

Tips to keep in mind for recruitment:

1. What used to work before isn't going to work today.
 - a. The recruitment practices of 10 years ago just aren't cutting it today. Most chapters at schools that have membership problems or 'average' membership are the ones that are using the same ideas from what used to work. Realize that the college environment is quickly changing, that potential members are going to be looking to different things in the Greek system than they were in the past and that the high school experience is changing a lot.
2. Keep alcohol out of recruitment.
 - a. When you use alcohol, girls, and parties as your recruitment tools you will get members who are joining for the wrong reasons. You may get a few good new members, but the majority will be the kind of members who don't participate in events outside of parties, the kinds of members who disappear their senior year, the kind who refuse to volunteer to help the chapter, the kind who don't pay dues, the kind who bring the chapter GPA down, etc. They may be fun to party with on the weekends but they won't make good brothers.
 - b. Potential members who have a good head on their shoulders will quickly realize that they are going to get the alcohol, girls, parties wherever they go. The best potential members are going to join the fraternity that offers them something more than just a social outlet.
3. Know the 5 steps of recruitment:
 - a. Meet the potential member: Although this can be done at Rush events it is even more effective to do it at places like class, work, intramural sports, outside organizations, etc.
 - b. Make them a friend: It's best to not put emphasis on the fraternity right from the beginning. One of the most important rules is that **People join people**. They are going to join if they get to know and like the individual members.
 - c. Introduce him to your friends: Now that you've got this friend introduce him to people you know; this will make him even more comfortable around the fraternity.
 - d. Introduce him to the fraternity: Now is when you start to talk about the fraternity and sell it. He's met many of the brothers and he presumably likes them; thus he will probably be interested in the chapter.
 - e. Ask him to join. Give him the bid, make sure it is a formal bid – an invitation to join is an incredibly important event so be sure to treat it that way. Likewise, be sure that it is being presented by people he knows – don't have someone he never met give the bid; it'll be easier to say "no" – have the person who are his friends give the bid – he is more likely to accept.

4. An important thing to keep in mind – the difference between rush and recruitment:
 - a. Rush is a designated period of time determined by a Greek System where people are encouraged to join fraternities.
 - b. Recruitment is a year round process where a fraternity goes out and meets potential member – if you only recruit during rush other groups are going to beat you to many of the top quality potential members and you are going to have a smaller pledge class.
5. Don't Focus all your energy on Rush.
 - a. The most important thing is for people to meet each other. If you are spending hundreds of dollars you are doing it wrong. It is a good idea to have brothers do things like take a potential member for dinner or such and reimburse them from time to time. Concentrate on meeting potential members – not throwing elaborate events. Remember: People join people.
6. Bring rush to the potential members – don't just expect them to show up.
 - a. This is more than just offering rides to events (which needs to always be done). If you have brothers (or pledges who have accepted bids) in dorm rooms go over there and hang out, keep the door open and order some pizzas and invite people on the floor over. This is a great way to meet potential members. Remember - it is incredibly intimidating to just invite people to a chapter house; many times a person who would be a great member is missed just because they were a little shy. You can't recruit who you don't know.
7. Realize that not all brothers have the same skills – Utilize brothers to the best of their ability.
 - a. Don't have the introverts of a chapter doing things like giving tours of the chapter house. If someone in the chapter is just naturally shy give them jobs during events like emptying garbage, making sure beverages are out and everything is clean. Always be sure to keep everyone involved, though – once a brother feels like he isn't involved he will drift off and won't help out when he is needed.
8. Get those that accepted bids involved.
 - a. Once someone accepts a bid get them immediately involved – let them know that they now have the ability to recruit people that they would like to see in their pledge class – encourage them to invite roommates, floormates, classmates, friends, etc. to rush events. Someone who has decided to join the fraternity is most often one of the best recruiters to have.
9. Keep the Fraternity on the same page.
 - a. One of the more frustrating things in recruitment can be motivating members of the chapter to assist. Often part of the blame can be put on the

recruitment chair for not keeping the entire chapter informed on what is going on. Have a bulletin board for brothers to check every day with a calendar, a list of potential members and their contact information, a list of each brother and their specific duties, etc. This will be very advantageous for everyone involved.