



# DELTA KAPPA EPSILON

Gentlemen, Scholars & Jolly Good Fellows

## Virtual Recruitment

For most of us “formal recruitment” season is over, with a few exceptions. If you are one of these few chapters that has yet to complete your formal recruitment period please reach out to your chapter consultant to schedule a 1 on 1 conversation of how to make the best of the situation. For years now, Delta Kappa Epsilon has preached the idea year round recruitment. Meaning that as brothers of the organization we are always looking for potential new members no matter the time of the year. With the COVID-19 pandemic, it might be more challenging but it doesn't change the fact that we should always be recruiting. Now more than ever as values based organizations we must rely on our values and that applies to recruitment as well.

### Recruitment Committees:

Just like the rest of the executive committees the recruitment committee should still meet during this time. Fortunately as members of the recruitment committee, you are probably used to planning recruitment from a distance (over summer). However if you are not we strongly encourage you to use some of the resources we provide on our virtual resources page that can be found on [www.dke.org/covid](http://www.dke.org/covid) .

### Recruitment Ideas:

Check in with people on your names list:

- If you've been building your names list all year, this would be a great time to check in on people on that names list. The recruitment committee or designated brothers should use this time to check in all potential new members on your names list. Remember DKE HQ pays for your access to [Chapterbuilder](#), which allows you to virtually manage all your Potential New Members.

Growing your names list:

- This is a great time to grow your names list. Encourage your members to keep adding to the names list on chapterbuilder or your excel spreadsheet . You might be asking yourself, how you can grow your names list during this time. Fortunately our partners over at Phiredup have put together some [ideas](#) for this challenging time. As school has likely resumed even if virtually at this point, you are probably interacting with other classmates in one way or another. Encourage members to think of these classmates and weather their values align with ours. Members are likely socialising with their friends virtually (think COD- Warzone), maybe there's someone on they've met recently that

they believe shares the same values as our organization. If you are looking for more ideas, we encourage you to explore the Remote Brotherhood page on [www.dke.org/covid](http://www.dke.org/covid). These activities are geared towards engaging brothers however they can also be great activities to engage Potential New Members. Better yet, invite a Potential New Member to a remote brotherhood event.

### Plan ahead:

#### Summer Recruitment:

- If your chapter has never tried summer recruitment events, perhaps it's time to consider the option. Why not plan some summer recruitment events in your hometown? Please keep in mind that the situation we are currently in could continue longer than we think. Before booking anything make sure that you inquire about the cancellation policy.

#### Begin Planning Fall Recruitment:

- Maybe you've done the same thing during recruitment for years and it's worked wonderfully, maybe it hasn't. But now that school is out early you have more time on your hands, so maybe it's time to review your fall recruitment plans. What worked last year? What didn't? How can we improve on the successes of last year or learn from last year's failures? It would be wise to consider what virtual recruitment would like for your organization in the fall as well.

#### Reach out to Alumni:

- Alumni are a great source for names. Your chapter may have a great alumni database and your chapter/colony should make good use of this to request referrals. In fact you can use [Chapterbuilder](#) to create an alumni referral form so that alumni can enter Potential New Members directly into your names list. There are likely other members of Delta Kappa Epsilon living in the area or areas that directly feed into your institution. If you would like to contact ALL members of Delta Kappa Epsilon in your area please reach out to Turner Spears , Director of Alumni Services at [turner@dke.org](mailto:turner@dke.org).