

Developing an Individualized Recruitment Plan

Part One – Through attendance at an event

Goal: To develop a recruitment plan that best meets the needs of individual potential members.

Needed items: Lined index cards, 3-5 pens, Table at entry way

Process: as potential members enter the recruitment event at the chapter facility, an active member at a table greets them by the entryway. The greeter will ask the potential member to fill out the following information on an index card: name, year in school, major, high school and year graduated, why they are interested in joining a fraternity.

The most important part to this is the process of engaging active members (AMs) in conversations with potential members (PMs). This permits the exchange of important information that will give AMs and PMS a better understanding of how the chapter and PMs will benefit from membership. Having a gameplan as to when and where these questions are asked can be important. Some thought provoking questions that will allow the AMs to learn about the PMs are included at the end of this activity.

Throughout the night, AMs take it upon themselves to become responsible for learning about PMs. It is important that the chapter understands what questions to ask, how to ask them and various other interpersonal skills they need to remember names and facts about the PMs.

At the conclusion of the first event, after PMs leave, AMs will gather to discuss facts about the PMs. As each card is read, AMs will share information that they learned about that person and it will be written on back of their index card. This is not an opportunity to discuss PMS, but rather just provide information about the potential member such as interests, campus involvement, and reasons why the PM wants to join a fraternity. Discussion should be limited to quick facts in order to save time. This is not a membership selection meeting, so only information that helps AMs understand more about the person should be shared.

At the end of this meeting, the recruitment team will then take cards and develop a plan for the individual recruitment of each PM. This is when the process of recruitment becomes more important than simple events. You now have the “gameplan” to recruit your star players! These gameplans should be kept in a place where chapter members can easily access them to understand their role in the recruitment of each and every potential member. This process should be approached very carefully as identifying tactics is pivotal to not only selling the fraternity, but ensuring that the PM has been given enough information to select a fraternity. A sample of what a recruitment plan looks like is attached

This process can be rehearsed by separating the chapter (and alumni if possible) into a simulation of a recruitment event. The event should be held as if it were a real recruitment event. However, rather than having those playing the part of PMs leave, they would also take part in the discussion of interests in order to develop the plan.

**Recruitment Plan
Information for Potential Member Recruitment
after attendance at recruitment events
SAMPLE**

Name	Dan Bureau
Year in school	Sophomore
Major	Communications
High school and year graduated	Central '00
Why they are interested in joining a fraternity	originally was not interested, but he has met some guys in class who are good guys; wants to make campus feel smaller; community service
Information gathered from recruitment event	Dan played basketball and tennis all four years of high school, was student council president and worked part-time at a bagel shop; he is really interested in getting involved and spent last year as a member of his residence hall association

Plan to Recruit Dan

Members to match up with (chapter member signs next to their name for accountability):
These members are to become the experts on this potential member.

1. Chris McRoberts – on U of I tennis team _____
2. Mike McRee – involved in student government _____
3. Jim Barber – in class with him last spring _____
4. Todd Sullivan – in class with him last spring _____
5. Tom Jelke – communications major _____

Events to include Dan on:

1. Future Recruitment Events (all above listed members should make an extra effort to talk with PM and introduce him to others in the chapter)
2. Three-on-Three Basketball game with guys from chapter; bring to game this weekend.
3. Study Hall – pair with Tom Jelke, Communications major
4. Lunch with Jim and Todd
5. Tennis this weekend with Chris

Recruitment Team will inform Active members about their role in recruitment; all members are expected to attend future recruitment events hosted by the chapter.

**Recruitment Plan
Information for Potential Member Recruitment
after attendance at recruitment events**

Name

Year in school

Major

High school and year graduated

Why they are interested in joining a fraternity

Information gathered from recruitment event

Plan to Recruit

Members to match up with (chapter member signs next to their name for accountability):
These members are to become the experts on this potential member.

1. _____
2. _____
3. _____
4. _____
5. _____

Events to include _____ on:

1. Future Recruitment Events
- 2.
- 3.
- 4.
- 5.

Recruitment Team will inform Active members about their role in recruitment; all members are expected to attend future recruitment events hosted by the chapter.

Developing an Individualized Recruitment Plan Part Two –before recruitment starts

Goal: To develop a recruitment plan that best meets the needs of individual potential members.

Needed items: Lined index cards, Pen for each active member

Process: Active members meet prior to recruitment to create their dream team of potential members. They will brainstorm a list of names of men who are not affiliated with a fraternity on campus. These could be incoming first-years up to Juniors and even seniors.

Once the list is complete, the chapter will discuss each member and how they would add something to the fraternity. At that time, the chapter will develop a recruitment plan for each PM.

This plan is much like the first one but is slightly different. This is a much more proactive way to recruit the best men for your chapter. Think of it as how a coach recruits for their team. Coach K recruited an NCAA Championship team for Duke, he didn't wait for them to come to him.

A proactive plan can be developed using the following format:

Recruitment Plan
Information for Potential Member Recruitment prior to recruitment events

Name

Year in school

Major

High school and year graduated

Why they COULD BE interested in fraternity life

Other facts that we could use to recruit them

Plan to Recruit

Members to match up with (chapter member signs next to their name for accountability):
These members are to become the experts on this potential member. They are the ones that the chapter has chosen to recruit this member due to their perceived common interests

1. _____
2. _____
3. _____

Events to include on:

- 1.
- 2.
- 3.
- 4.
5. Future Recruitment Events

Recruitment Team will inform Active members about their role in recruitment; all members are expected to attend future recruitment events hosted by the chapter.

Some Strategies to Organizing The First Recruitment Event

1. Group members into teams, no more than three members on each team.

Example:

Team One: Chris Jones, Mike Roberts, Patrick Ewing

Team Two: Andrew Russell, Dan Patrick, Rich Traxer

Team Three: Jim Barber, Todd Sullivan, Tom Jelke

2. Assign one person that is the transition guy – he will be the one that walks the potential member to the next group as the questions wind down with each PM. You may also want to assign one of the actives to be the one who remembers names and one to be the main question asker.

Questions are assigned to teams:

Team One: Questions related to scholarship

Team Two: Questions related to involvement (campus and chapter)

Team Three: Questions related to Greek Life

Team Four: Questions related to High School or College

Etc.

The Process of Getting to Know the Potential Member

There has to be a plan. A PM will hear the SAME QUESTIONS over and over that night. They may as well wear a nametag with their name, major, hometown, year in school, high school, etc. written all over it. Avoid those questions. Like any part of a solid recruitment plan, this will take time, but in the end it will be worth it.

Break the chapter up into teams. Put strong talkers with less strong talkers. Never put more than three members on a team, as it can be intimidating for PMs. Have a system where you move PMs through groups so that as many members as possible can meet them. Ask important questions that help you understand the PMs wants and needs from fraternity membership. Questions that can be answered with one word responses should either be avoided or a follow-up question should be ready. Healthy conversations and sometimes debate can grow from simple “what is your favorite.....” questions.

As PMs come in and out of the circle, get their names and involve them in the discussion. NEVER leave them hanging. Always transition them to another group so that PMS are always engaged in conversations.

Some questions to ask:

- 1. What are your career interests? What do you see yourself doing down the road and how do you plan to get there? This may be a good time to talk about the networking opportunities provided by Greek Life.**
- 2. What are your initial impressions of Greek Life?**
- 3. What is your initial impression of our fraternity?**
- 4. Have you heard about some of our philanthropic and service efforts? (Tell the PM about some of the things you do).**
- 5. Are you familiar with our scholarship program?**
- 6. What types of activities were you involved in during high school?**
- 7. What types of activities are you hoping to get involved with during college?**
- 8. How do you see our fraternity fitting into your college career? (They may not know enough about your fraternity or Greek Life in general, so help them along with this one)**
- 9. What is your favorite band and why?**
- 10. What is your family like?**
- 11. What is your favorite Basketball team? Football team? Baseball team? Why**
- 12. What is your funniest high school memory?**
- 13. Why did you choose U of I?**
- 14. What kinds of things do you like to do with your friends?**
- 15. Have you done any traveling? Where did you go? What was that experience like?**
- 16. What kinds of stereotypes have you heard about Greek Life?**
- 17. How do you like living in the residence halls? How do you like living at home?**
- 18. Has anyone explained to your our social program (good chance to explain social benefits while making them understand that there are rules to follow)?**

19. Why did you choose to look into fraternity life now? (if they waited a year, ask why they waited)

What kinds of questions do you have about Greek Life or our fraternity?

The Wheel Activity

Have the chapter identify recruitment as their top priority (the center of the wheel). With this in mind, who are the key players in the chapter who can best assist in this effort (answer should be anyone in the chapter)?

It can be also used to identify the roles that chapter leadership plays in the process of recruitment. If the focal point is recruitment, then the scholarship chair, the alumni chair, the community service chair, etc. all have to play a role in this process. When they know their role, they are best prepared to sell the aspect of the fraternity product that they “represent”. They can also assist in a marketing plan to recruit new members rather than talk a lot during “rush” events. An example of this use of the model is below.

