contact can be a great way to set up meetings with students. In fact, it may be the only way to get a hold of some students. Be friendly, use their name, arrange a ride to events with a brother. Remember, most groups ask for phone numbers at recruitment events, but never use them. Stand out from the crowd.

#### Banners

Banners can be easily made or purchased from professionals. This billboard style of advertising is effective and works best in high traffic areas. Getting a high quality banner might be expensive at first, but will pay off after years of use.



## Recruitment Education

**T**here are several approaches to improving the chapter's know-how when it comes to recruitment. As you can already guess, the best time to train members on skills and techniques is during a chapter recruitment workshop. Consider giving chapter members handouts or flyers on recruiting skills, etc. Use your IFC and the Greek advisor as resources. They may also possess materials or even provide assistance in preparing your workshops.

### *Five Steps to Individual Recruitment Success*

Interaction with potential members is at times confusing and difficult. What follows is a description of five steps every member can use to help the chapter recruit. These steps are crucial in the year round recruitment process, and if used, will result in a successful, continuous flow of potential members into your chapter.

1. **Meet him**

This does not mean waiting for him to come over to the house so you can introduce yourself. This means going out, finding good men on campus, and becoming acquainted.

2. **Make him your friend**

Once you meet a guy, do not start cramming fraternity down his throat. Learn about him, and tell him a little bit about yourself. Ask questions, express interest, and maintain contact. Most importantly, be sincere.

3. **Introduce him to your brothers**

The more brothers a person meets, the more involved, included, and attached he will feel. Make a guy feel like part of your group. He will go where his friends are.

4. **Introduce him to Phi Delta Theta**

Once the guy is part of your group, tell him about your fraternity, why you are a Phi Delt, and what being a Phi Delt means to you.

5. **Ask him to join**

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You have taken a man you did not know, made him your friend, and introduced him to your brothers and fraternity. Now, invite him to join Phi Delta Theta. Many young men are interested in Greek life, but do not join for a very simple reason - they are never asked.

The five steps listed above should be the core of all your recruitment practices. When recruiting members, most chapters forget steps one through three altogether. They talk about the intangible benefits of Fraternity with people who they do not know - people who have no reason to trust or believe them. As previously mentioned, this five-step process is key to your success in recruitment. It is easily implemented and effective because it establishes a foundation for 365 day recruitment. It is the best way to find and recruit quality men for your chapter of Phi Delta Theta. It takes time to progress through the steps, but the result is a more quality understanding of and relationship with your recruits. Below you will find a more detailed discussion of the process, and items to consider under each step.

### **Meet him**

To be effective in recruitment, you must not only be knowledgeable and believe in Phi Delta Theta, you must also have the ability to convey these things to others effectively. Obviously, to do this, self-confidence and a healthy self-image are a must. Confidence can be developed by establishing consistent success at small routine interactions, as well as future goals. But success also requires that you have the courage to risk rejection. As you put your fear in a realistic perspective by asking yourself what you are risking, you can then begin to function in spite of that risk. All of our acquaintances and friends were once strangers to us. Every new contact is a test and challenge. You may be rejected, and you may also learn how to reject gracefully. It is probably easy to think back to a time and place where you were reluctant to introduce yourself to someone; so you did not. Your fears, for whatever reason, may have been stronger than your eagerness to make contact. To be successful in recruitment and gain the men we desire as members, we must overcome this hesitation.

If we are to be successful in recruitment, then we need to be successful in the first step: meeting him. This may be the most difficult of the five step process for some people. The chapter needs to remind itself that we are fraternity men, more importantly- members of Phi Delta Theta. Be confident and proud of that membership and go out and meet future brothers with whom to share the Phi Delt experience. Your initial contact with the recruit is the most impressionable. It is important to establish a positive image in the first few minutes of contact. Remember, the entire chapter will be judged on the lasting impressions that you make, and a positive first impression means everything. .

### **Make him your friend**

Certainly everyone has made friends. Friendship comes naturally when two people who meet share the same interests. However, in formal settings,

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conversations are usually superficial and the situation is unnatural. We must attempt to make friends in a relaxed atmosphere where neither the prospect nor the member is inhibited. Our conversations must never be superficial or insincere. The importance of making friends with recruits is that they will be spreading the word and may join another fraternity based on how they perceive you.

### **Introduce him to your friends**

Introducing someone to your friends should be informal. Groups of four recruits and four brothers will compromise an ideal recruitment event. You want your event to be casual, but you also want to include some type of activity. During the activity itself, take the proper steps to ensure each potential member meets as many of the chapter members as possible. Allow each brother adequate time to spend with recruits. Your goal should be to have nearly everyone in your chapter know enough about each individual so that they may make a well-informed remark about his character, or potential contributions he could make to Phi Delta Theta. During recruitment events, utilize a small group approach to make recruits feel comfortable in this sometimes awkward setting. Having only a handful of brothers talking to a potential member at one time will relieve pressure and allow him to open up quicker. From this, you will be able to get a better feel for the men interested in joining your chapter. You need to plan activities that will allow you to interact with recruits. The purpose of your events is to get to know fellow students, and induct those who will add to the strengths of your chapter, and spread the word of your success to non-affiliated students. Below are ideas of events that provide opportunities for you to accomplish these goals:

- |                   |                           |
|-------------------|---------------------------|
| ✓ Bowling         | ✓ Billiards               |
| ✓ Laser tag       | ✓ Amusement park          |
| ✓ Sporting events | ✓ Dinner with the chapter |
| ✓ Hiking          | ✓ Golf                    |

### **Introduce him to Phi Delta Theta**

Chapter recruitment can quickly become repetitive and superficial, leaving members less than excited to participate. The essence and dynamic nature of the fraternity is lost. Since recruitment should happen 365 days a year, every time a Greek spends time with a nonaffiliated student, he should be thinking “recruitment.”

The introduction to the fraternity should not be a “cram it down their throat” approach, but a subtle strategy promoting relationship building and encouraging continued interaction which will lead to increased interest in fraternity membership. Basically, both members and recruits are looking for something more than small talk around a table of refreshments. Here are ideas to take into consideration:

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## Event Size

Some of the best recruitment events are informal and intimate—such as a round of golf, with a handful of members and recruits enjoying each other’s company and enjoying an activity which they all personally value. Too many people can quickly make a quality recruitment event overcrowded and impersonal. The best recruiting is done one-on-one or in small groups.

## Event Location

While most “traditional” recruitment events have included several brothers dressed in blue blazers and standing around a table of refreshments, some chapters have been successful at getting away from the chapter house.

- ✓ *The sporting event.* The sporting activity is a natural way for people sharing a common interest to come together, often times with people they do not know well. Many students in residence halls would jump at the chance to play recreational sports. This type of event works because it is natural, simple, easy to set-up, and free in cost to both the chapter and to the prospective new member.
- ✓ *Community service events.* As many as 50% of college students have indicated that “helping others” is of value to them. With this in mind, a chapter service event can easily double as a recruitment event.
  - River or water clean-ups
  - Senior citizen’s center
  - Soup kitchens
  - Habitat for Humanity
  - Elementary school field events
  - Painting homes for the needy
  - Boys’ and Girls’ Clubs
  - Helping at a shelter

## Event Duration

Chapter events do not have to last all evening. A 45-60 minute activity will suffice. In fact, the National Interfraternity Conference suggests the “study break” approach to recruitment. All college students study, so why not hold events around studying? Try going for pizza at a nearby restaurant.

## Talking fraternity

Sell the Greek System. The concept of fraternity is building a better man. Talk about leaders who have benefited from joining the Greek system:

- ✓ All except four US Presidents since 1825 have been fraternity men.
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- ✓ 63% of the US President's cabinet members since 1900 have been fraternity men.
- ✓ 71% of the Who's Who in America are fraternity members.
- ✓ 76 % of US Congressmen are fraternity members.
- ✓ 85% of the US Supreme Court Justices since 1910 have been fraternity members.
- ✓ 85% of the Fortune 500 executives are fraternity members.
- ✓ Of the nation's 50 largest corporations, 43 are headed by fraternity members.

It is not too difficult to define the benefits of Greek life. Social contacts, leadership, exposure to different cultures, community awareness, assistance with academics, and brotherhood are just a few reasons why so many people have chosen Greek life.

Sell Phi Delta Theta. At some point, your conversation should center around your fraternity. Important facts about the Fraternity and its members on an international and local scale must be discussed. To the recruit who is looking at other chapters, hearing the same old song and dance that your fraternity "has the best parties" or "gets the best looking women" can be a turn-off. You need to explain what makes your chapter stand out. What makes your brotherhood strong? What unique benefits do you have to offer? What are your chapter's strengths? How have your members been provided with a better college experience by joining Phi Delta Theta? If you are going to say that Phi Delta Theta is the best, be able to back it up with the facts.

Important points to make when selling Phi Delta Theta:

- ✓ Number of international chapters (approximately 160).
- ✓ Mention the number of men actively involved in the fraternity across the country (approximately 8,000).
- ✓ Number of Alumni (over 227,000)
- ✓ Tell recruits about famous Phis.
- ✓ Inform them of the benefits of belonging to a larger organization (Leadership Conferences, Foundation scholarships, The Accolade Program, publications, Alcohol-Free Housing, etc.).
- ✓ Famous firsts within Phi Delt (Phikeia manual, Phikeia pin, song book, etc.).

Sell Your Chapter. Talk about your ...

Scholarship program:

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- ✓ What is the chapter GPA?
- ✓ What is your rank among fraternities?
- ✓ How many brothers have received academic recognition?

#### Community service projects:

- ✓ What types of projects has the chapter done?
- ✓ What are the plans for future projects?
- ✓ Does the chapter have a yearly projects?

#### Leadership:

- ✓ What leadership opportunities are provided by the chapter?
- ✓ What do the leadership positions entail?
- ✓ How does one get involved?
- ✓ What are the rewards?

#### Scholastically:

- ✓ Built-in tutoring system.
- ✓ Advice on courses and professors.
- ✓ Study skills.
- ✓ Assistance from the faculty advisor.
- ✓ Incentives and awards.
- ✓ Scholarships available.

#### Personal Development

- ✓ Living together with men whose brotherhood one enjoys.
  - ✓ An array of backgrounds and personalities.
  - ✓ Enriches the college experience by filling a gap in the lives of students that the institution cannot.
  - ✓ Enjoying counsel of older men; those that have experienced similar problems personally, academically and otherwise.
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- ✓ Opportunity to meet and work with many outside of Phi Delta Theta: alumni, university personnel, other Greeks, unaffiliated individuals.
- ✓ A home away from home.
- ✓ Lifelong friendships formed and tightened through a bond of brotherhood.
- ✓ Alumni contacts.
- ✓ Something in common with all fraternity men.
- ✓ Fraternity outlets to help stimulate extracurricular interest.
- ✓ Opportunity to identify with a group; develop spirit and pride.
- ✓ Quick group identity.

#### Developing Organizational and Leadership Skills

- ✓ Opportunity to serve in a leadership capacity, learning to work with people in challenging situations, and problem solving skills.
- ✓ Excellent opportunity to gain organizational experience.
- ✓ Learn parliamentary procedure.
- ✓ Improve speaking ability.
- ✓ On-the-job experience (treasurer, president, etc.).
- ✓ Start a lifelong process of associating and working with men of like interest.

#### Social Development

- ✓ Learn social etiquette.
- ✓ Develop social confidence and poise.
- ✓ Benefit from fraternity social functions.
- ✓ The experiences are unique to Phi Delta Theta.

#### Social activities:

- ✓ What type of social activities does the chapter have?
  - ✓ What are some fun times you have had with your brothers?
  - ✓ What types of brotherhood events do you have?
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- ✓ What types of social contacts have you made being a member of Phi Delta Theta?
- ✓ Explain the Alcohol-free Housing Policy?
- ✓ What are the advantages of living in an alcohol-free facility?

Intramurals program:

- ✓ How has the chapter done in intramurals?
- ✓ What sports is the chapter good at playing?
- ✓ What brothers are involved in what sports?
- ✓ Does the chapter have any varsity athletes?

Membership education:

- ✓ What have you learned in the fraternity that you could not learn anywhere else?
- ✓ What is the Phikeia education program like?
- ✓ Do you haze?
- ✓ Will I have to join a campus organization?
- ✓ Will the chapter help me with my scholastics?
- ✓ Can I become involved as a Phikeia?
- ✓ What can I expect to gain from joining Phi Delta Theta?

Finances:

- ✓ How much does the fraternity cost?
- ✓ Can someone have a payment plan?
- ✓ How does Phi Delt compare to other chapters on campus?
- ✓ What do I get for the money?
- ✓ Where does the money go?

Alumni Networking:

- ✓ What do your alumni do?
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- ✓ Are they still involved with the chapter?
- ✓ Can you make contacts by joining Phi Delt?
- ✓ Who are the local “famous” alumni?
- ✓ Are there any alumni on the campus?

Campus Activities and Involvement:

- ✓ In what clubs and activities are the brothers involved?
- ✓ Can the chapter help an individual get involved on campus?
- ✓ Have any brothers received special recognition on campus?
- ✓ In what types of events does the chapter participate?

Ritual:

- ✓ What is ritual?
- ✓ How does it help you in life?
- ✓ How does the chapter plan to prepare the Phikeia for initiation?

Brothers:

- ✓ What do some of your brothers do?
- ✓ How do you get along?
- ✓ Are you truly close to every brother in the chapter?
- ✓ What are some of the great times that you have had together?

Local chapter history:

- ✓ How long has the chapter been on campus?
- ✓ How did the chapter get to where they are now?
- ✓ What are some of the traditions?
- ✓ What have been some of the chapter’s accomplishments?

Talk with the recruit about...

- ✓ Why you pledged Phi Delt?
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- ✓ What you have gained from Phi Delt?
- ✓ What the obligations of membership are?
- ✓ Upcoming chapter events.
- ✓ How can Phi Delta Theta help him to be a better person?
- ✓ What changes the chapter has gone through?
- ✓ Specifically, how do your brothers help each other?

### **What they might want to know...**

The academically minded student will be interested in the chapter's scholarship program, that you have test files, that your membership is made up of a variety of majors, that you have quiet facilities for study, that he will have an opportunity to apply for the Phi Delta Theta Educational Foundation Scholarships.

The socially oriented student will be interested in hearing how the fraternity can provide social contacts. He will be interested in your social events, and will want to know how Phi Delt can help him with his social skills and personality development.

The vocationally oriented student will be interested in the avenue your chapter provides for meeting alumni in the business world who can advise him on job opportunities and the manner in which the chapter can increase his leadership skills.

The activity oriented student will be interested in the opportunity your chapter provides for giving information on how to participate in campus activities. He will also be interested in service projects and the opportunity to meet both non-Greeks and Greeks.

### **Ask him to join**

Phi Delta Theta requires at least a two-thirds majority vote (depending upon the individual chapter) to extend bids of membership. Using the personal approach to recruitment will enable the brothers to get to know the prospect. By the time your bid session arrives, there should be no doubt whether or not you want the prospect to become a brother. By utilizing year-round recruitment effectively, in some cases, the chapter will have known its recruits for several months. You are able to make a much better judgment on character with this method than simply following a 5-10 day formal rush week. As in business, you may have the greatest product, but it is worthless if you do not "make the sale." Before sitting down to extend a Bid of membership, make sure you know everything about his needs and desires. Summarize the benefits of membership in Phi Delt and how they will accommodate his needs.

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