

THE DOS OF RUSH

1. Be friendly and hospitable, whether you are interested in the man or not. Make sure that everyone who comes in contact with your chapter has a positive experience to take away with him.
2. Be a good listener! Keep the person talking about himself and asking questions for which he needs clarification. Don't dominate the conversation with your experience with the Fraternity.
3. Attempt to relay to each prospective pledge the personal benefits he will derive from membership in our brotherhood.
4. Keep a list of people attending the recruitment functions. Keep them in an up-to-date filing system.
5. Wear your Greek letters, shirts, coats, and badges whenever appropriate.
6. Always use a firm handshake, and concentrate on the prospect's needs. Look the man in the eye.
7. Speak truthfully and be as frank as possible in all conversations.
8. Treat all guests equally.
9. Ask local alumni to attend rush functions.
10. Encourage every prospect to pledge regardless of the fraternity. If you openly rush the Greek system, prospects will be impressed and you will get your share of pledges.
11. Point out the accomplishments of other brothers whenever you get a chance.
12. Say the name of each prospect four times in the first five minutes you meet him. This will ensure that you remember his name.
13. Make sure the house is always clean and neat.
14. Always use a positive approach. Say, "I look forward to seeing you tomorrow," not "I hope to see you."
15. Make sure the prospect meets other rushees in whom you are interested.
16. Encourage the prospect to give names of other rushees he'd like to see in his pledge class.
17. Always respect the man's wish to keep previous engagements and visit other fraternities.
18. Be relaxed-Be yourself-Don't be too pushy or scare prospects away.
19. Always try to be neat and well-groomed.
20. Be a good listener. Don't dominate the conversation.
21. Introduce rushees to brothers with similar interests and hobbies.
22. Rushing is a process of making new friends. Treat all your rushees as new found friends.

23. Don't forget one-on-one rush. Ask a prospect to go somewhere with you. He may be intimidated by large group gatherings and need more of a low-key effort to persuade him.

24. Create a relaxed atmosphere where the prospect will feel like one of the group. Be polite, but don't overdo the guest routine.

25. Ask all actives and pledges to wear their pins at all times.

26. Use the prestige of the General Fraternity in recruitment.

27. Remain within the rules during all rush functions.

28. Don't be afraid to make a commitment to friendship. Let the man know you like him and that you want him with Psi Upsilon when the bids go out.

29. Give ample consideration to all recommendations and legacies.

30. Reduce your contacts with rushees to a first name basis as quickly as possible.

31. Introduce yourself first.

32. Let him relax, perhaps by getting him away from the chaos of the big room.

33. Offer him some refreshments.

34. Be aware that he might be interested in seeing the house or the chapter's scrapbooks.

35. Never leave the guest standing alone.

36. Try to introduce him to brothers with similar interests, especially if you can't find any common ground yourself.

37. Always introduce him to someone else and get a new conversation going before moving on.

THE DON'TS OF RUSH

1. Never leave a man in whom you are interested without making plans for his attendance at future rush events.

2. Never discourage a man simply because he doesn't appear to be your kind of material. You are selling the entire fraternity system, not just your fraternity, so there should be a house suitable for every prospective pledge.

3. Never make promises you can't fulfill. This leads to a high rate of depledging.

4. Never stay with one person too long. Give him a chance to meet as many of the brothers as possible.

5. Never take anyone for granted. Many a sure-bet has been lost to another fraternity.

6. Never let the first impression or appearance of a person prejudice your opinion.

7. Don't talk only about yourself. Listen to the guest and talk about what interests him. Satisfy his ego needs.

8. Never criticize another fraternity or any individual fraternity member. It is much more impressive to say good things about fellow Greeks.

9. Never leave a prospect by himself for any reason. There is nothing more uncomfortable than being alone among strangers. If you must leave, introduce the rushee to another brother first.

10. Don't try to attract new members artificially. Be yourself and as natural as possible.

11. Never lie to a prospect about the status of your chapter on campus. If they do their homework and ask around, they will catch you in a lie.

12. Never criticize brothers in your chapter for their weaknesses. Speak instead of their accomplishments and attributes.