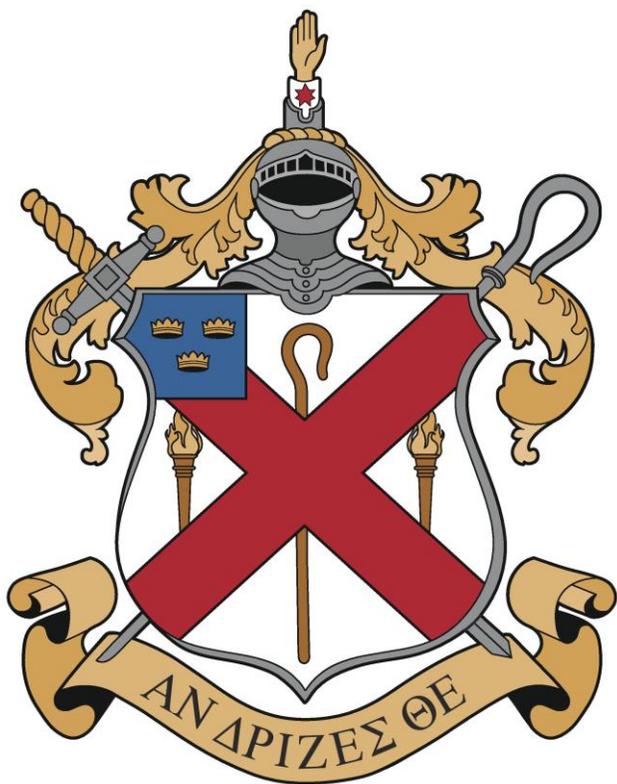




ALPHA CHI RHO RECRUITMENT GUIDE



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WINTER 2015

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Introduction

Recruitment is a necessary part of Chapter life. Each semester or year members of the Chapter will depart for a variety of reasons, but recruitment allows the Chapter to continue to grow and succeed. The process of meeting potential members, inviting them to events, and the final steps of selecting men and extending the bid is arduous and time consuming. Finding the right men who have ideals and values similar to those of Alpha Chi Rho is a very difficult task. The goal is to find men who will thrive in the Fraternity, continue to guide as a leader while either an undergraduate or alumni, and assist within the Chapter, school, and community.

Without the process of recruitment there would be no Alpha Chi Rho. Chapters would crumble due to the amount of work put on the shoulders of the few. Also having a poor recruitment plan can further destroy a Chapter. Recruiting men with poor values and lack of responsibility over and over again can lower the quality of the men in the Chapter which will quickly disintegrate it.

In order to become a successful Chapter a balance needs to be found for how many members it needs. A Chapter with too few members takes on too much work, but a Chapter with too many members may feel disconnected from one another. This may require deciding how many members are truly needed to keep a high functioning group of men. Finding this golden number will allow the Chapter to select quality men and who will truly benefit from being in Alpha Chi Rho.

Every current and past member of a Chapter has a responsibility to help during the recruitment process whether it is to locate potential members, assist in planning, or attend events. All members need to participate in order to have a successful recruitment. There are numerous roles which need to be filled during the recruitment period and not one or two people can carry the entire workload required.

This guide serves as a valuable resource during the recruitment process. Implementing this guide into the current procedure of the Chapter should help improve every step of the way and help prepare all members for recruitment. The topics covered include showing the responsibilities of the members, creating the right attitude in the house, how to advertise, preparing and executing the recruitment plan, how to decide who gets a bid, and finally reviewing and evaluating the recruitment plans. This guide will ultimately help recruit the men who will contribute and benefit from joining Alpha Chi Rho.

Recruitment Chair and Committee

To proceed through recruitment the responsibility does not lie solely on the President or Recruitment Chair to find the men necessary for the Chapter. Instead it falls on all of the active members to find men of your institution that will continue the legacy of your Chapter. A recruitment committee or even a second recruitment chair can greatly benefit the process and take some of the work off of the recruitment chair.

Role of the Recruitment Chair

The recruitment chair is the most important officer during the recruitment season. He holds many responsibilities that include getting the Chapter into the right attitude to recruit. Although your Chapter may have a formal recruitment that may be a week to a month long, the Recruitment Chair should be influencing members to continue locating potential members during any time of the year. He will also be the head of the recruitment committee which will follow this section. The responsibilities are listed below:

- Keep every member responsible for membership recruitment
- Managing communication with recruits.
- Producing any recruitment material such as flyers or calendars
- Preside over the Recruitment Committee.
- Work with Alumni during the recruitment process and invite them to events.
- Maintain a list of interested potential members with contact information and other valuable information (graduation year, interests, and facts).
- Responsible for knowing all rules and regulations for recruitment from the institution and from Alpha Chi Rho.
- Communicate with potential members the academic requirements, financial obligations, and responsibilities of joining Alpha Chi Rho.
- Arrange the extending of bids to all new potential members.
- Coordinate a recruitment workshop for all brothers to learn how to recruit members by creating goals and enhancing social skills.
- Develop a year-round recruitment plan for formal and informal periods of recruitment.
- Preserve data on recruitment such as bids extended, bids accepted, and chapter size.
- Ensure all new prospective members are engaged at events.
- Motivate and set an attendance policy for participation by Brothers during the recruitment process and events.
- Create a Budget for recruitment.
- Train future recruitment chairman.
- Maintain a recruitment manual for officer transitions.

Role of the Recruitment Committee

The recruitment committee should assist the recruitment chair in all aspects of the recruitment process. As can be seen above, the recruitment chair has a large responsibility but he can focus on the major aspects of the position while committee members can also take on the responsibilities necessary. This committee should consist of at least five people willing to take on whatever is necessary such as planning an event or contacting alumni. They should also be members who can help motivate the Chapter to help increase morale and garner excitement about recruitment. They should also be able to help create ideas for events.

The committee should also include new members, as they have been recently brought into the Chapter and have a similar mindset to those of potential members. They know what brought them to visit Alpha Chi Rho and eventually accept the bid that was given to them. They also usually bring more energy to the group and also sometimes have ties with the newer students that can help get in contact with potential new members.

The committee will also help create and revise the recruitment plan. During the process of creating a plan the committee should consider what other fraternities are doing on campus, what was successful or failed last year, and also consider any commitments in the plan that may include financial or membership obligations. This recruitment plan should be written out every year to allow for the next committee to revise and create new ideas. Keeping people in the committee from year-to-year will also allow for more consistency in the recruitment plan.

Role of the Chapter and Active Brothers

Although the average brother may not seem like a valuable resource in recruitment, they are a vital key to finding potential new members. It is the responsibility of every member of the chapter to find qualified members who share similar ideals to Alpha Chi Rho. They should also actively be trying to find one or two potential members for the chapter. In theory this could double or triple the size of the fraternity based on the number of graduating men of the Chapter. Every member will also be trained in the practices necessary to have a quality recruitment. They will also participate in all activities and events held by the Chapter that promotes joining Alpha Chi Rho. They should be using many resources such as classes or clubs to make friends and bring them around to meet the Brothers.

Setting a Recruitment Culture

In order to have an effective recruitment everyone in the Chapter needs to be on the same page. To have a successful recruitment members of the chapter need to get educated. A positive environment for recruitment needs to be created to get members in the right mindset. Setting a goal for the Chapter will unite everyone to reach or exceed what the Chapter needs. Educating all members in how, where, and why to recruit will help each individual prepare to engage potential members. Working with the knowledge that recruitment is a year round process creates a group of men that are constantly searching for potential members which will lead to creating the recruitment culture that needs to be created.

Set a Goal

The first decision that should be made as a Chapter is how many men the Chapter needs to recruit for the year. As a group a decision has to be made on the wants and needs of the Chapter. This may involve analyzing how many people are graduating, if there is vacant space in the house, could we increase membership, and many other factors. Overall the goal is to figure out how many members are necessary in order to complete the goals of the Chapter. In setting a goal for how many new members are needed, a simple formula can be followed:

$$\begin{aligned} & \text{Ideal Chapter Size} \\ & - \text{Current Chapter Size} \\ & + \text{Number of Members lost at end of year} \\ & = \text{Size of New Member Class} \end{aligned}$$

The ideal Chapter size can change based on the needs of the Chapter. The primary goal for the Chapter size would be at least the average size of the Fraternities on your campus. Based on the Greek Life program at your school this could be anywhere between 15-75 members needed to be the ideal size.

In addition to setting a goal for the size of the new member class, what should also be looked at is the amount of bids being given out by the Chapter. Anyone will know that just because 10 bids are given out does not mean that the new member class will also be 10 Brothers. Many of these people will drop because of time constraints or do not feel like the right fit for the Chapter during the Postulancy program. In order to get 10 new members more bids have to be given out to compensate for the postulants leaving the program. Another useful formula for calculating how many bids to be given out can be seen below:

$$\frac{\text{(Amount of Bids Given)}}{2} - 5 = \text{Amount of Initiated Brothers}$$

If the proper amount of bids are given out and the Postulancy program is not overwhelming hitting the goal for the new member class should be easily achievable. If a significant amount of postulants are dropping during the program it should be reworked to

Recruitment Education

To educate everyone in the Chapter about recruitment at least one mandatory seminar should be held by the Chapter. This is mainly because many of the Brothers will not know how to recruit members. They will need to learn how to present information of the Chapter properly and how to relay facts about the fraternity to potential members. Each member should know how to interact with a potential member and also how to continue to follow-up with them to continue to have them interested in Alpha Chi Rho.

To teach the Brothers about how to recruit there are several different approaches that can be taken to accomplish this goal. This could be done as a welcome back seminar, a one day workshop for the Chapter, or in a regular meeting. No matter where and how it is held holding an education seminar can only help improve the recruitment of the chapter. Each Brother will be better prepared to sell become a member of Alpha Chi Rho and know the goals of the Chapter.

At a minimum each Brother should be able to take away from the education seminar:

- The selling points of the Chapter
- How to respond to potential members if they have concerns
- The cost of Postulancy and Membership
- General Chapter and Fraternity information
- What kind of men the Chapter is looking for
- How many bids should be given out
- Recruitment never ends
- How to interact with potential members

They should also be taught the five step process to recruit new members of Alpha Chi Rho:

1. Meet him
2. Make him your Friend
3. Introduce him to Your Friends
4. Introduce him to Alpha Chi Rho
5. Ask him to Join

The basis of this plan is to get to know the potential new member first and that they are joining because of the members in the organization and not the organization itself. Once they feel comfortable meeting you and your friends (of Alpha Chi Rho) they will be more willing to listen to what the Fraternity is all about and probably willing to give it a shot. Finally the extension of the bid to them to join Alpha Chi Rho should prove successful if all of the other steps are followed. Make sure to read through the sample Recruitment Education Guide that goes into more detail about the seminar.

Year-Round Recruitment

As stated in the recruitment education section, recruitment is something that occurs 24 hours a day, 7 days a week, and 365 days a year. During every meeting the topic of recruitment should be brought up which can even be the recruitment chair giving a report updating or reminding the Chapter about recruiting. This will actively remind members to continue meeting people outside of the Fraternity in events, classes, or other organizations they can be a part of. Just because they may not be able to join this year does not mean that it is not worth trying to establish friendships. As the five step process states you can at least get them to the point of meeting your friends in the Alpha Chi Rho or even introducing him to the organization of Alpha Chi Rho.

Creating a list that all brothers can access can be extremely beneficial for the Chapter. They can continually add people to the list over the course of the year and use that list when the recruitment period finally arrives. Using a Google Document or Sheets is one of the simplest ways of accomplishing the task as it can be updated in real time, is very simple to allow access to everyone, and can be easily modified as necessary. The list can also be used to keep track of who is interacting with the potential new member and if they have been meeting people or attending events. This list can also help during the membership selection process to help remind everyone of who they are and gauge how interested they are in joining Alpha Chi Rho. This list should be continuously updated, even including people who will never join, as it helps others focus on people who may be more willing to join.

Ten Steps of Recruitment Success

1. One Person in Charge

Elect one person to be in charge of recruitment (Recruitment Chair) and be committed for the yearlong responsibility.

2. Post a “Wish List”

A list that has people we wish were members of Alpha Chi Rho. This should be visible every time a meeting is held. This should have contact information for everyone and should consistently grow in size.

3. Bid Discussion Every Meeting

During every meeting throughout the year a discussion should be held about bids and people should be added to the list. This also serves as a reminder to always be recruiting and looking for potential new members.

4. Post Recruitment Goals

The goals for how many people should be recruited should be posted. This should include the entire year as well as each semester.

5. Skills Training

All members of the Chapter should be trained in how to recruit. They should constantly improve communication skills and know how to answer basic questions about their own Chapter as well as National.

6. Include Recruitment in What We Already Do

Recruitment should not be additional work on the Chapter. The Chapter should just invite people to the events that normally happen.

7. Written Expectations for All Members

Each member should have an expectation for as to how many people they should be communicating with on the wish list as well as adding people to the list.

8. Positive and Negative Incentives

If Brothers are putting in additional effort they should be rewarded. Also if Brothers are slacking or falling below expectations they should know that it is not acceptable.

9. Measurable Membership and Eligibility

Standards need to be set to allow members into the Chapter. The standards should reflect the values of the Chapter and should be well known.

10. Team Based Recruitment

Create teams that will work together to recruit potential new members into the Chapter. Use teams of about four to five people with a “team captain” who will help lead the other members and can be counted on to help recruit.

Branding and Advertising

The only way to gain recognition is to decide who your Chapter is and advertise that across campus. Giving your Chapter a “brand” helps others know how to identify your Chapter and attracts people with similar interests and ideals to join your group. A promotion needs to be made by the Chapter that designates an image that reflects the value of the members. Anyone on campus can think of a group and something associated with it whether it is sports, video games, or academics. If your Chapter does not have an image when people think of you no one will have any reason to join. There are five aspects to branding that will help distinguish Alpha Chi Rho from anyone else on campus.

Five Aspects to Branding

1. Message – Must be worth hearing by the community on campus
2. Simplicity – Must be easily expressed and keep people interested
3. Consistency – Must be delivered in the same way over time
4. Repetition – Must be conveyed over a variety of mediums
5. Integrity – Must be a message that aligns with the values of the Fraternity

Define Your Chapter

During your recruitment seminar or even a Chapter meeting the Brothers must decide who they are. Are they more community service driven? Do they play a lot of sports? Are they a very social group? These kinds of questions may seem simple for an individual but as a whole group the Chapter must be aligned in order to convey a similar message. The biggest question to think about is how the rest of the campus and Greek Life views Alpha Chi Rho on your campus. Do they not know much about you? Is there a negative image? If either of these questions are true than it is time to make a big change in your Fraternity and the easiest way is to start now by deciding on what you want your image to be and how you are going to do it. Your image should reflect the rules and policies of your institution and Alpha Chi Rho and should not convey anything negative or illegal. Here are some questions that can be thought about when defining your Chapter:

- How does your Chapter describe itself?
- How do others describe your Chapter?
- What is important to the members of your Chapter?
- What activities is your Chapter involved in?
- What are your members involved in?
- What awards has your Chapter won?
- What kind of people do you recruit?

Selling Points

Use the following points in conversation to allow potential members to know what joining a Fraternity and Alpha Chi Rho can provide for them.

Scholastically:

- Academic Plan
- Advice on Courses and Professors
- Assistance from Brothers on Classwork

Personality Development:

- Assortment of Backgrounds and Personalities
- Opportunity to work with a variety of people including Alumni, College Personnel, other fraternity men and sorority women, etc.
- Lifelong Friendships formed through Brotherhood
- Make contacts and network for the future
- Opportunity to develop with a group
- High moral atmosphere
- Develop self-discipline and promote moral responsibility

Develop Leadership and Organizational Skills

- Opportunity to serve in a leadership capacity. Learn to work with people and manage different situations.
- Excellent opportunity to gain organizational skills
- Gain financial experience as a budget has to be created and managed properly
- A fraternity is a democracy in action
- Learn to accept responsibility
- Improve Time Management practices
- Gain a better work ethic

Social Development

- Develop social confidence and presentation skills
- Benefit from Fraternity social functions
- Learn how to work in groups and get along with other people
- A Fraternity teaches a man to work for a goal which is higher than themselves and to realize their potential

Benefits of Alpha Chi Rho

- Undergraduate and Graduate Scholarships
- Loans through AXPEF
- Reimbursement for joining Honor Societies
- National Conventions, Conclave, and a Leadership Institute to improve Chapters and Leadership Skills.
- Close with other Chapters regionally
- Networking opportunities
- Long-lasting bond with thousands of other Brothers
- Assistance with Chapter from National Headquarters and Staff

How to Spread the Word

Once you have decided on an image for the Chapter, the next step is to let everyone on campus know who you are. Advertising is crucial to spreading the image you are looking for and the fastest way to show the campus what you stand for. The three major ways to advertise are print, online, and physical advertising. Using a combination of all three will allow for a repetitive message and reach a wide range of students on campus. On any advertisement the following should be on it:

- Spell out the name of the Alpha Chi Rho in addition to using the Greek Letters
- Put the contact information of the recruitment chair such as the email address or phone number
- List an event or two that is coming up.
- Place information about the website as well as social media so anyone can access it
- Include information about the Fraternity, such as our motto and other valuable information

Print Advertising

To print advertise there are many different sources to use. Flyers can be used to hand out to the school community or posting information on the bulletin boards. In order to advertise well use simple and eye-catching advertisements. They should not contain too much information and should direct people towards better resources such as your Chapter's website or ways to contact the Chapter to obtain more information. This is also not only limited to paper, but can also be small gifts such as pens or bags. This does the advertising for you with less work on the Chapter. Getting articles into the local or school newspaper also promotes the Chapter if they are for events such as community service. Some ideas could be making a business card, a tri-fold brochure, or a pamphlet to read through.

Take advantage of any resources that an Alumni may be able to provide finances or time as well. Print advertising is the most expensive option as it requires more resources and time to create. Soliciting donations from alumni will help in offsetting the large costs. Even if they are willing to create designs or work with a company this will take the pressure off of the recruitment chairman in producing handouts. Make sure to stick to the budget as using print advertising can get out of hand very easily.

Online Advertising

One of the easiest ways to use online advertising is to use social media. This can include Facebook, Twitter, or Instagram. Have people “Like” the Facebook page or follow the Twitter account. Keep someone in charge of continuously updating the pages with pictures and information of what the Chapter is doing. Also make a separate page specifically for recruitment and invite members to it, this makes them feel more included and can give them direct updates. A major aspect to online advertising is the website. Make sure that if anyone wants to find your social media that it is simple to locate. Add any links to social media to the website or physical media to allow anyone to get to the page easily.

Many college students will explore the internet today before joining an organization, so create a simple website that they can explore and learn more about the Chapter. Keep the website up to date with valuable information such as a calendar of events for the year and information about the people in the Chapter. This is a quick and easy way for potential new members to learn about the Chapter and the National Fraternity in one easy location.

Physical Advertising

The last method that can be used is physical advertising. Holding events and inviting anyone on campus to participate allows people to meet the Chapter and see what they really enjoy doing. Participating in events on campus as a Chapter is a great way to advertise if the event benefits the school or local community. Some options can also be more subtle, such as wearing letters on campus or creating t-shirts promoting membership in Alpha Chi Rho. This also involves generally promoting Alpha Chi Rho to friends, classmates, and generally communicating with the school community.

Tabling around campus also can help promote the chapter. Have information to pass out about the Chapter and Alpha Chi Rho, using something such as a brochure, pamphlet, or even as simple as a business card. Getting a banner to place around the table also looks very professional and allows anyone walking by to know what the organization that is tabling. Tabling involves getting the attention of individuals walking by the table, so make sure to use the most social and willing members of the Chapter to greet them as they walk by. In most cases they will not approach the table and continue walking so being proactive is the key to success. The key to tabling is to give them an elevator pitch, something that is short and covers the value of joining Alpha Chi Rho. Make sure to get their information and if they have extra time feel free to continue chatting with them.

Lastly make sure to abide by all of the schools policies and work with the Greek Advisor to improve advertising on campus.

Prepare for Recruitment

Now that everyone in the Chapter knows how to recruit and an image has been created for the Brothers, now is the time to establish the plan of recruiting potential members. This should be completed by the recruitment chair and the committee but should allow for anyone in the Chapter to participate. Any ideas or extra help should never be turned down from Brothers as it can help the Recruitment Chair focus on other priorities during recruitment. The first step to preparing is understanding the recruitment system of your institution. Then based on the system create a plan of events for the year. Create the budget for the recruitment period which will help decide what kind of events can be held. Finally understand the resources available for recruitment from the school and alumni which will assist in lowering cost as well as receiving assistance in the planning process.

Your Recruitment System

At any institution you visit there will always be a different way for recruitment on campus. The three most common recruitment systems are formal, informal, and deferred recruitment. Each system has its strengths and weaknesses which benefit the school and the Greek community. Understanding each system can help in creating a plan to make the most out of the recruitment. The overarching method is to still use the five step process for recruiting members even outside of recruitment in order to have them ready when recruitment begins to fully immerse them into Alpha Chi Rho.

The first system is formal recruitment. This involves the potential member registering with the institution as well as attending any events mandatory by the Greek System. This system has a rigid schedule and more rules for the Greeks on campus to follow. Sometimes they will hold large events to meet the different Greek organizations such as a tabling night or they will go visit the Greek houses on campus. Formal recruitment can last anywhere between a week to a month. During this time there are two sections of events, which are either IFC or Chapter sponsored events. The IFC events are usually more general for all potential members to meet all of the Greek organizations on campus. The goal of recruitment events during this time is to meet the potential members and make them feel comfortable amongst the members. Potential members want to join an organization they can fit into, not just because it is Greek.

Advantages of Formal Recruitment:

- The Chapter can meet every person participating as everyone that has signed up is interested.
- A motivated Chapter can go out and seek and invite members instead of sitting around and waiting for potential members to arrive. This allows groups who put in effort to succeed greatly.
- You can slack in some areas and still succeed. As the program is institutionalized they will visit and meet members regardless if effort is put in. If effort is put in the Chapter can find the members it needs.

Disadvantages of Formal Recruitment:

- Complacency becomes very easy to fall into for Formal Recruitment.
- It becomes very difficult to recruit people who don't consider themselves fit for Greek Life. If they do not register they can't participate lowering the amount of people who are interested.
- Standing out from other fraternities becomes difficult when they have one or two days to meet all of the Greek Life on campus.
- IFC has a large influence over formal recruitment, so if the Chapter is not involved it becomes difficult to make change for the better.

The second system of recruitment is informal recruitment. This means that a Chapter can continually recruit potential members over the course of the year at any time. This system became popular as there is less effort on the institution and IFC to get involved and hold events. There is significantly more effort on the Chapters to go out and recruit men but the men also do not have to register for events or with the institution to participate in recruitment.

Advantages of Informal Recruitment:

- A bid can be given to any quality man. There are no restrictions to if they have signed up for formal recruitment.
- If serious time and effort is put in it is easy to stand out and succeed in recruitment on campus.
- You are able to get to know potential members better as you can talk and meet with them as often as you would like.
- A schedule can be established to recruit whenever is most convenient for the Chapter instead of the rigid schedule in place by the school.

Disadvantages of Informal Recruitment:

- The Chapter has to influence men to join the Greek system as it is not suggested by the IFC or institution.
- Recruitment can be extremely competitive as once someone is interested in Greek Life they will explore all of the options available.

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- Planning events during informal recruitment can put a large strain on a small budget. Events have to be kept at a reasonable cost while being effective to use to meet potential members.
- Poor planning of events can result in the demise of a Chapter. If no effort is put in by a Chapter to recruit quality men it will fall apart quickly.

The last system of recruitment is deferred recruitment. This usually means that freshman are not allowed to participate in recruitment activities for a fraternity in the first term or semester of the academic year. In some circumstances students on campus cannot join recruitment activities until their sophomore year. In most cases of deferred recruitment the only rule is that bids cannot be handed out to potential members. This may not prevent any recruitment activities such as getting to know people and holding events.

Advantages of Deferred Rush:

- You can get to know potential members before rush begins.
- Anyone who is in recruitment knows more about the Greek system and organizations.
- Potential members may stand out based on their commitment in other organizations. They may have gained leadership experience that may be useful in your Chapter.

Disadvantages of Deferred Rush

- Recruits may need to have enough credits or a high enough GPA to participate in deferred rush. If they do not meet the requirement they are not allowed to join at all.
- Anyone who is in recruitment knows more about the Greek system and organizations. This is a repeat because if you have a negative image on campus it can hurt during recruitment.
- Recruits may become too involved in other activities which will not allow them to participate in Rush. They also may become too comfortable with the institution and not want to change how life is going by joining a Greek organization.

In deferred rush there may also be formal or informal recruitment afterward that follows. Deferred is only moving when recruitment can occur for the school. In general this system is looked the most down upon as many feel it hurts the Greek Life at the school by not allowing freshmen to explore all options first and gets them more comfortable with the regular school life. Looking at the advantages and disadvantages to all the systems and devising a plan to utilize what is available should help in getting members. If other fraternities on campus are thriving with a system your Chapter feels is hard to work with, see what they do and try to improve upon that.

Create a Plan

To have a successful recruitment a plan has to be created as to how to get the attention of potential members. This may involve holding events on campus, at the Chapter house, or even holding it off campus at a restaurant or other venue. The first objective in the planning process is to create a calendar for the year and determine when the events should take place. Following that a list of events should be created that fits the calendar. Finally the budget should be put into place to figure out what events can and cannot be held and plug the events into the calendar as seen fit.

When establishing a calendar, it should not only be for the formal recruitment period. This calendar should cover the entire academic year and should also include events with the institution and IFC calendar as well. Even if it is not allowed to officially recruit during certain times of the school year, the Chapter can still participate in events and work on increasing visibility on campus. Some events that could be participated in are freshmen move-in, community service, or even sponsoring a campus event. These are great ways to meet people but also bolster the Alpha Chi Rho name on campus, getting people interested before recruitment even begins.

After adding any campus events the next priority is deciding when and what events the Chapter wants to hold. The Chapter should focus on events that encourage one on one interactions. Although an event like laser tag is fun, it doesn't have an environment that promotes interactions between Brothers and potential members. Additionally the event list should not take into account the budget for the year. This should just be a list of any event at all, because any event should be able to be reduced in cost or can be budgeted for the following year.

The events list should be events that attract similar people to the members of your Chapter. If your Chapter plays a lot of sports, maybe go see a sports game, find a field and play a pick-up game, or even just watch a Sunday night football game. If you hold events that don't attract people or misrepresent the Chapter recruitment will become very difficult to find the truly interested potential new members. There should also be a mix of large and small events. Having a mix allows the Chapter to meet people who are more nervous about larger events. The different environments will encourage different people to visit and truly get to meet the Brothers. Also include tabling events in high traffic areas to easily meet new people who could be interested. Also attend any activity fairs that the school may hold, as they are easy to set-up for and help let the students on campus know who you are.

Create a Budget

To determine the budget for recruitment the first step is to look at the events that want to be held by the Chapter. Then an analysis has to be done to determine what items are needed, transportation costs, or any other fees associated with the event. If an event is at a venue a great way to get the cost is to call the venue and get a quote for the cost. Obviously how much money can be spent can only be determined by the Chapter and how much they can dedicate towards recruitment. If events are going to be expensive but the Chapter still wants to hold them maybe different solutions can be found, like closing an event to invite only to keep the numbers low, calling around for group deals and discounts, or looking for other small ways to lower costs. Work with the treasurer while creating the budget to make the process go smoother and also get a second opinion.

If an event needs to be held but the Chapter cannot obtain all of the funds, never be afraid to try and fundraise or solicit donations. This can either be from alumni or students on campus to help raise funds for an event. Work with the vendor to try to reduce costs and see what sorts of things can be removed. Overall never give up on an event just because of the cost, this can always be overcome through perseverance.

Use your Resources

When planning recruitment events many people will believe the only way people will join and have fun is to constantly go out to restaurants or expensive venues which will quickly spend all of the money in the budget. When determining costs of events use the resources the Chapter has available to still generate excitement but reduce costs. Even look at holding events in the Chapter house as it saves money and time. Using what the Brothers and Alumni have available can really make events more personal as well as getting savings in the end. Before denying an event really explore all of the options available or change up the event to still satisfy the goals of that specific event. Also see what the school would be able to provide for an event. Sometimes they allow organizations to rent rooms at a significantly low cost or for free.

Executing the Recruitment Plan

With the plan created, the Brotherhood well educated on recruitment, and a budget to follow, the Chapter is now ready to start recruiting for the academic year. The new question is where to find these potential new members and get them to meet the Chapter. In addition the last of the plans have to be finalized for events such as transportation and any venue deposits that need to be made. Lastly the potential members need to get interested in Alpha Chi Rho and continue to come to events and meet the Chapter.

Where to Look

To find potential members look no farther than classes and organizations Brothers are in. Make friends and work with the potential new members. In classes communicate with as many class members as possible and try to promote study sessions for the class and invite them to join. If there is a small number of Brothers in clubs on campus, encourage them to go out and find something they will enjoy. There are usually numerous organizations that anyone can join and because they will also have similar interests it becomes extremely easy to make friends.

If a list of potential new members has been created through tabling or Brothers find make sure to contact them with emails and updates to have them attend events or hang out with Brothers. Invite them to bring their friends as well to events as they will not feel alone and the friends that are invited can become potential members as well.

Managing Events

With any event, everything that can go wrong always happens right before the event is supposed to happen. In order to prevent most of these issues any important arrangements should be done one to two weeks before the event is supposed to begin. Here is a list of what should be completed:

- Transportation is arranged
- Reserve event space
- Confirm budget for event
- Order any food or beverages necessary
- Order any supplies necessary
- Send out invitations to Alumni and potential new members
- Confirm event space and size

With the list out of the way hopefully a large amount of potential issues have been removed leaving the last little details for the event. Preparing for the event is the key to success and not trying to run it all at the last moment. Make sure to communicate with the Brothers the expectations during events.

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The major expectations from the Brothers are to make sure they are early and prepared for the event. The recommendation would be at least an hour before the event, which covers if any potential members show up early and allows enough time to be fully ready when they arrive. With an hour before the event it becomes easier to fix anything that may be wrong rather than finding out five minutes beforehand. If a potential new member cannot attend an event within walking distance make sure that someone can drive him to the event or make arrangements to help him attend the event. Lastly if there is anything they can help a potential new member with a Brother should be more than willing to help out. Many times a small gesture will show a potential new member that they have approached the right fraternity. Something such as driving him back to a dorm after an event or reaching out to them if you go out to dinner really shows them they are wanted.

Potential New Members

At any institution at any time there are three different kinds of people outside of the Greek system. These are “Always Joiners”, “Maybe Joiners”, and lastly “Never Joiners”. During recruitment every potential new member should be identified in one of these three categories. This will assist in where the Chapter should be focusing their efforts. The key is to make sure that if they are assigned to a category there is a definitive reason as to why they are there. If potential members are not placed correctly this could make Brothers waste time and resources on potential members who are never going to join or uninterested.

The “Always Joiner” is self-explanatory, but essentially is a potential member who wants to become Greek and will be in attendance during the recruitment period. They usually are 15-20% of the potential new members on campus. This group usually has a relative or friend who has been in Greek Life and has shared the positive experiences with them. This group is usually quite small and has continued to shrink. Although they definitely want to join Greek Life they should not be neglected as they will be turned away. Make sure to work with them but really focus on the “Maybe Joiner”

The “Maybe Joiner” is someone who needs to be pointed in the right direction to see the positives of Greek Life. Sometimes they come in with some negative connotations of Greek Life as well as being skeptical to joining at all. Based on what is in the media nowadays their parents may not want them joining either. They are the largest group as they will be about 60-80% of the potential new members and the group that needs the most focus to convince them that joining Alpha Chi Rho is the best decision you made and also hopefully for them. Although it takes more convincing to bring a “maybe joiner” to someone who is fully interested, they are a valuable group to bring into a Chapter and probably a majority of the members.

Lastly there is the “Never Joiner”, a group that is not worth pursuing in most every case. They will refuse to join a fraternity at all whether they have higher priorities, no interest, or philosophy. They will also be about 15-20% of potential members you may meet. This group should be identified as soon as possible to have the Chapter focus on other individuals who have the potential of joining. Rarely does a “never joiner” change their mind at all. A distinction has to be made between a “never joiner” and “maybe joiner” to make sure that there is a focus on potential members who may want to join.

Follow-Up

After potential members have attended an event and added themselves to the contact list now is the time to keep them interested. One of the easiest ways of doing this is having a Brother contact him individually and invite him to other recruitment events. Any Brother can also invite potential new members to go catch a movie or go get a meal. Reaching out to them individually makes a potential member feel more comfortable and can help in creating friendships.

Try to keep in contact with a potential new member at least once a week outside of recruitment. During recruitment talk with them to see if they have any questions or concerns about joining Greek Life. Talking with a Brother may put their mind at ease and help them make a decision if they receive a bid. Keep the communication strong with any potential members and it will also aid during the bid selection process.

Making the Decision

The time has now approached to decide which potential new members will receive bids and who will not. This process can take a long time and weighs many factors that decide whether he may be an Alpha Chi Rho man. The process itself can be long as there will be people on the border of receiving a bid and a rift can possibly be split between brothers of the Chapter. The decisions sometimes can and will be difficult but the overall goal is to extend bids to quality men. If there are minor concerns about a potential member remember that Postulancy is a time to test them and their willingness to participate. The Postulancy program should be used to help mold the postulants into brothers of Alpha Chi Rho.

Bid Sessions

A meeting should be held with all Chapter members during the bid selection process. Each potential new member should be brought up and a decision should be made as to whether to give them a bid or not. If multiple meetings are held then another option is to table the motion to give him a bid until the next meeting is held.

An easy way to present a potential new member is by getting a picture of him and showing it around. Usually people will remember faces more than names when they meet them so this will aid in getting information from people. Make sure to present valuable information such as interest and hobbies or anything negative about him that may present a risk to the Chapter. Allow anyone in the Chapter who has spoken to him to present how he feels about the potential new member. Maybe they had a pleasant conversation that he enjoyed, or maybe the potential member interrupted most of the conversation and doesn't have any social awareness. Regardless getting opinions from the brotherhood will aid in the decision making process.

A simple voting process would be to have more than half of the Brotherhood allow this member in. To make sure that more than a majority of the Brotherhood welcomes this member and extends them a bid having at least 66% or 75% of the Chapter shows that they really want this potential member and that they will be a good fit. If a vote fails then the potential member should be tabled until the next meeting to see if opinions have changed or the potential member should be informed they will not be given a bid to not string them along.

In some circumstances a potential new member may not be welcome to the house or not seen as a good fit to become an Alpha Chi Rho Brother. To assist them with finding another fraternity on campus they may fit in better with it is best to tell the individual that unfortunately they will not be receiving a bid with an explanation as to why. They should be welcome to join back in another semester if they work to improve themselves. In extreme circumstances they can always be told they will never receive a bid and an explanation should be given as to why.

Extending the Bid

In most cases the Chapter will locate the member at an event or on campus and do it one-on-one to congratulate them for getting a bid. An extension of a bid should be done in a professional and impactful method. Bring numerous brothers when extending bids and congratulate them. The member should remember the day they received the bid and how they were welcomed by the Fraternity on that day. If the member also receives a bid from numerous Fraternities having a different method of extending a bid really sets the Chapter apart from what is usually done.

Aftermath

Now that the recruitment period is over, it is time to look back at everything and see what happened. Store any valuable information such as how many people were given bids and how many signed. Work with the recruitment committee to see what worked during recruitment and what did not. The events that were not successful should be analyzed to see how they can be improved. If there is a fatal flaw in an event see what it could be replaced with that could potentially do better. If communication and advertising was minimal, create a plan to remedy that situation for the next recruitment period. Also look at the ideas and events that worked to use as a basis for new and improved ideas. Recruitment is a continuous improvement process so there are always aspects that can be refined.

Conclusion

This guide is intended to help begin the basis of recruitment for a Chapter and help improve recruitment processes for a Chapter which may need assistance. Not everything in this guide will apply to how recruitment works on your campus, but take the valuable information in here and apply as much as possible to the recruitment process. In addition to this guide there is also supplementary material including such as the Recruitment Education Guide and a list of tips for recruitment.

If you have any further questions feel free to contact Alpha Chi Rho National Headquarters at hq@alphachirho.org or at 732-869-1895.