Recruitment Messaging 2015-2016

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Remember...

There are two rules regarding fraternity recruitment:

1. You can’t recruit who you don’t know.

   And

2. People don’t join fraternities...People join people!

*Phired Up Productions, LLC Dynamic Recruitment Workbook
Membership Quality
In order to bring quality members into the chapter, you must clarify your definition of quality and have a means to evaluate quality in prospective members. This is an example of what we use.

Recruitment Criteria

• **Brotherhood:** 3+ brothers speak on his behalf **AND** Completed 1:1 membership interviews.

• **Scholarship:** Must have achieved a cumulative GPA of 2.5 or above on a 4.0 scale with 12 or more credits, **OR** Achieved a 2.5 overall GPA from High School (1st semester freshmen).

• **Character:** During recruitment, exhibits brotherhood and character, **AND** Is accountable and responsible through his actions.

• **Service:** Has participated in some type of community service, **OR** Has been involved in some type of community or civic organization.

• **Leadership:** Must have leadership experience...  
  - Active in 2+ campus organizations, **OR** 
  - Active officer of one college organization, **OR** 
  - Officer of one organization in high school, **OR** 
  - Has been a current/past varsity athlete.

Commitment:
I ______________, as a sign of my integrity, promise that I meet the standards and values of Phi Sigma Kappa fraternity. I promise to meet my financial obligations, in a timely manner, to my fraternity, college and country. I promise to conduct myself responsibly and to be accountable for my actions. I will conduct myself as a gentleman at all times. By these things, I stand.

Pending New Member’s Signature  ______________  PSK Member’s Signature  ______________  Date Signed  ______________
Member Involvement in Recruitment
● Every member should be responsible for sharing specific pieces of information with the PNM during recruitment (rush). All members should know this, but there should be people chosen to specifically discuss ‘their’ topic. Never leave a PNM alone at an event. If you don’t know someone...Introduce yourself! Don’t make it like a Jr. High dance.

- Financial Commitment:
  $79 Association fee – one-time fee due on or before ROA.
  $290 Initiation Fee – one-time fee due on or before ROI.
  $___ Semesterly Dues – due 1st week of the semester, starting the semester following initiation.
  (should include census & insurance fees)
  *** This information is mandatory to share with PNMs.

- Time Commitment:
  An average member should dedicate 3-5 hours per week for PSK.
  Committee Chairs should allow for 5-7 hours per week for PSK.
  Executive board members should plan on 7-10 hours per week.
  *** This information is mandatory to share with PNMs.

Why join a Fraternity?
1. Since 1825, all but 3 U.S. presidents have been fraternity men.
2. 85% of Fortune 500 executives were part of Greek life.
3. Graduation rates are 20% higher among Greeks vs. non-Greeks.
4. Fraternity membership teaches crucial social interaction skills.
5. The high level of camaraderie with fellow members.
6. A professional network after graduation.
7. Opportunities for leadership experience and training.
8. Lots of community service opportunities.
9. An academic support network.
10. Resume Builder.
11. Becoming a part of a long-standing tradition.
12. The chance to prove stereotypes wrong.
Why join Phi Sigma Kappa?
1. More than 18 Leadership opportunities.
2. Core Values.
   ● Value Brotherhood Above Self
   ● Demand Excellence
   ● Meet Challenges with Innovation
   ● Commitment to Lifelong Learning
3. Cardinal Principals.
   ● To Promote Brotherhood
   ● To Stimulate Scholarship
   ● To Develop Character
4. There are often scholarships available.
5. General Convention (odd years).
10. Lowe Volunteer Conference.

Why People Quit / Drop
1. Misaligned Expectations
   ● Lied to; “sold a bill of goods.”
   ● Time & Money were misrepresented.
2. Lack of Connection
   ● No real friend or mentor in the group.
   ● Hazing does NOT connect men to the group!
3. Priority
   ● Other things are more important.

*This data provided by Phired Up Survey*
Sample One-on-one Meeting Questions

- What are you looking for in a Fraternity experience?
- What activities are you involved in?
- What is your area of academic emphasis?
- What talents can you offer to the Fraternity?
- What accomplishments are you most proud of and why?
- How do you balance your social and academic commitments?
- What do you hope to get out of your college experience?
- Do you know the responsibilities and obligations of membership in PSK?
- How do your parents feel about you joining a Fraternity?

Having PNM’s Recruit for You
It is also smart to encourage the PNM’s to help you recruit during their recruitment period. There will always be a few PNM’s who attend all the recruitment events and have a high probability of accepting their bids. Ask those guys if they know any high character guys who they think would be a good fit in the fraternity. Help them get these guys to rush events.

You will be surprised how eager these PNM’s will be to help. The fact is, they are going to be trying to make a good impression with the fraternity and will do everything they can to help. Also, they are probably better connected to guys in dorms and freshman friends.

Facing facts, fraternity recruitment is often led by the youngest members. They are more in touch with younger guys who are interested in joining fraternities. You have a very motivated resource that fits that description in your new members. And they need to learn how to recruit.

Teach them how to recruit and grow your fraternity at the same time.
Recruitment Planning

All good recruitment programs include a goal - the *specific* number of new members that the chapter is looking for and a specific *deadline* for their recruitment.

Before setting a goal for your chapter, you should consider a number of things. First, you need to ask, "How many new members do we need?" Your chapter might have a large number of seniors graduating this year who must be replaced. Or, the chapter may need more men to fill a new house. To be a campus leader, your chapter will need plenty of members with a wide variety of talents, skills and interests. As you set your goal, think carefully about how it will affect your chapter’s size in relation to the other fraternities on your campus. (*note – smaller is not better!)

Finally, set a goal which is both challenging and *realistic*. How many men did you recruit last year? How many of those men initiated? How many men did the largest Fraternity on your campus recruit? Set your sights high, but remain *realistic*. Make sure that your goal can be *achieved* with hard work on the part of all chapter members.

Once you have a *specific* number and it is *recorded/documentated*, you have a gauge to see how successful you were in achieving your goal. Make sure that after a number has been chosen, you get *agreement* on that number from the chapter. By gaining their agreement, they have “buy-in” on the goal, and when given a job responsibility during recruitment, they are much more likely to “actually” recruit!

Make sure that your recruitment plans are *ethical*. Review the university IFC recruitment guidelines with the chapter members at a meeting. Be prepared to answer questions. Set up rules within the chapter that are documented and reviewed. (i.e. no alcohol whatsoever, no foul language, dress codes, etc.)

Finally, HAVE FUN! If the PNMs see that you aren’t having fun, neither will they, and you might have lost your next president. Recruitment should not be work. It is meant to be a social experience in getting to know people. Remember, people don’t join fraternities. People join people!
How Big is Your Recruitment Pool?

Do the Math – Part 1:

What is the population of the undergraduate student body? 

Subtract the number of female students

Total

Subtract the number of men already in fraternities

Total

Subtract 15% of this new total to account for “Non-Joiners”

Total

Multiply the new total by 50% (men with interest in Greeks)

Final Total
(Recruitment Pool)

Do the Math – Part 1:

Normal Math - One + One = 2

Fraternal Math - One + One ≠ 2
One + One = Two Ones!

* Phired Up Productions, LLC Dynamic Recruitment Workbook
Plan of Action

A specific plan of action should be designed to achieve your goal. Your POA will serve as your road map and will direct all the chapter efforts. It needs to address all areas of the recruitment process, and cover all the details. If you know what you want to happen and how you want it to happen, you can ensure that the members of the chapter can work together to make it happen.

Creativity is important in any recruitment strategy. New ideas and activities will give your chapter an advantage over others on the campus. The best strategy will include a variety of activities to give each prospective member a good idea of what Phi Sigma Kappa is all about on your campus. In addition to regular or required recruitment events, integrate regular chapter activities in the program. Your events should allow prospective members to meet brothers, develop friendships, learn about the Fraternity, and should include a great deal of personal attention for each man. Outside of events, there should be informal recruitment activities. (1:1 lunch, coffee, video games, sports, etc.)

A good recruitment strategy should:

- Identify prospective new members.
- Have an information gathering component. (cards for name, phone #, email, etc.)
- Include plans to contact / follow-up with PNMs. (see the PNM tracking system attached)
- Include various activities designed to show each prospective member what your chapter is all about.
- Train members on how to trial close. (So, on a scale of 1-10, how interested are you in moving forward?)
- Determine how PNMs will be evaluated and decided upon.
- Detail how the bidding process will be conducted?

Good follow-up can make the difference between the success and failure of an action plan. Be sure to include strategies for personal follow-up in your plan. This may include assigning prospective members to existing members or creating follow-up teams.

Make sure to have some “professional looking” literature to put in the hands of the PNMs as they leave any meeting or event. (brochures, flyers, invitations to the next event, copies of the Signet, etc.) Carefully consider how your chapter’s literature compares to those of other fraternities. Any publication produced by the chapter should look professional and should outline all aspects of your chapter’s operations (brotherhood, scholarship, character, leadership, community service, philanthropy, etc.). There may be brochures available from the HQ office. PowerPoint Slides and video presentations can also be useful recruitment tools. Be sure that your chapter’s strategy includes plans for using all these marketing materials, and especially, social media.
# Names List Management

<table>
<thead>
<tr>
<th>Rank</th>
<th>First Name</th>
<th>Last Name</th>
<th>Phone</th>
<th>Notes</th>
<th>GPA</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>John</td>
<td>Doe</td>
<td>555-5555</td>
<td>8/1-MTG-SP-Bid accepted</td>
<td>3.2</td>
<td><a href="mailto:jdoe@uofed.edu">jdoe@uofed.edu</a></td>
</tr>
<tr>
<td>A</td>
<td>Jim</td>
<td>Bow</td>
<td>555-4444</td>
<td>8/1-EM-SP-Accepted Bid</td>
<td>2.9</td>
<td><a href="mailto:jbow@uofed.edu">jbow@uofed.edu</a></td>
</tr>
<tr>
<td>B</td>
<td>Bill</td>
<td>Sender</td>
<td>555-3333</td>
<td>7/1-MTG-SP-Needs bid</td>
<td>3.0</td>
<td><a href="mailto:bsenr@uofed.edu">bsenr@uofed.edu</a></td>
</tr>
<tr>
<td>C</td>
<td>Dave</td>
<td>Will</td>
<td>555-2222</td>
<td>7/2-IM-SP-Call for 1:1</td>
<td>3.5</td>
<td><a href="mailto:dwill@uofed.edu">dwill@uofed.edu</a></td>
</tr>
<tr>
<td>D</td>
<td>Callem</td>
<td>Now</td>
<td>555-1111</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Callem</td>
<td>Later</td>
<td>555-0000</td>
<td>6/5-MTG-SP-Call in fall. Needs Grades</td>
<td>2.4</td>
<td><a href="mailto:clatter@uofed.edu">clatter@uofed.edu</a></td>
</tr>
<tr>
<td>F</td>
<td>Effum</td>
<td>Seeya</td>
<td>555-6666</td>
<td>6/1-PC-SP-Hates Frats. Hung up on me.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Cant</td>
<td>Findem</td>
<td></td>
<td>7/1-OSFL-SP-can't read phone # and no email. Referred by Jane Doe.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Names List Management Key

#### How does the "rank" column work?

<table>
<thead>
<tr>
<th>Letter</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>This individual has already fully committed. Fully committed means has accepted a bid, paid his Association Fee and been through the ROA.</td>
</tr>
<tr>
<td>A</td>
<td>This individual has accepted a bid and is waiting on ROA or is holding a bid.</td>
</tr>
<tr>
<td>B</td>
<td>This individual has attended a 1:1 meeting, is scheduled for a 2nd meeting and/or needs a bid.</td>
</tr>
<tr>
<td>C</td>
<td>This individual has a 1:1 scheduled, has come to an Interest Meeting or is scheduled to attend an IM.</td>
</tr>
<tr>
<td>D</td>
<td>This individual is a new addition to our list and needs to be contacted.</td>
</tr>
<tr>
<td>E</td>
<td>This individual needs to be followed up with to schedule a meeting at a later date. (needs to get his grades up, save up extra money, etc.)</td>
</tr>
<tr>
<td>F</td>
<td>This individual is not a fit for the Fraternity.</td>
</tr>
<tr>
<td>G</td>
<td>This individual has missing data or we can’t track him down.</td>
</tr>
</tbody>
</table>

#### How do I type in the "notes" column?

The most recent note always goes first. You should always begin with the date, followed by the type of contact and then the initials of who made that contact. After that, you can add a sentence or two about the conversation/interaction.

**Example:**

- 7/30 - EM - SP Shared our recruitment event calendar and reminded him of our follow-up meeting for tomorrow.
- 7/26 - 1:1 MTG - JW **Freshman, Marketing major from Atlanta, GA. 3.2 GPA. Involved in Student Govt, activities board and intramurals. Looking to expand network, gain experience and build a new org.**

- 1:1 - one to one meeting was scheduled
- VM - Left Message
- NVM - No Voicemail
- MTG - Meeting Took Place
- FB - Facebook
- EM - Email (sent or received)
- PC - Phone Conversation
- TX - Text Message
- IM - Interest Meeting
- OFSL - Office of Fraternity and Sorority Life
- ** Signed up for formal Rush

*Key based on Phired Up Productions, LLC Dynamic Recruitment Model*
### PHONE CALL SCRIPT: (video here: http://phiredupfraternity.kajabi.com/posts/rolling-calls)

You've got someone's name on your Names List. What next? CALL THEM!

Here's how to make calls that last less than 90 seconds and result in 1-on-1 meetings.
(You can alter the introduction, as needed, if you met them while tabling or got their info from another source.)

**Hi, is this [THEIR FIRST NAME]**

**This is [YOUR FIRST NAME]**

We haven't been introduced yet, but do you happen to know [REFERING PERSON'S NAME] in [SORORITY]? Well, I had a conversation with [REFERING PERSON'S NAME] last night about a men's leadership organization I'm building on campus. As I shared the opportunity with her, she got really excited about it. She pulled out her phone and started recommending men she knows that would be perfect for this opportunity. Long story short, she gave me your name and your number, and said, "this guy's awesome, give him a call!" Is there a time tomorrow that you have 10 to 15 minutes free when we could grab a cup of coffee and chat?

What time do you get out of class tomorrow?

Perfect! Let's meet at/in [CHosen LOCATION] at [TIME].

I'll shoot you a text in the morning when I get there to let you know exactly where I'll be. Sound fair?

Great! Thanks for the time and I look forward to meeting you tomorrow.

### E-MAIL TEMPLATE

[THEIR FIRST NAME], my name is [YOUR NAME]. I'm a guest of the university, on campus with the purpose of building a new men's leadership student organization. During a conversation with several of the female sorority leaders on campus, I was told that I should reach out to you specifically.

Long story short, I could use your help. Is there a time tomorrow that you have 10 to 15 minutes free when we could grab a cup of coffee and chat? I'd love the opportunity to introduce myself to you and learn a bit from your perspective of what I can do to be more successful. You can send me an email or text reply. Thanks in advance. I'm looking forward to hearing back from you. Here's my contact information:

[YOUR NAME]
xxx-xxx-xxxx
xxx@xxxx.com

### TEXT MESSAGE TEMPLATE

Hey [THEIR FIRST NAME], this is[YOUR NAME]. I left you a VM yesterday. I'm building a new men's leadership organization on campus and we're only going off personal recommendations. A couple different women recommended that I get in touch with you. I'm curious when you have 10 minutes free at some point tomorrow we could meet on campus to chat about this idea?

*Scripts based on Phired Up Productions, LLC Dynamic Recruitment Model*
<table>
<thead>
<tr>
<th>Quality Response Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I don’t have the time.</td>
</tr>
<tr>
<td>a. How much time do you think it will take?</td>
</tr>
<tr>
<td>b. What are your other time commitments?</td>
</tr>
<tr>
<td>c. How much time could you commit?</td>
</tr>
<tr>
<td>d. I would like to introduce you to ____. He works part time, plays a sport, and maintains a 3.5 GPA.</td>
</tr>
<tr>
<td>2. I can’t afford it.</td>
</tr>
<tr>
<td>a. Do you know how much it costs?</td>
</tr>
<tr>
<td>b. May I show you exactly how much it costs and how that compares to other college expenses?</td>
</tr>
<tr>
<td>c. If we could arrange a payment plan, would that make a difference?</td>
</tr>
<tr>
<td>3. My mom/dad/girlfriend doesn’t want me to join.</td>
</tr>
<tr>
<td>a. What is it they do not approve of?</td>
</tr>
<tr>
<td>b. Why do you think they feel that way?</td>
</tr>
<tr>
<td>c. Have they met any of the members in this fraternity?</td>
</tr>
<tr>
<td>d. Would you be willing to help me arrange an opportunity for them to meet some of the members/members’ parents/chapter advisor?</td>
</tr>
<tr>
<td>4. I’ve got to focus on my grades.</td>
</tr>
<tr>
<td>a. What are your concerns?</td>
</tr>
<tr>
<td>b. Did you know the chapter has minimum standards for maintaining membership in the organization, an academic excellence program, and a program to reward scholastic achievement?</td>
</tr>
<tr>
<td>c. May I introduce you to our scholarship chairman?</td>
</tr>
<tr>
<td>5. Upperclassmen don’t join fraternities.</td>
</tr>
<tr>
<td>a. What is it that you would like to get out of a fraternity?</td>
</tr>
<tr>
<td>b. This is a life-long membership. You’re talking about the difference of two years.</td>
</tr>
<tr>
<td>c. We could use a few more guys with your experience and maturity.</td>
</tr>
<tr>
<td>d. You’re that much closer to leveraging our alumni network.</td>
</tr>
<tr>
<td>6. I’d just like to wait a semester to two.</td>
</tr>
<tr>
<td>a. What is it you think will change between now and then?</td>
</tr>
<tr>
<td>b. Would you help me understand the benefits of putting off the experience for a whole semester?</td>
</tr>
<tr>
<td>c. What would need to change for you to feel comfortable moving forward with this pledge class?</td>
</tr>
<tr>
<td>7. I’m not the fraternity type.</td>
</tr>
<tr>
<td>a. What is “the fraternity type?” Does that describe us?</td>
</tr>
<tr>
<td>b. Good. That’s the reason we’re interested in you.</td>
</tr>
<tr>
<td>c. Does that mean you would be willing to help our chapter change the image of fraternities on this campus?</td>
</tr>
<tr>
<td>8. I don’t want to get hazed.</td>
</tr>
<tr>
<td>a. Do you think we haze our new members?</td>
</tr>
<tr>
<td>b. Hazing is unacceptable and strictly forbidden in our fraternity.</td>
</tr>
<tr>
<td>c. Let me introduce you to our newest initiates. I would like you to ask them about any details of their pledge period.</td>
</tr>
<tr>
<td>d. Here is our pledge education program outlining everything we do</td>
</tr>
<tr>
<td>9. I don’t want to live in the house.</td>
</tr>
<tr>
<td>a. What is it that makes you not want to live in the house?</td>
</tr>
<tr>
<td>b. May I show you the fraternity’s plans for filling the house?</td>
</tr>
<tr>
<td>c. We have a lot of brothers who are active members and choose not to live in the house.</td>
</tr>
<tr>
<td>10. I don’t drink.</td>
</tr>
<tr>
<td>a. Do you think you have to drink to be in a fraternity?</td>
</tr>
<tr>
<td>b. The majority of the fraternity’s activities do not include alcohol.</td>
</tr>
<tr>
<td>c. We respect every member’s choice. There is no pressure to drink.</td>
</tr>
<tr>
<td>d. Were you aware the fraternity chooses to implement a substance-free rush and an alcohol-free pledge program?</td>
</tr>
</tbody>
</table>

* Phired Up Productions, LLC Dynamic Recruitment Workbook
**DO NOT PREJUDGE ANYONE.** Put everyone on the list. Now is not the time to decide if someone is qualified for membership.

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

**Who are:**
- scholars ... leaders ... gentlemen
- leaders on campus
- service minded
- spiritually driven
- friends of your friends
- driven to succeed in life
- highly social

**That...**
- never leave their rooms
- make you laugh
- go home every weekend
- frequent the library/lab
- sit with/near you during meals
- sit within 10 chairs of you in class
  (now think of all your classes)
  (think back to every semester/quarter)
- hold an office/position on campus
- traveled abroad
- did not get accepted into/
  dropped out of another fraternity

**From...**
- your freshmen hall
- the floor/in your building
- a sports team you played on
- your clubs/student orgs (get roster)
- Res life/Orientation groups
- work-study jobs
- gym/weight room/wellness center
- TV or radio

**Pull additional names from ...**
- cell phone
- address book
- buddy list
- Facebook/MySpace/networking sites
- student directory
- listserv/email distributions
- list of incoming freshmen
- list of transfer students
- rosters from clubs/student orgs
- rosters from sports teams
- IFC sign-up sheets (past years too)
- scholarship announcements
- yearbooks
- newspaper articles/listings
- housing lists
- list of legacies from national HQ
- invitation lists from socials

**Also consider ...**
- Juniors/Seniors/Super Seniors
- commuters
- adult students
- fathers of current brothers
- community leaders
- Grad students
- ROTC cadets
- international students
- university professional/staff
- weird kid that never leaves his room

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