

# Recruitment: Resources

## **Books Related to Fraternity/Sorority Recruitment:**

“Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment”  
by Matthew Mattson and Joshua Orendi

“I Heart Recruitment: The Eight Steps to Limitless Possibility for Sorority Recruitment”  
by Jessica Gendron and Colleen Coffey

“Built To Last: Successful Habbits of Visionary Companies”  
by James C. Collins and Jerry I. Porras

“The Tipping Point: How Little Things Can Make A Big Difference”  
by Malcolm Gladwell

“Good To Great: Why Some Companies Make The Leap...And Others Don’t”  
by James C. Collins

“Leading Change” by John P. Kotter

## **Independent Consultants for Recruitment:**

Tip: Fees and honorariums for consultants vary, but often run between \$2,000 and \$5,000 – usually for a set program or a set number of hours work. Partner with other organizations to make consultants affordable, and work to negotiate with them.

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# Recruitment: Selling "The Brand"

What is a "brand"?

## The 5 Key Areas of Successful Brands

### THE "WHAT?"

Message:

Simplicity:

### THE "HOW"?

Consistency:

Repetition:

### THE "WHO"?

Alignment:

List 5 words or phrases that "brand" your fraternity or sorority:

- 1.
- 2.
- 3.
- 4.
- 5.

# Recruitment: 5 Step Model

## **Step 1. Meet Them:**

We actually know the majority of the people we should be recruiting. Through natural involvements like athletics, campus events, and even classes, we meet individuals who exemplify our values. Depending on flyers and events to get people to meet you isn't as effective.

## **Step 2. Make Them Your Friend:**

The bonds of brotherhood are based on friendship. Our founders were friends with similar ideals who created the organization to be a vehicle to improve our lives. Instead of choosing people we don't know to share our values, ritual and secrets, why not choose our friends? Don't take chances with people who could ruin your organization when they become members.

## **Step 3. Introduce Them to Your Friends:**

The key to recruitment is going from Step 2. to Step 3. People will join an organization because their friends are members, not look for members of a certain organization to be friends with. This does not mean keeping it a "secret" that you are fraternity brothers; but it does require restraint.

## **Step 4. Introduce Them to Your Organization:**

Formal recruitment can fit very well into Step 4. This means we need to recruit people BEFORE they come to events. When they are already our friends the events aren't fake and superficial they are more likely to relax and help recruit themselves.

## **Step 5. ASK THEM TO JOIN:**

Continuously invite great people to join the next new member program scheduled. This doesn't mean waiting until one time every year to distribute bids. Change system-wide rules that are too limiting and unrealistic. They are based on fear and the end result is less Greek unity and lower membership totals. Remember: if you don't ask them to join, how will they ever become members?

(The 5-Step Model of Recruitment is detailed in the North-American Interfraternity Conference's "Right Way to Rush II." Contact NIC for more at [www.nicindy.org](http://www.nicindy.org).)

# "Recruitment By The Numbers"

Never say "Oops" about a member again!

This resource was created by David Stollman of CAMPUSPEAK, Inc.

Learn more at [www.CAMPUSPEAK.com](http://www.CAMPUSPEAK.com).

## 3

Levels of Recruitment:

1. **Individual Action**
2. **Chapter Planning**
3. **System Assistance**

Understanding Our Market:

## 3

Types of College Students

### 10-20% Will Always Join

They are the people who typically go through "Formal Rush."

Oftentimes join for the party image of the organization.

Some have friends or family in fraternities or sororities and know what we are really about.

### 60-80% May Join or Not

#### TARGET MARKET

Most DON'T go through "formal rush." They don't just COME to us!

They often don't join because of stereotypes.

More of them are commuters, transfers, and 1st generation college students.

Most are not new students.

They think it is too late to join. We need to go to them!

### 10-20% Will Never Join

People who simply never join.

The population is much smaller than most think. Only a few people are beyond our reach if we learn to recruit.

Many of our members once said they wouldn't join!

Don't just take someone who wants to be in a fraternity/sorority.  
Selectively RECRUIT the people you want to call brother/sister!

This data was collected by the North-American Interfraternity Conference.

# Recruitment: 5 F\*n' Ways To Master Conversation

- #1 Family/Friends  
**How do you know John? How close are you with your family? Who else is on the team? How did you guys meet? How does our family feel about...?**
- #2 Favorites  
**I love Tony's Pizza, what do you normally order? Which classes are your favorites? Which sports teams do you follow?**
- #3 Firsts  
**What did you think of freshman orientation? How is your first week of classes going? What was your first semester like? What's your first impression of this place?**
- #4 Fun  
**I love poker too, how often do you play? What other card games do you know? Where do you guys usually hang out on the week ends? What else are you involved in outside of class?**
- #5 From  
**Where are you from? How did you end up here? Where do you live now? How often do you get back to Florida? What was it like growing up in...?**

(From the book "Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment" by Matthew Mattson and Joshua Orendi. More at [www.phiredup.com](http://www.phiredup.com).)

# Recruitment: 10 Steps for Success

Resource developed by David B. Stollman of **CAMPUSPEAK, Inc.** ([www.campuspeak.com](http://www.campuspeak.com))

- Step 1. One Person in Charge: Elect ONE person to be in charge of Recruitment. Must be an Exec level position with a year long term of office.
- Step 2. Post a "Wish List": The list of people we WISH were members need to be VISIBLE every time we meet. Add phone numbers and e-mail addresses so members can contact them with ease. Names should be added regularly. List should be 3-4 times the size of the current chapter membership.
- Step 3. Bid Discussions Every Meeting: EVERY SINGLE MEETING we need to discuss one or two people on our Wish List. It is a reminder to keep recruiting throughout the entire year, not just at the beginning of each semester.
- Step 4. Posted Goals: Goals for the semester and year must be visible each meeting or they are forgotten. The reminder will continue to spur enthusiasm.
- Step 5. Skills Training: Train your members. Develop their communication skills regularly. Practice makes perfect. They should all know the answers to basic questions and how to handle common concerns with joining.
- Step 6. Include Recruitment in What We Already Do: Recruitment shouldn't be more work. It is merely doing what we normally do, and inviting people to join us. It shouldn't be such hard work or so stressful. At least two chapter events per month should be able to include recruitment. Create a year-long plan on paper!
- Step 7. Written Expectations for All Members: Just as everyone is expected to pay dues and go to meetings, create a recruitment expectation. Each member MUST spend "quality time" with one person on the wish list each and every week. No excuses, no exceptions.
- Step 8. Positive & Negative Incentives: If members are going above and beyond the basic expectation for us all, we need to recognize and reward their efforts. We also need to let members who fall below our expectations know it isn't acceptable through punishments.
- Step 9. Measurable Membership Eligibility Standards: What does it take to be a member? We need to set standards that we are proud of. Standards that clearly reflect our values. These standards should be known on campus. They will reflect well on the chapter that sticks to them.
- Step 10. Pyramiding Resources – Team Based Organizational Structure: Use a Recruitment Committee numbering 20% of the chapter. They implement the chapter recruitment plan as a group, they also decide on incentives and who is invited to join. The chapter is broken up into small Teams of about 4-5 members in each. Each of these Teams has a person that was selected because they can be counted on as a leader to be their "Captain" or "Chair." The committee is comprised of the Team Captains.

# Recruitment: 5 Ways Councils Can Help

Developed by David B. Stollman of CAMPUSPEAK, Inc. ([www.campuspeak.com](http://www.campuspeak.com))

Often, the leaders of our Greek Communities are conscientious people who desire success. They want things to improve and work hard to make the system better. Unfortunately, their role in effective recruitment is limited. People join people not a Greek system. Each chapter will succeed or fail because of how well its members recruit. Success is up to the individuals and the chapters. Recruitment is the chapters' job.

**1.**

## Educate

- Teach the right philosophy and practices of recruitment
- Provide workshops on communication skills
- Teach chapters how to recruit year-round
- Includes educational PR campaign aimed at non-Greeks

**5.**

## Evaluation

- Teach chapters how to evaluate their own recruitment efforts
- Evaluate system efforts
- Market research: focus groups, phone & e-mail Surveys
- Get basic info from all who join and those that don't

**2.**

## Opportunities

- New Student Orientation
- Resident Hall Move-Ins
- A welcome back BBQ
- A tutoring program
- Campus-wide service project with other groups
- Co-sponsor events with non-Greek student groups

**4.**

## Expansion

- Have a clear expansion policy
- Seek out new groups to join the community
- Provide assistance to new organizations
- Promote diversity to provide a Greek experience for all students

**3.**

## Basic Rules

- Dry recruitment, not just "Dry Rush"
- No fees or mandatory visitation
- All public events and ads must be in "Good Taste"
- Specify a Bid Period not Bid Day
- Strict enforcement of rules and harsh penalties

# **PR: S.W.O.T. Analysis & Linkages**

**Strengths:**

**Weaknesses:**

**Opportunities:**

**Threats:**

**Linkages:**



**YOUR CHAPTER**