

DELTA KAPPA EPSILON



# RECRUITMENT HANDBOOK

**DELTA KAPPA EPSILON**

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# **1. AN OVERVIEW OF RECRUITMENT**

Recruitment is the backbone to every chapter's survival. It is one of the most, if not the most important activity that the chapter participates in every year. It is important to maintain and upkeep a healthy recruitment program to maintain its size in order to be consistently functional. This handbook will act as a resource for the Recruitment Chairman and the chapter. It will not only help you gain larger pledge classes but also to recruit the types of gentlemen that deserve membership into Delta Kappa Epsilon. While it is important to recruit so the chapter does not die, keep in mind that the people you recruit will be the Brothers running the chapter someday.

## **1.1 Rush vs. Recruitment**

More often than not, members tend to confuse the terms Rush and Recruitment. Rush is defined in IFC publications as, "*a series of events designed to give both chapter members and prospective members a fair and equal opportunity to become acquainted as friends*". It comes from a time when freshmen would arrive on college campuses by train and fraternity men would literally "rush" to the stations and pin potential members with their colors to designate their interest in them. The term "Rush" describes a very flashy game that involves only numbers, where the successes of events were determined only by the amount of freshmen that attended.

Recruitment, on the other hand, refers to the addition of new members to a group. Unlike Rush, Recruitment does not imply a limited time period in which someone can join a fraternity. A successful Recruitment period goes year-round and focuses on the selling of an experience. In other words, Recruitment goes past the glitz and glamour offered by Rush, and allows us to meet the right members by living our values and targeting potential members who have lifestyles that are congruent with those values.

That is not to say that we have to completely discount Rush and the flashy events that accompany it (due to competitive pressures within Greek systems). We must also keep in mind that new members are ultimately needed to keep the chapter fiscally sound. What is important is to maintain a balance within the two, using Rush events as a means of meeting many new faces, and Recruitment techniques to filter out those who are there simply for one purpose (usually social) versus those looking for something more serious.

## 1.2 Who are we recruiting?

At Delta Kappa Epsilon, we value ourselves on having men who embody all three of our distinct qualities: *the Gentleman, the Scholar and the Jolly Good Fellow*. Throughout the Recruitment process, it is important to keep two questions in mind when evaluating potential members:

*“What can he do for ΔKE?”*

*“What can ΔKE do for him?”*

The people that are now entering college are now part of Generation Y (those born between 1982-2002) are community oriented individuals who are focused on their careers and futures. They are team players looking to be involved in active groups. 11.5% of this population believes that there is a very good chance of them joining a Greek Group. They are part of the group known as *the changing undergraduate*. 80%-90% of students coming to college today are not looking to join a fraternity. “Animal House” is no more. Hazing, excessive drinking, poor grades and every other stereotype that Greeks have been associated with for the past few decades have finally caught up to us. In addition to this, students face increasing demands on their time due to financial pressures as well as the exponential increase in opportunities for campus leadership positions, making the decision to go Greek much less automatic than what it used to be.

The Greek orientation varies on any given college campus. However, all incoming students can be generally divided into three distinct groups: the *guarantees*, the *maybes* and the *anti-Greeks*. The *guarantees* are those who go to college knowing that they will join a fraternity, the only variable being which one they end up choosing. They will show up at all formal recruitment activities and are often 2<sup>nd</sup> generation college students who had parents or siblings who were also Greek. Many times this is the group that we spend most of our time and resources to recruit. The *anti-Greeks* are the group of students who, for some reason, cannot even fathom the idea of joining a fraternity. Whether it is due to interest, personality or philosophical reasons, they choose not to go Greek no matter how much time is invested in recruiting them. It is valuable to identify the members of this group to save you wasted time and efforts that could be used elsewhere. Lastly, the majority of students on campus consist of the *maybes*. This population is made up mostly of first-generation students, transfer students, non-traditional students, etc. They often don't know much about Greek life or about the Greek community outside of what they have seen in movies and television. It is important to not classify these individuals as *anti-Greeks* just because they are clueless in general. The satisfaction of seeing a bid taken is much greater in someone in whom you've invested much more time into.

The *maybes* need to be sold on the experience. Public relations investments like fliers, advertisements and visible events serve to draw their interest but it is the experience that will sell Delta Kappa Epsilon to them. They need to be personally approached and connections need to be made with them before any concrete interest to join Delta Kappa Epsilon will surface with them. There will be hard cases but don't give up! The *maybes* represented a

largely untapped reserve of potential members who can make the difference between a good and great Recruitment period.

### 1.3 Where do we meet prospective members?

Every single active Brother, no matter whether he is a sophomore or a senior, should know at least a handful of people who are not Greek. There are plenty of places and avenues to interact with other students and find potential members:

- Classes
- Jobs (Including summer internships)
- Neighbors in apartments and residence
- Roommates
- Athletics
- Student Organizations
- High School college counselors
- Cafeterias
- Gym
- Library
- Greek Advisors with lists of potential members
- References from faculty and staff
- Tutors
- Scholarship recipients
- Study Groups
- Referrals from Sororities or friends of the chapter

Getting Brothers involved on campus is a fantastic way of meeting prospective members. People who are already involved in other organizations are essentially living out part of the fraternity experience so you automatically know a few things about them before even actually getting to know them. Here is a list of opportunities that will give your chapter an edge in Recruitment.

- Orientation Counselor
- Freshman or Pre-freshman mentor
- Resident Advisor
- Cultural Clubs
- Honor Societies
- Service Clubs
- Tour Guide
- Student Government
- Campus Activities Board
- Special Interest Groups (Political Clubs, Environmental Groups, Sports Clubs)
- Interfraternity Council (IFC)

ΔKE prides ourselves on being a diverse group of gentlemen, this diversity knows no geographical boundaries as every ΔKE chapter consistently presents itself as a diverse brotherhood, consisting of different people from different cultures with a wild variety of interests, skills and personalities. This is a direct result of drawing members from all walks of life. Avoid recruiting members from only 1 source (a club, athletic team, etc.), as it will narrow the chapter's focus over time where the chapter will inevitably forget its values because it no longer has to sell them to anyone. A gigantic aspect of fraternity life is learning from your Brothers, so having members from only one organization not only dilutes your social network, but robs everyone of their learning benefits as well.

## *The List*

Every chapter should put together a list – a spreadsheet of every prospective member that the chapter has met or has plans to meet. The Recruitment chairman will be in charge of putting this list together and he will distribute it to his committee to facilitate and manage contact between the chapter and prospective members. Every entry in the list should contain the contact information and biographical information on each prospective member. In addition to this, it is helpful to note which Brother the prospective member knows, as it will be helpful and less intimidating to the prospect to have a familiar voice invite him out to events (among other important steps in the recruitment process later). Lastly, have a notes column for extra notes (if he is hesitant to Greeks, needs housing, is a legacy, etc.)

The list becomes an important organizational tool for the Recruitment Chairman and the chapter as a whole. Add whoever you feel will even remotely be interested in coming out to an event. The list will go on to become a tool in follow-ups as well. Have someone in the Recruitment Committee be in charge of follow-ups to ensure they are being done and to assess the effectiveness of the Recruitment Program so far. Follow-ups can be anything as long as you are keeping in touch with the prospective member (ex: playing basketball at the gym, going to lunch, studying together, etc.)

Think of recruitment as a shotgun approach, with the list being the first step in the process. Do not be overwhelmed if the numbers on your list triples, or even quadruples the chapter roster, it is all part of the filtration process as you narrow down people from prospects to potential biddees.

### **1.4 Goal Setting**

It is impossible to measure the effectiveness of your Recruitment Program and your Chapter's efforts if there is not a set and definite goal to strive for. If the Chapter is consistently unable to achieve the goal or is not recruiting according to its beliefs (giving too many bids, too many pledges resulting in low retention, etc.), it may be time to fine-tune and adjust the program.

It is the duty and should be part of the Recruitment Chairman's platform to have a measurable and time-oriented goal in mind (ex: Recruit 20 men by *MM/DD/YY*). This sets the definition of success and a hard deadline for the Chapter. Real growth of the chapter must also be considered. Sometimes recruiting 20 men will not be enough to offset the amount of seniors graduating and people transferring schools. You must always strive for net gain. A quick formula to go by is

$$\begin{aligned} \text{Recruitment goal} &= \text{Target chapter size} - (\text{current size} - \text{graduates and transfers}) \\ &= \\ & \quad \underline{\text{Required \# of new members}} \end{aligned}$$

## 1.5 Key points to remember

Recruitment is year-round: The first idea you must implant is that even though some recruitment systems on campuses specify certain time periods for recruitment, the entire chapter must *always* be in the mindset of recruitment. This is not to say that you should be rabidly trying to turn every man you meet into a Brother, but it is important to plant seeds throughout the year in order to find great Dekes later on when the time comes for a bid. Students that believe in the fraternity stereotypes will go out of their way to avoid formal recruitment periods anyways, so keeping a recruitment mindset 24/7/365 will be able to help turn some of them around.

People join people, not events: Once the idea that recruitment runs year round is driven home, members will understand why people join people, and not events. People are interested in joining an organization and Brotherhood to be around people they want to be around and not for two weeks of parties. During formal recruitment periods, students often feel that fraternities put up a front and try to sell an “image” to them as a result of being given instructions by a higher up. Outside of formal recruitment periods though, you will find that establishing a common friendship with a prospective member can be enough to sell them on the fraternity. When you spend enough time with a prospect, talking about the fraternity will naturally come up, it is then when you can start telling him about what the fraternity has done for you and what it means to you.

Be outgoing: As previously mentioned, step out of your comfort zone and use avenues outside of formal recruitment as ways of meeting people. Ask them to dinner with you and a few Brothers to get to know them. Get to know prospective members outside of times “deemed” to be o.k to court them (formal recruitment).

Keep the numbers game in mind: It is fantastic to set a goal of recruiting 15 great men, but it is also another to expect to get this number by meeting only 20 people. The chapter needs to expand its target to meet as many men as possible. Using tools like *the list*, your own informal events and formal events, you will be able to narrow down the list to those whom you deem eligible to potentially enjoy membership in Delta Kappa Epsilon.

Quantity vs. Quality: Do not recruit a large number of people for the sake of quantity, as you will certainly see a low retention rate in doing so. However, do not recruit too little number for the sake of quality, because the chapter does ultimately require dues to operate. Adjust the numbers according to the estimate outgoing number of active Brothers on a yearly basis.

## 2. THE FIVE STEP RECRUITMENT MODEL

The five-step recruitment model is not a set of strict rules that need to be followed. It should be treated as a series of guidelines that will maximize the effectiveness and efficiency of recruitment. As mentioned before, recruitment is year round and it is up to the Recruitment Chairman and his committee to ensure that all members are constantly participating in Recruitment, with or without the model.



### 2.1 Meet People

The first step in the Recruitment Process requires that you go out and meet new people. **It is a cardinal sin of Recruitment to sit back and expect prospective members to come to you.** Not only are many new college students uncomfortable with meeting new people, many are probably not even thinking about joining a fraternity. The ball is in our court to approach people and make contact. Think about it this way: you probably stepped out of your own comfort zone when joining ΔKE, it is not unreasonable that you do it again to help someone get out of theirs by simply greeting them.

Keep in mind that this part of the process is to simply get out there and meet people. Get to know him a little bit and make a good first impression – often a person’s first impression is the only one that anyone remembers. More importantly, do **NOT** push the fraternity right off the bat; think of this as you meeting someone new (which it ultimately is). Give the

contact information of the new prospective member to the Recruitment Chairman, keeping in mind that members should be held accountable for their own prospects.

## **2.2 Make Friendships**

This part of the process is exactly as the name makes it out to be. It simply means becoming someone's friend. New students, freshmen in particular, are usually eager to get out to meet people in their new surroundings. Invite him out to any events the chapter might be having or invite them to simply hang out at a sports game, to lunch, to study, whatever gives you a chance to get to know the person better. Share interests, stories and opinions, see if you can envision this man as a Deke. **NEVER** leave a prospective member without a promise for future contact.

## **2.3 Introduce him to your friends**

Make use of any chances you get to invite a prospective member to your friends and Brothers during chapter events or when you are out. You are simply trying to share the experiences of your friends with him without pressuring him into the idea of a fraternity. That will come with time once the prospect has multiple friends within the fraternity that he is comfortable with speaking to.

### *Points to remember:*

- Forewarn the chapter when you plan on bringing a potential member to the house (in the case that you want to have specific Brothers talk to a prospect)
- Introduce prospective members in a comfortable manner to a few people at a time. Do not overwhelm them by introducing them to half of the active chapter at once
- Do not force introductions
- Have them meet members with whom you think they will get along with
- Introduce them as a friend (not a rushee, potential pledge, prospect, etc.)
- Do not put anyone, including your Brothers, in an awkward situation
- Make sure the potential member is enjoying himself

## 2.4 Introduce him to Delta Kappa Epsilon

This part of the process happens after a prospect has met a handful of Brothers in the chapter and feels comfortable with the fraternity as a whole. (You know you are on the right track if he starts calling you Dekes) This step is very important and should be executed by the most confident and knowledgeable Brothers in the chapter if the Brother who made initial contact is in doubt. A powerful message needs to be delivered at this point to the prospect – why you are a Deke, why you are so proud of your chapter and the ways in which being a Deke has benefitted your life. Rather than coming up with a script, you may find that simply speaking from the heart can do wonders in this step of the process.

To help you with finding what to say, you can focus on something that is often used in sales: FABS – Features, advantages and benefits selling. While a fraternity is all about making friends, it will help to show the prospective member the benefits of membership. Be specific: “Our alumni network consists of a large amount of lawyers who will be more than glad to give you information on law schools and how to get yourself started once you’re finished your undergraduate degree”. Tailor it to things that you should already know about the person (if you have done your homework in the first three steps, this should not be difficult)

Introducing them to alumni could be helpful in this case, especially if the prospective member is not a freshman, or is simply interested in making connections for post-graduation. Prospective members are usually impressed when they see that men are still devoting their time and efforts toward even after graduation, and this will really help drive home the idea that the fraternity is a brotherhood far beyond your years as a student.

Lastly, be ready for questions and objections (which will be handled later in this handbook) at this time, particularly about costs, policies and time commitments to the fraternity. It is important to be honest and genuine because it is far better to deal with concerns now than to have someone take a hesitant bid only to drop later on.

## 2.5 Ask him to join

This step, while an important one, is one that does not happen enough. The most common reason that people do not join fraternities is that they were simply never asked. The prospective member should know a majority of the active chapter by this point and have a good idea of what ΔKE is about. Be very honest, he is what the fraternity is looking for and you think he would be a real asset to the chapter, make him feel wanted and important.

### *The Pre-Close*

The pre-close is the single technique to push your chapter to 100% bid acceptance. Impossible? Not with this strategy. To make your ask 100% successful, use the “Pre-Close”, which is essentially a tactic that you can make use of to guarantee that your offer of invitation is never turned down again. The Pre-Close is as follows:

*“If we were to ask you to join the fraternity right now, would there be any reason you’d say no?”*

If the prospective member says yes, great, you know they are ready to accept a bid. If not, there is another simple method you can use to address their concerns (after you have of course asked them to voice these concerns.

### *Feel \* Felt \* Found*

Use feel, felt and found to guide yourself to an honest, authentic and quality response towards a concern that a prospective member may voice. Relate these to how you genuinely feel, because even though this is a technique used to deal with objections, it does so via the truth in every Deke’s experiences! For example, take one of the most common examples. For example, one of the most common excuses, “my parents don’t want me to join a fraternity.” You might respond:

“I understand how you **feel**. I **felt** the same way before I joined. My parents were worried I would get detracted from my schooling. What I **found**, though, was that I could use the older guys as a source of tutoring to improve my grades. We can actually have the guys give your parents a call to really let them know that academics are one of our biggest concerns.”

Using the pre-close in combination with feel \* felt \* found strategies will guarantee acceptance of your bids if you do it correctly. Use both of these techniques to deal with any lingering concerns before you officially offer a prospective member a bid for sure success.

Each institution has ways in which bids are allowed to be given out (to be talked about later), but regardless of how you extend his bid, build up excitement as you invite your new friend to become a member and potentially a Brother later on. Make it a big deal, print it on nice

paper and have it delivered in a formal manner to make sure that he realizes that while this is a serious matter, it is also a joyous one. There should be more than one Brother present when this happens, with one being a well-respected Brother that may or may not have a title (President, Recruitment Chairman, Vice President, etc.) and other being the Brother who began the initial contact with the prospect.

### *Key points*

- The most common reason for failure here is the chapter used the wrong approach, or they simply fail to ask the prospective member to join.
- The invitation to join should be practiced and rehearsed so that you come across as professional.
- The prospective member is obviously interested in joining if they have come this far in the process already – lead them into making the decision
- Answer objections (to be discussed later) with open-ended questions
- Always give the invitation to join in person
- Make sure that the potential member understands the obligations of membership.
- BE QUIET after asking the person to join – let him talk
- FIND THE REAL REASON BEHIND A REJECTION
- Do not give up, a portion of all fraternity members did not join the first time when asked
- Follow up and follow through, there is always another chance, show that the chapter is still interested (in the case that a prospective member hasn't taken a bid from any fraternity)
- You are not necessarily asking a favor of him, offering a ΔKE bid to someone is an enormous compliment

### **3. RECRUITMENT TECHNIQUES**

#### **3.1 Conversation**

Conversing with a prospective member is very important once you have met him and both of you have gotten first impressions of each other. This is the time to show that you are genuinely interested in him and to learn more about him. Not only is this important for him to learn what you and maybe even the fraternity are about, but having good conversational skills means that you know what sort of questions to ask in order to get the information that you want. In general, avoid close-ended questions that can be answered with a simple ‘yes’ or ‘no’. Stick to open-ended questions instead that get people talking. Listen to what the prospect says, as what he says can be used as “ammunition” to fuel his interests in the fraternity later on. Here are some handy conversation tips:

##### ***Remembering his name:***

This is the first thing to do after you have been introduced to a prospective member. Practice remembering names, especially early on in the school year when you will be plenty of new faces because nothing makes a better impression on a person that you have just met when you remember their name. More importantly, because you will be meeting many students, try to get in the habit of remembering last names as well. Here are a few ways to help remember someone’s name.

- Repeat his name when you meet him, then say his name three times in your head after you meet him. Try to create a link as to where you met him (at a football game, over a game of foosball, etc.)
- Have Brothers introduce themselves when you cannot remember the prospective member’s name. (Senior members need to be able to and be on the lookout for Brothers in trouble)
- If you genuinely cannot remember someone’s name, be honest and ask, “I am sorry, what is your name again?” Nobody likes an awkward moment of trying to figure out someone’s name, and chances are the prospect won’t remember your name, so be honest and ask again early on rather than later in the conversation. \*Don’t forget it again after this!
- Use the “last name” line sparingly and only in a situation that calls for it. When you cannot remember a prospective member’s name, ask for it again. When he gives you only his first name, tell him you meant his last name, and he will most likely give you his first and last name. This can be used as a last resort to save you from looking bad for not remembering his name.

### *Listening:*

Conversation skills are just as much about listening as they are about conversing. Anyone can talk, but not everyone is a good listener. Make eye contact with the speaker when you are chatting with a prospect to show him that you are interested and listening to what he is saying. Focus the discussion on him and revolve the topics of conversation around him. More importantly, **ACTUALLY** listen to him. Things he says will allow for you to be able to sell the fraternity. For example, if he is an engineer or has aspirations to transfer into engineering, refer him to Brothers or Alumni in the field. Many things that a prospect tells you can be used later on. For example, if a prospect once said he is looking to come out of university with a career, you can bring that up during bids if he happens to have any objections then. *\*Listening is key to the recruitment process\**

### *Open-ended questions:*

Always use open-ended questions to stimulate conversation.

- Avoid the usual, boring questions: Prospective members are often asked the same questions such as: “What is your major”, “Do you like [the University]?” “Where did you graduate?” Stay away from these Questions, all the prospective members on campus are probably getting asked these by every single fraternity anyways.
- Career plans:
  - What would you like to do after you get your degree?
  - Why did you decide to major in \_\_\_\_\_?
  - What experiences have you had that is related to your major?
- Hobbies and interests:
  - What do you like to do in your free time?
  - What are your other interests outside of work and school?
- Sports:
  - What sports do you like or have you been involved in? Why?
  - How do you feel about (sports team, figure, issue)?
  - What is your favorite (sport, team, etc.)?
- Movies:
  - What movies have you seen lately?
  - What did you think of \_\_\_\_\_?
- Vacation:
  - What did you do over the summer?
  - How was your trip to \_\_\_\_\_?

- Job:
  - What did you do this summer?
  - How did you get that job?
  - Why did you want to get that kind of job?
  - What is the best job you have ever had?
  
- Activities:
  - What activities were you involved in high school?
  - How did you get into that activity?
  - What activities do you hope to pursue in college?

In general, act like a newspaper reporter who has to write an article about a prospective member. This allows for you to get information about his interests and what he is like as a person so that you can introduce him to the appropriate Brother to generate the prospect's interest within the fraternity. Use questions as a means of starting a conversation and not as a timeline. Too often Brothers come in with a mental list of what they want to ask a prospective member, because they are so focused with making sure these questions are asked, they forget to pay attention to the answer.

### 3.2 Selling Yourself

Prospective members want to join Delta Kappa Epsilon because of the people, not because of a front that all fraternities and us put up for a designated period of time during the year. If a Deke shows characteristics and behaviors that make others want to be like them, they will be more intrigued at the idea of joining. Recruiting makes and use of and develops a characteristic that will come in handy well beyond your years as an active member – confidence.

There are simple steps to presenting yourself well: dress well but don't overdo it if the situation does not call for it, always smile but not to the point where you seem fake, be polite with your introductions when introducing prospects to your acquaintances and do not be hesitant about offering your hand first for a firm handshake (it can be the biggest difference between a favorable and unfavorable first impression.)

When inviting a prospect out to an event or a personal meeting, it is important to get him to remember who you are by telling him where you met. Get him to meet with you and casually let him know you and the Brothers have something going on and ask him when you should go **PICK HIM UP**, more often than not, without a little bit of a push, many freshmen will not show up. Try not to let prospects say they will meet you somewhere, go pick him up, you will ensure his attendance this way and you will make a great impression on the way.

### 3.3 Selling Delta Kappa Epsilon

Selling yourself is essentially selling the fraternity in a sense. People join people, so even if you are trying to sell ΔKE, the prospects focus is on you because you represent ΔKE to him. Selling the fraternity is just using the trust you have earned with a prospective member and steering the conversation towards the idea of fraternities. A few ways to get talking about fraternities are:

- Talking about the Greek community and ΔKE
- Talk about your chapter's brand image
- Talking about the fraternity as an organization
- Encourage him to visit other fraternities
- Ask him what he knows about fraternities
  - What are his perceptions?
  - What has he heard about fraternities at your campus?
  - If he has a negative image of fraternities, ask why and try mediate it.

Know your chapter's brand image means knowing the benefits and advantages of joining ΔKE. Things like the founding of ΔKE, our story and how we are the only fraternity to produce 5 Presidents of the United States will come in handy here. More importantly though, this is where the chapter needs to legitimately understand its pros and cons. Mention things that are tangible to the prospect. If he is an athlete, mention the chapter's excellent intramural sports performances. If he is interested in higher learning, mention the chapter's GPA or the variety of scholarship opportunities available to him as a Deke. If someone needs housing and if it is viable, mention how there are opportunities to live in the house almost immediately, or if not next year (do not forget to mention the benefits of having a "home away from home" at the house). Among this, things like the social life, leadership opportunities, friendships, alumni relations are but only the beginnings of the benefits that a prospective member can look forward to.

While it is important to be proud about our heritage and achievements, do **NOT** lie to a prospect when selling the fraternity. Be honest about the financial commitments that it requires. It is also important to note that we **NEVER** defame another fraternity while trying to sell ours. Not only does this not work, why would we want someone who responded to such recruitment tactics? Believe in what you say when you tell a prospective member that becoming a Deke was by far one of the best decisions in your life. Try not to sound vain, but be confident to proudly say we are one of the finest fraternities to exist.

### 3.4 Handling Objections

As you sell the fraternity and move through the recruitment process, objections will come up. They usually come up near the end of the process or even right at the end when the bid is being extended. The *maybes* are the group that will come up with the most objections and it is how your chapter handles these objections that will make your chapter the class of recruitment among the Greek community. Before we move to examples of objections, here is a template on how to handle an objection:

- Begin with an understanding statement – reflect on what the prospective member is saying. Empathize with him, understand his fear or apprehensions. Relate to him but do not get angry with him even though you know it is an objection. Do not try to make someone look or feel dumb – that will not move the discussion towards a favorable result.
- Turn the objection into a question – have him ask the concern in a question and understand where he is coming from. Turn his objection into a question by starting with something like “What you mean is…” or “What if I can show you…” Give the prospect a new perspective on his concern. Do not argue; keep the discussion very calm and open to any comments.
- Answer the question – answer what he was looking for either by providing the right information, ensure that the concern has been handled before you conclude that the objection has been handled, do not allow it to linger.

*\*\*\*Get to the bottom of an objection NO MATTER WHAT!! (Even if the prospective member turns you down, you want some closure as well as tips on what to do the next time the objection comes up)*

Listed on the next pages are the most common objections that usually come up. Make sure all chapter members know how to handle the following objections calmly through recruitment workshops. If a difficult or rare objection arises, please consult the Recruitment Chairman or a more experienced and knowledgeable Brother.

*List of possible objections*

<b>FAMILY</b>	
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “My parents don’t approve of fraternities”</li> <li>• “My parents didn’t have good experiences in Greek Life”</li> <li>• “My parents think fraternities are a waste of time”</li> <li>• “My parents do not want me to pledge a fraternity”</li> <li>• “My brother had a bad experience with a fraternity”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Inquire as to why his parents don’t approve of fraternities</li> <li>• Ask why he thinks they feel that way</li> <li>• Ask to call his parents, and if they agree, will he?</li> <li>• Explain why ΔKE is different from the stereotypical fraternity</li> </ul>

<b>SCHOOL</b>	
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I don’t want my grades to suffer (and lose my scholarship)”</li> <li>• “My advisor/professors suggest I don’t join a fraternity”</li> <li>• “I want to maintain a high GPA”</li> <li>• “Academics are my priority”</li> <li>• “I want to bring my grades up before I join a fraternity”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Inform him of your chapter’s academic accolades</li> <li>• Have him talk to the Brothers with the highest GPAs and tell him we have Brothers from all fields that can help him improve his GPA</li> <li>• Explain the chapter’s scholastic requirements</li> <li>• Inform him of any scholarships available to him (and his GPA)</li> <li>• Tell him the facts: fraternity men generally have a higher GPA and have greater chances of graduating</li> </ul>

<b>MONEY</b>	
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I don’t have the money to join a fraternity”</li> <li>• “My parents won’t pay for my dues”</li> <li>• “A fraternity costs too much”</li> <li>• “I can’t afford to join a fraternity”</li> <li>• “Fraternities cost too much”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Have the treasurer come in and offer a payment plan</li> <li>• Break the dues down to the month to make them sound more manageable</li> <li>• Compare the costs of living in the house to living in forms or in an apartment (if applicable)</li> <li>• Lay out where his dues go to (some people just don’t see the value in it...yet)</li> <li>• Compare the costs of ΔKE to other fraternities to show how competitive we are</li> <li>• Re-emphasize the scholarships available to him through the chapter to help him financially</li> </ul>

	<b>RELATIONSHIP</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I don’t want to take a lot of time away from my girlfriend”</li> <li>• “I don’t want to ruin the relationship between me and my girlfriend”</li> <li>• “My girlfriend doesn’t want me to join a fraternity”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Ask what she is worried about and why she doesn’t want you to join</li> <li>• Explain the opportunities available for her to come participate with you (formals, dances, parties, etc.)</li> <li>• Explain to him how much time he will spend with the chapter on a weekly basis</li> <li>• Have him speak with a recent initiate who also had a girlfriend during the new member education period</li> </ul>

	<b>TIME</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “Pledging a fraternity takes a lot of time that I don’t have”</li> <li>• “I have too many commitments to fulfill”</li> <li>• “The fraternity will take up too much of my time”</li> <li>• “I don’t want to give up my freedom”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Explain how much time he will spend with the fraternity on a weekly basis (and he will probably end up wanting to spend more as time goes on)</li> <li>• Show him an outline of the new member education program, do not make it sound like a chore</li> </ul>

	<b>FRATERNITY STEREOTYPE</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I don’t want to lose my friends that aren’t in fraternities”</li> <li>• “I don’t want to be stereotyped”</li> <li>• “I don’t want to buy friends”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Let him know everyone has friends outside the Greek system, and that he is free to bring them out to events. You won’t lose friends. In fact, you will make more.</li> <li>• What stereotype do you mean? Have you seen it here at ΔKE? Let him know we are so much more than what <i>Animal House</i> has shown the world</li> <li>• Fraternity membership is no different than being on a sports team or joining a church (let him know what the dues go to and compare it to any organization). You are entitled to come and participate but by no means are you forced to, let him know it is the norm to end up wanting to participate more than what is expected.</li> </ul>

<b>HAZING</b>	
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I don’t want to get hazed”</li> <li>• “I’ve heard hazing stories at other chapters on campus”</li> <li>• “All frats haze”</li> <li>• “I don’t like the hazing that goes on in fraternities”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Show him ΔKE’s Risk Management Policy which prohibits hazing</li> <li>• Give him an outline of the new member education program which reinforces the anti-hazing policy</li> <li>• Let him know that International is there to prevent hazing incidents</li> <li>• Let him know of any university avenues that prevent hazing</li> <li>• Review our core values on hazing</li> <li>• Introduce him to some of our recent initiates and have them give him their perspective</li> </ul>

<b>LOOKING AT OTHER FRATERNITIES</b>	
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I’m still looking at other fraternities”</li> <li>• “I’m not sure which fraternity fits me best”</li> <li>• “I like a lot of the chapters I’ve looked at”</li> <li>• “I want to look at other fraternities before making up my mind”</li> <li>• “I’m having trouble deciding between ΔKE and XYZ”</li> <li>• “I’ve heard your chapter isn’t as good as XYZ”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Ask him what he is looking for in a fraternity</li> <li>• Match your chapter’s activities with his needs and wants</li> <li>• Tell him he is what your chapter is looking for in a candidate</li> <li>• Back up his decision to look at other fraternities to encourage him to get information and see why he should choose us, warn him that other chapters may not share our point of view</li> <li>• If he thinks your chapter is weaker than another, tell him we are on the rise and that reputations are perceptions. Challenge him to be a difference maker at ΔKE rather than conform to what is already established.</li> </ul>

	<b>OTHER EXCUSES</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I want to wait until next semester to join a fraternity”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Simply ask him “Why?”</li> <li>• Fall/spring classes tend to be larger so you get a head start on leadership opportunities</li> <li>• What might change from this semester to get you to change your mind?</li> <li>• There are many things you will miss out on if you don’t pledge now</li> <li>• There is usually another objection behind this one, be ready for it!</li> </ul>
	<b>OTHER EXCUSES</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I’m too old to be in a fraternity”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Ask if he sees an age limit to being in a fraternity</li> <li>• Tell him his experience will be valued in the chapter</li> <li>• Ask him what he wants out of the fraternity</li> <li>• Introduce him to Brothers that joined in the later years</li> <li>• Point out Alumni contacts if he is close to graduating</li> </ul>
	<b>OTHER EXCUSES</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “The fraternity isn’t very different from the dorms”</li> <li>• “I’m already living in a place, I can’t get out of the contract”</li> <li>• “I’m already living in another house, how can this work?”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Do you think you’ll go back to the dorm in 30 years to see your old floor mates?</li> <li>• If he is already in another chapter’s house or stuck in a lease somewhere, let him know that ΔKE will help him find a sublet and will help him move (this is not the first time this has happened)</li> </ul>
	<b>OTHER EXCUSES</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I want to get myself adjusted to college before I join a fraternity”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• What is the concern here? (Academics, social life, friends, campus involvement, being away from home?)</li> <li>• Do you have any friends from high school here?</li> <li>• Let him know the fraternity can help him get a leg up in getting adjusted.</li> </ul>
	<b>DRINKING</b>
<b>Objection</b>	<ul style="list-style-type: none"> <li>• “I don’t want to be forced to drink”</li> <li>• “I don’t need to drink to fit in”</li> <li>• “I don’t drink”</li> </ul>
<b>Your Response</b>	<ul style="list-style-type: none"> <li>• Let him know that no one is forced to drink, so him not wanting to drink won’t make a difference.</li> <li>• Tell him that members actually find less incentive to drink as they get older (find testimonials from Brothers to justify this)</li> </ul>

- |  |  |
|--|--|
|  | <ul style="list-style-type: none"><li>• Inform him of the definition of hazing in the Risk Management Policy and guidelines that prohibit the forced consumption of alcohol.</li></ul> |
|--|--|

## **4. STRUCTURE & ORGANIZATION OF A RECRUITMENT PROGRAM**

### **4.1 The Recruitment Chairman**

The structure and organization of a chapter's recruitment program can vary based on size and target goals. What must be common among all chapters is the position of Recruitment Chairman. This needs to be a separate office that belongs on the executive board. Although all decisions concerning Recruitment and all events and activities associated with Recruitment must go through him, the position is not necessarily a one-man show. If needed (in most cases this is a yes), the Recruitment chairman should have a committee to be his support system in terms of planning and organizing various aspects of Recruitment.

A good Recruitment Chair must be organized, creative, enthusiastic and driven for results. He might not be the best recruiter in the chapter, but he needs to be the one to influence five Brothers to become the best recruiters. The results of Recruitment are directly correlated with the chapter's efforts; it is with the duty of the Recruitment Chairman to generate and motivate these efforts. The responsibilities of the Recruitment Chairman include, but are not limited to:

- Organize/chair a Recruitment Committee
- Organize/conduct a Chapter recruitment retreat
- Establish a written **year-long** recruitment plan
- Maintain Alumni support by inviting Alumni to Chapter recruitment functions
- Informing and updating the Chapter of the campus and ΔKE recruitment policies and programs, especially FIPG
- Complete and submit any information regarding IFC recruitment, IFC recruitment catalog, or university information regarding recruitment.

### **4.2 The Recruitment Committee**

Committee Makeup:

- The Committee, depending on the needs of the Recruitment Chairman, can consist of one vice Recruitment Chair or up to multiple members in charge of various, specific tasks (reminding people to/making invitations, follow-ups, organizing events and booths, etc.)
- The Committee should meet once a week.

Delegating specific tasks to the members of the Recruitment Committee will be helpful to the Chairman for him to stay on top of everything during Recruitment. Various tasks that committee members can do are:

- Management of *the list* (see *the list*, section 2)

- Management of follow-ups
- Organization of events
- Picking up of prospective members
- Printed materials (brochures, fliers, cards, bids, etc.)

The Recruitment Committee should meet to monitor their progress and make changes as necessary. They will create a recruitment budget with the help of the Treasurer and make sure the chapter sticks to the budget

### **4.3 Developing a Recruitment Program**

Recruitment is a cycle that is year-round, but it is important to note when it starts, usually depending on when your new Recruitment Chair takes office. Understanding the various types of recruitment systems in existence at campuses all across North America will serve as a good starting point. Using the following descriptions of the following recruitment systems, find one or two, or perhaps even elements of a few to tailor an effective recruitment program for your chapter based on your chapter size, target goals and resources.

#### *Year Round Recruitment*

This model involves potential members in the many daily routines of the fraternity – meals, intramurals, service projects, etc. This model helps to break down the stereotypes that have been developed and associated with fraternities in general over the past years. It benefits the chapter in a sense that there is constant exposure of the chapter. Prospective members get to see the real, true everyday values of membership in a fraternity compared to the glitz and glamour of “Rush”, where banners and parties litter the streets. In addition to this, year-round exposure allows for the chapter to really get acquainted with prospective members who are around them for a much longer and consistent basis.

Recruiting on a year-round basis also allows you to get a head start during formal recruitment periods sponsored by your university and IFC. If you follow the year-round recruitment model, chances are you will already have a handful of potential members by the time formal recruitment begins. This model does require plenty of organization and constant focus on behalf of everyone in the chapter – more than just the executive board and a recruitment chairman.

#### *Formal Recruitment*

Formal Recruitment is usually a recruitment program sponsored by the school or the Greek system. Potential members are required to register with the institution (sometimes through the IFC) and participate in activities designated by the institutions Greek council and individual chapters. They may even have to pay a registration fee on the odd occasion. Chapters usually have strict guidelines to follow prior to and during recruitment. The prospects will usually tour all of the houses with designated IFC guides during recruitment, and those chapters without housing may meet the men at a site on campus.

One or two weeks are set-aside at the beginning of a term (usually fall) for this formal recruitment. There will be two categories of functions during formal recruitment: IFC sponsored and Chapter sponsored events. IFC sponsored events tend to introduce students to Greek life and act as an orientation of sorts for the prospects. Chapter events are usually limited number events held at a specific time held by lottery. Your chapter should then spend considerable time and effort on these events. Activities at these events should be creative so they stand out in the mind of the tour participants. A goal for the chapter should be to make the prospects feel comfortable so they come back in the near future.

Challenges to formal recruitment:

- Chapter must fight complacency: just because they are delivered does not mean the prospects are guaranteed
- Only *guarantees* (see section 1.2) register for formal recruitment: this leaves the untapped *maybes* still at large
- Making an effort to stand out can be difficult, particularly if there is lots of competition
- The strong control and influence by IFC can make it hard unless the chapter itself has members in the IFC
- Be aware of other Chapter's Events

Advantages to formal recruitment:

- You get to meet every participant in recruitment
- Chances are most other houses will not be proactive and wait for the prospects to come to them
- Apathy in other fraternities can work out in your favor thanks to institutionalization of recruitment

### ***Informal Recruitment***

Informal recruitment is open, continuous recruitment where the chapter may offer bids and take pledges at any time. This system is used at the majority of college campuses and is becoming more and more popular for many reasons. Informal recruitment is less work for IFC's. They don't have to deal with the hassles of registering men, planning and holding events, and giving tours. Most importantly it takes the responsibility of finding new members off the shoulders of the IFC and puts it onto the shoulders of the chapters. The recruitment process is only what each chapter makes of it.

This type of recruitment requires more work, but allows the chapter greater latitude in choosing and planning recruitment events. The most challenging part is compiling a list of names from which to invite men to your events. It is important for a chapter to go out on campus and approach anyone who isn't Greek about recruitment. You want to be the one who first contacts the "Always joiners" to give you the edge over the other fraternities on campus; also in this kind of system it is very easy for the "maybe joiners" to fall between the cracks and go unnoticed.

Challenges of Informal Recruitment:

- Fraternities must recruit men to join the Greek System. Because IFC isn't "in charge," each chapter must encourage people to check them out. Good year-round public relations are critical.
- Recruitment is very competitive. Fraternities must realize that when they put in the extra effort, they can win over the great prospects.
- Poor planning can kill a chapter. If the proper arrangements aren't made or the effort put into recruitment is minimal, the consequences will be devastating to the chapter: poor group of prospects from which to select, low percentage of prospects accept bids, small pledge classes, and/or low chapter moral.
- Recruitment can strain a small budget. Despite the competition to have large recruitment events remember that people join a chapter because of the brothers in it, not because of the amount of money that is spent during events. Try to keep costs as reasonable as possible and don't try and have a large budget in place of a well-planned recruitment.

#### Advantages of Informal Recruitment:

- You can give a bid to any quality man. You aren't limited to extending bids to the typical "always joiners" that sign up for formal recruitment.
- Recruitment is what you make it. Since recruiting can be difficult, the chapter with superior planning has a good chance at success.
- You will know your potential members better. Because you are unlimited in your contact with prospects, the ability exists to get to know each person well.
- Flexibility in setting your own schedule. You may customize your events to fit your chapter and the kind of people you want to attract.
- It is easier to recruit the "maybe joiners". Formal recruitment is often intimidating to people who aren't familiar with the Greek system. Informal recruitment is much more relaxed.
- There is less of a "rush." Because few limits exist, chapters typically don't have to "seek and bid" men.

#### *Deferred Rush*

At some schools freshmen aren't allowed to participate in recruitment events until after their first semester or term in school. At some freshmen are barred from joining the Greek system until their sophomore year. The reasoning behind "deferred rush" is growing concern over the effects of Greek life on students – especially new students. Deferred rush refers more to the timing of when "rush" occurs rather than the actual process of recruitment. In many cases with deferred rush, fraternities are simply not allowed to hand out bids to potential members. This may not prevent you from getting to know people, holding events, and thus "recruiting" in general. Check with your Greek Advisor for more specific details, and for how deferred rush works on your campus.

Although you may not be able to hold an actual recruitment event this doesn't prevent you

form being visible on campus by holding fundraisers or other service projects. Also be sure to wear your letters whenever appropriate to help make them more recognizable to those who are waiting to rush.

#### Challenges of Deferred Rush:

- If your school is about to defer rush: this may mean a lower number of paying members and a strained budget.
- Recruits may have to meet certain standards to be eligible to rush: Often GPA requirements exist for students to participate in rush. If they don't do well, you can't ask them to join.
- Prospective members are more familiar with the Greek System. This can either work to your advantage or disadvantage. Most students going through a deferred rush time will know the stereotypes of each fraternity beforehand. If you have a bad public image it will be very difficult to change that perception in potential members.
- Recruits may become too involved in other student organizations. This is a reason why it is very important for a chapter to be involved in other student organizations.

#### Advantages of Deferred Rush:

- You can get to know prospective members better. You may not be able to "rush" them, but you sure can get to know them as friends.
- Rush participants know more about the Greek System. As they have been on campus for some time, they know what each Fraternity is known for. If you build your chapter on a positive reputation this work well for you.

### *Summer Recruitment*

Why would a chapter want to recruit during the summer months? In order to have the upper hand, we must begin to recruit early, and this is possible for every chapter. In addition to having potential members early on in the process, potential members that are very enthusiastic about the fraternity will serve to become recruitment tools as the school year starts. Every institution is different, in that each may allow some form of summer recruitment in varying degrees. Whatever the case may be, it is possible to modify this program to fit your specific situation at your campus. The following is a sample of how to plan summer recruitment.

#### Sample Summer Recruitment Plan:

1. Start planning early. The summer recruitment plan needs to be started at the beginning of the spring semester – it is important that the entire chapter is included in it and not just a select few individuals. Dates and plans for events need to be set well before school gets out. Likewise, Brothers must sign up for the events that they will be able to attend and commit to these dates.
2. Make a recruitment list (*see the list, section 1,3*). The recruitment chair should be

getting names of any prospects that have met the chapter. Alumni and parents should be contacted and asked if they know of any incoming freshmen. Likewise, ask friends in sororities and other student organization for any names of people who they think would make a good part of the chapter.

Another resource that schools sometimes give out is a list of incoming freshmen. Contact your office of admissions and Greek advisor and see if you can obtain a copy of this list. It can then be passed around the chapter and brothers can mark off the names of those that they know or come from the same hometown and high school. If this list is not available, or not available in a timely basis, have brothers contact their high schools and see if they can get a hold of the names of students planning to attend their school.

- iii. Contact the prospects. Be sure that the contact is a personal one. Have a brother call the recruit and set up an individual meeting with him to talk about the school, the Greek system and the advantages of ΔKE. Have the setting for the meeting be an informal one, like at a restaurant for lunch, a baseball game, or a cookout.

Plan on having at least one follow up visit over the summer to show the recruits that you are interested in them and keep them interested in ΔKE. If you do not have a follow up visit they may feel like they “didn’t make the cut.” Another form of contact is a mailing. This isn’t as effective as, and should not be used in place of, personal contact but can be a good supplement to the contact. Many times a handwritten letter introducing yourself and the fraternity along with a brochure with more information on the chapter is effective. Without the one on one contact along with the letter it is likely that the prospect will forget about the letter he received or who sent it, especially if he is unfamiliar with the Greek system.

It is also a great idea to meet the parents of the prospect as well. Most parents play a large role in a person’s decision to pledge. If you can sell the parents on the advantages of Greek membership, the prospect will almost definitely follow suit.

During summer recruitment events, be sure that brothers are mingling with the prospects. It is easy and common for brothers to huddle together at these events and catch up on summer events.

Alumni are often very helpful during summer recruitment, besides providing names of prospective members; alumni are great tools for regional events. Be sure to invite them, some may even be willing to host an event.

- iv. Keep up communication with the brothers. Since most brothers will be off campus during the summer it is important that each brother is reminded of when events will be held in their region. The group should also be motivating each other during this time and holding brothers accountable for the commitments

they made to attend these events in the spring. An easy way to do this is via a web page message board or even creating a list serve from a sight such as yahoo.com.

- v. Follow up. Remember to follow up with prospects once school is in session – don't expect them to automatically keep in contact with you. You can help the prospects move into their dorm rooms, have a welcoming BBQ, or a service project.

#### Challenges of Summer Recruitment:

- Costs can be difficult to budget and can quickly add up. It is easy for a summer rush budget to inflate quite a bit. Be sure that a budget is made well in advance. Also remember that you don't need to hold extravagant events – people will join if they like the brothers, not because of how nice a dinner was
- Dedication. It is very easy for brothers to put the chapter to the side during the summer and concentrate on their personal lives, especially if they live off campus for the summer. Be sure to keep up constant contact and be positively motivating them. Summer rush doesn't necessarily take up too much time, especially if the responsibilities are equally dealt amongst all brothers.
- Scheduling the events in advance. It is very important to have all events scheduled well in advance so brothers can be sure to attend the ones they are required to. Many people will have work and family commitments to attend to over the summer – the earlier they know the dates of the recruitment events the more likely they will be able to keep those dates free. Similarly, if letters are being sent to freshmen before an event ample time must be put aside for them to receive them.
- Attendance. One thing that will quickly kill a summer recruitment program is if an event is held and there is a poor attendance of brothers. Make sure everyone knows of the event well in advance. Likewise be sure that brothers that commit to attendance at an event are held accountable for it. If a brother can't be at events for some reason (traveling for the summer, prior commitments, etc.), be sure to delegate other responsibilities – have him be in charge of putting together the brochure on the chapter or similar tasks.

#### Advantages of Summer Recruitment:

- A head start. On most campuses only a few fraternities will do any sort of summer recruitment. This will give those that do a head start over those that don't. Since the majority of people are more likely join whichever organization contacts them first, this will give the ΔKE chapter quite an advantage.
- Quality of potential members. Having summer recruitment gives the chapter the first shot at many prospects that other organizations will want.

- Larger pledge classes. If a chapter spends ample time over the summer in addition to the school year they are practically guaranteed a larger pledge class than if they just recruited over the school year.

### *Recruitment on a commuter campus*

Commuter campuses are campuses where the majority of the students do not live on campus, but live close to the school. Commuter schools tend to draw working students who finance their own educations. Many times the commuter tends to not feel a sense of belonging at the institution that they are attending. Joining a Fraternity is often not a consideration for these students, even though it can be quite an advantage. It can break up the monotony of going to school, going to work, and going home. ΔKE can allow for social activities as well as scholastic growth; it also gives these students a greater sense of belonging on their campus.

When recruiting these students it is often important to involve the parents as well. Since the commuting student usually lives at home, parents are often very involved in the decision making process.

One of the greatest challenges of recruiting on a commuter campus is communication. Follow up is essential. Call prospects at their homes, if a parent answers don't be afraid to talk with them. Remember to be personable, if parents know something about the fraternity beforehand they will feel much more comfortable about their son joining. It is also important to hold events while students are at school since most will work in the evenings. Hold activities in the morning or early afternoons, such as lunch. It is very helpful to have an information table of some sort and to invite students to after school activities or weekend activities.

Don't be afraid to take recruitment to the local high schools. See if you can meet with teachers or guidance councilors and educate to them on the principals of ΔKE and explain to them the benefits of joining a fraternity. Then ask them for the names of students that they would recommend for membership that will be attending your school in the fall.

## **4.4 Recruitment Workshops**

Recruitment workshops should be held at least once a year to plan the recruitment strategy for the upcoming year and should involve the following topics: the Chapter's vision, goals, marketing, individuals whom you are targeting, and how many you plan to recruit. The retreat should be planned and conducted by the Recruitment Chairman and his Committee before any recruitment efforts by the Chapter. It must involve an assessment of last year's recruitment efforts and a judgment on whether adjustments need to be made to fit to push for this year's goals.

The goals for the Recruitment workshop are:

- To educate the newer brothers how to recruit effectively
- Review recruitment strategies so that everyone is clear on all policies and strategies

- Making sure that everyone has the same information to give to prospective members (GPA requirements, financial obligations, athletic accomplishments, etc.)
- Review selling points of the chapter and how to promote ΔKE
- Increase unity and motivation within the chapter (in general)
- Discuss the details of recruitment (how to deal with tough questions, tips, how the bidding process works, etc.)

The Recruitment Chairman needs to motivate the chapter to come out and participate (statistics have shown that workshops increase recruitment numbers). If he is excited about recruitment, then everyone else should be.

Handouts are helpful in conducting the workshops (*Refer to Section 3, Recruitment Techniques*)

## 5. RESOURCES

### 5.1 The Do's and Don'ts of Recruitment

#### The Do's

- Do wear a smile throughout recruitment.
- Do wear letters and your pin. Delta Kappa Epsilon is a fraternity to be proud of, so show it!
- Do encourage every prospective member to join the Greek system, no matter what fraternity.
- Do make friends with someone. The most commonly given reason for joining a fraternity is that the person made friends with a brother of that Chapter.
- Do use a firm handshake and look the prospective member in the eye when introductions are made.
- Do be on time for all recruitment events.
- Do be cheerful and enthusiastic at all times. (Enthusiasm is contagious).
- Do take advantage of all displays and conversation pieces.
- Do look for potential in a person, not what they already are. Prospective members (especially freshmen) are unpolished material and just got to college, so do not hold that against them.
- Do treat all guests equally.
- Do have class, and have good table manners. Fraternities help with social graces, so show it.
- Do be frank as possible in all conversations, and be honest.
- Do look for men who can meet the Chapter's financial commitments.
- Do as the Recruitment Chairman asks you at all times.
- Do give your solid prospects a publication before they leave the event.
- Do ask alumni to assist in recruitment.
- Do ask someone else if you cannot answer a question.
- Do be nice to everybody.
- Do find out someone's interests, and introduce him to a brother that shares that interest.
- Do recruit according to the rules.
- Do talk about the strengths of the Chapter, and how they can benefit someone.
- Do talk about the weaknesses of the Chapter as opportunities for improvement.
- Do encourage parents to talk to your Chapter Advisor or Alumni Board to make them comfortable.
- Do let your guests do the talking – then they can ask questions that are important to them.
- Do incorporate at least one song into your recruitment.
- Do point out the accomplishments of other brothers.
- Do establish a recruitment goal.

- Do make sure prospective members meet other prospective members.
- Do have a copy of The Constitution and Acts of Delta Kappa Epsilon on hand to answer any questions.
- Do explain fully the recruitment rules and recruitment procedures.
- Do use a positive approach in asking a man to return to the Chapter. (Say, “I will see you tomorrow,” not “I hope to see you tomorrow.”)
- Do see that ashtrays and receptacles are cleaned at regular intervals.
- Do see that there are towels and toilet paper in all bathrooms.
- Do respect a man’s wish to keep all previous engagements.
- Do create a relaxed atmosphere and make the recruit feel he is part of the group, so when he leaves, he will feel that this is where he belongs.

### The Don’ts

- Don’t use the expression, “I Don’t believe I’ve met you before.” Greet people properly.
- Don’t wait to be introduced – introduce yourself.
- Don’t interrupt a conversation rudely to introduce yourself.
- Don’t forget that most freshman don’t know anything about fraternities, so have patience with them.
- Don’t use racial or ethnic slurs. It is hard to talk about scholarship when you sound like a moron.
- Don’t just talk about social activities. If all you sell is social life, you are only going to get men who care about the social life.
- Don’t release the handshake until you are sure of the prospective member’s name.
- Don’t forget transfers and commuters.
- Don’t talk about yourself--talk about the prospective member.
- Don’t criticize other fraternities.
- Don’t refer to a man being recruited by the Chapter as a “rushee” or “prospective member.” He is a guest.
- Don’t monopolize someone for the entire event – make sure he meets other brothers.
- Don’t reveal how many men we have as new members.
- Don’t lie to a recruit about your fraternity status.
- Don’t criticize or argue with the brothers in the Chapter.
- Don’t ever leave a prospective member alone.
- Don’t act tired no matter how tired you get.
- Don’t attempt to convince a man to join if he legitimately cannot afford it.
- Don’t talk about how much you do not like recruitment. It is hard to sell the fraternity when the first event a prospective member sees, he hears members talking about how much they do not like it.
- Don’t use “inside” jokes or nicknames – this just makes your prospective members feel like outsiders who do not understand everything around them.
- Don’t mingle solely with other brothers or new members during an event.
- Don’t mention ΔKE first to a prospective member; let him ask about it first.
- Don’t PRESSURE prospective members into joining.

## 5.2 The Telephone contact

### *The Sample Telephone Contact:*

This instruction sheet should be copied and used by the members as a guide during the telephone contact.

PURPOSE: To get a chance to meet a potential member.

1. Introduce yourself and say that you are a member of Delta Kappa Epsilon Fraternity
2. Do NOT waste the potential member's time. You are calling to set up a meeting to discuss the fraternity. Get to the point.
3. Offer the prospective member at least two times to meet and at least two different atmospheres. Phrase the question such that you are asking "when" and not "if" you can meet with each other.
4. Let the other person TALK. Be quiet!
5. Try to set the meeting up at an odd-sounding time such as 6:10 – it will better stick in his mind.
6. Always offer the potential member to and from the function.
7. Repeat the potential members name, your name, and the time as you close.
8. Never set up a date for more than 24 hours in advance – It is too easy for either yourself or the potential member to confuse the date or forget.

An Example: "Hello \_\_\_\_\_  
This is \_\_\_\_\_;  
I'm a member of Delta Kappa Epsilon Fraternity here at \_\_\_\_\_.  
What are you doing tomorrow at \_\_\_\_\_? The reason I'm asking is we're holding an event and I'd like you to come over and we could talk about the Fraternity. If it would be better to meet for lunch that would be fine.  
Great. I'll stop by your place just after 6:00 pm to pick you up... does 6:10 sound okay to you? <First name>, I look forward to seeing you tomorrow night at 6:10 then, again my name is \_\_\_\_\_.  
Goodbye, have a good day."

This kind of a technique works for whether you are setting up a time for a personal visit or if you are holding a function. Tailor this to whatever makes you feel the most comfortable, and keep in mind, this is just a guide to get things started for each member.

### 5.3 Event Ideas

Here is a list of ideas of events that your chapter can conduct to help facilitate recruitment, try to use as many avenues as possible but do not spread your chapter out too thin.

- Help out on freshman move-in day. Wear letters! This is a great opener for freshman to see brothers involved on campus and it gives the brothers a chance to meet freshmen. It also lets freshmen see your letters and identify a face with the Greek organization. Talk to your Greek Advisor or IFC about specific rules and regulations for doing this.
- Have brothers become Resident Directors, Resident Advisors, tour guides, and/or Orientation Advisors. This is a fantastic way to interact with freshmen and incoming freshmen. As a tour guide, sometimes the school will allow you to bring the interested freshmen and his parents by the fraternity house, considering it is clean.
- If a Chapter can get the names, addresses, and phone numbers of the entering freshmen, the Chapter can inform the freshmen over the summer of upcoming events in the summer or early fall.
- Setting up a table in Resident Halls and/or on campus in order to interact with students and hand out schedules of events.
- Have a video game tournament with your Chapter's favorite game (e.g., Halo, Golden Eye, NHL, etc.)
- Send out a bulk, personalized email to all the freshmen letting them know when your recruitment dates are (for help with this, call the International Headquarters)
- Make up a miniature golf course in the house (if you have a house)
- A casino night or poker night (with fake money of course). The winner at the end gets a prize donated by the Chapter.
- Get guys together for a basketball, volleyball, or football game.
- Paintball
- A BBQ, with some outdoor events (a horseshoe tournament, flag football, etc.)
- Have a dinner at your Chapter house and invite the prospective members.
- Taking the prospective members somewhere, such as a road trip to another Chapter. This gives the brothers plenty of time to get to know prospective members and you can really show them what it means to be a Deke. Note: Check with the University to see if you are allowed to take prospective members off campus.
- Have "Delta Kappa Epsilon (year)" (or the recruitment schedule) on cups to hand out to freshmen during a convocation or move-in.
- Ask prospective members if they would like to join your sports teams. This will put you in contact with the prospective members every time you have a sporting event.
- Provide party platter sandwiches alongside an activity or sporting event (perhaps

- one that's on TV, i.e., the Super bowl, the World Series, etc.)
- Softball 18. 3-on-3 basketball tournament
  - Set up study breaks in Resident Halls during midterms or finals time that includes snacks, movies, etc. One example is Bagel Breaks, which is put on by sororities at the University of Washington. Make sure to coordinate this with the Resident Life Director. Perhaps have the study break with a sorority.
  - Having recruitment events (dinners, brother hang-out nights, etc.) in cities where a majority of entering freshmen live can create awareness, interest, and possibly some new members for the next semester.
  - Have prospective members attend intramural sports events.
  - Go-carting.
  - Ultimate Frisbee or Capture the Flag -- Come up with your own rules to these classic games. Split brothers and prospective members up into teams.
  - Go to a sporting event as a group.
  - Hold a pool tournament
  - Golf
  - Hold a darts tournament
  - Visit to a nearby beach
  - Karaoke Night
  - Saturday morning cartoons with dates
  - Broomball on an ice rink
  - Deke Ice Cream Parlor (serve ice cream to sorority women)
  - Midnight bowling
  - Drive-in movie
  - Grand Prix Race -- set up a course and have a Grand Prix race using tricycles or scooters. Follow this with a cookout.
  - Night at the Races -- If your Chapter is near a horse track, see if they have films of races available for rental. Issue play money, set up "betters" booths and have the prospective members bet on their favorite horse. After bets have been placed, show the film.
  - Have a chili cook-off.
  - Have a graffiti party. Cover the walls with paper and provide either magic markers or tempura paint and let guests write their favorite graffiti.
  - Collegiate Feud -- this is based on the TV show "Family Feud." Split up the brothers and prospective members into teams and have your emcee ask questions relating to college life. Beforehand, poll dorms and sororities to find out what the answers will be.
  - Have a Cajun Night. Cookout some crawfish, shrimp, or catfish. Have some Cajun Zydeco music.
  - Hiking.
  - Have a Hawaiian Luau Night. Decorate the house in a tropical motif. Have sorority members pass out leis. Roast a pig, serve pineapple and coconuts.
  - Have a flyer made out with the standard recognition symbol on it (really big) and ask on the flyer, "What is this? Ask a Deke."
  - Night of the Gypsies. An evening of fortune telling complete with palmist, tarot-card readings, and gypsies with a crystal ball. Put "fraternity membership" in everyone's future.

- Road Rally -- A classic test of driving skills based not on speed but accuracy. Pre-design and drive a course using the speed limit to determine ideal time. Develop written direction clues and match up prospective members with members to form teams.
- Host a comedian or a hypnotist, or go to a comedy club.
- Host a ping-pong tournament.
- Have a band party at the Chapter house (without alcohol, of course).

## 5.4 Sample Bid



*The Brothers of the XYZ Chapter of  
Delta Kappa Epsilon Fraternity  
Wish to extend to*

---

*An invitation to become a new member of the class of 2010*

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*President*

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*Recruitment Chairman*