



## **Triangle Recruitment Solutions: Work Smarter, Not Harder.**

### ***Re-Engineer Brotherhood at Your Institution***

#### **NIC 5 Step Model:**

- 1) Meet Them
- 2) Make Them Your Friend
- 3) Introduce Them To Your Friends
- 4) Introduce Them to Triangle
- 5) Offer Them An Invitation to Join Triangle

#### **Focus: People & Purpose:**

Advertise and vocalize the values of the fraternity in combination with the benefits of membership in the organization. Create an environment which is attractive, dynamic, unique and engaging.

#### **Steps to Effective 365 Day Recruitment:**

- 1) Maintain an Organized Names List complete with contact information (Name, Phone Number, Email) and the source of the name (identity of the sorority woman, friend, etc. who recommended him for membership)
- 2) Make friends with each man on the names list, invite the source of recommendation if at all possible to attend until the new member feels comfortable in a new environment
- 3) Introduce them to other friends in Triangle
- 4) Educate them about the purpose, values and benefits of Triangle. Ask them if they have questions or concerns and dispel any negative perceptions through active listening and product knowledge. Pre-closes are a viable method of smoothing this process out. A pre-close is a technique used to see if a man is ready to commit to joining Triangle.

**NOTE:** *To pre-close a potential member, after you have gotten to know him sufficiently, ask him: “If I were to ask you to join Triangle today, what would you say?” If he says yes, congratulations! If he says no, work through his concerns by asking him why he feels the way he does. By working through his resistance, you can make him feel more comfortable with his choice.*

- 5) Extend Bids for Membership based upon the values criteria set forth in the Ritual, as well as individual needs of the chapter. If the chapter GPA is low recruit men who are academically stable. If the chapter lacks an emphasis on service, focus on developing lists of names from service related organizations/activities. If a pre-close is used, never have a bid rejected again!
- 6) Integrate New Members into established new member education programs.
- 7) Repeat the process anew regardless of whether or not the term has ended. These techniques can be implemented twice a semester or once or twice each quarter depending on the chapter. The summer is also a viable time to utilize this method.

### **Who Should Be Involved With Recruitment?**

**Question:** Which Triangle members should be involved in recruitment?

**Answer:** Ultimately, each active organization needs to pick and choose men and play-up their strengths. For example: if you have a member who is better in a social setting, tap him to be a front-line recruiter (out there meeting potential new members, talking at recruitment events, etc.). Example #2: if you have a member who is quiet and better with organization skills, tap him to be in charge of a database, making materials, behind-the-scenes work.

### **Skills Beneficial to Healthy Recruitment Practices**

- **Active Listening**
  - Asking open-ended questions
  - Getting to know the potential new members
  - In a conversation follow the 10-90 Rule: 10% of the talking is done by the recruiter, 90% is done by the potential new member
- **Professionalism**
  - Dress to impress
  - Well-groomed
  - Proper dining etiquette
  - Eye contact
  - Firm handshake
  - Proper introductions
- **Organization**
  - Providing all actives with a copy of the Names List
  - A database document with all of the potential new members so the actives can track contacts, conversations, etc.
- **Respect**
  - Consciousness of the diversity of the potential new members – know your actives, know your potentials
  - Observe the Triangle policies on membership: we do not discriminate on the basis of race, color, creed, national origin, sexual orientation, or socioeconomic status.

- **Enthusiasm**
  - *Positive attitude*
  - *Always show the same amount of enthusiasm with every new man you meet*
  - *Take an interest in the potential new man's lives*
  - *Don't let anyone stand in a corner by themselves*
- **Product Knowledge**
  - *Communicate the benefits and purpose of Triangle Fraternity*
  - *Focus away from the chapter house, if applicable*
  - *Include BALANCE in these conversations: Triangle Fraternity provides a great balance between school & social*
  - *Key-in on the potential members' strengths (i.e. he's interested in athletics? Introduce him to Brothers with a similar interest)*
- **Communication Skills**
  - *Verbal: be aware of the language we use, the connotations and stereotypes that surround it. Examples: rush (a pressure, hurried environment); pledge (someone who is lesser than an active); frat vs. fraternity; etc.*
  - *Written: make sure your actives are sending written communication (i.e. email messages, Facebook messages) that match the values and purpose of Triangle Fraternity.*
- **Delegation**
  - *Recruitment is not just left to the elected recruitment chairman*
  - *There are so many benefits to each active by getting involved with recruitment – don't be afraid to delegate tasks*
- **Time Management**
  - *Plan ahead – do not wait until the last minute to organize recruitment events*
  - *Set a schedule for every recruitment period and stick to it*

### **What is a Names List?**

This is a compiled list of the names and contact information of men who are eligible to join Triangle. Every member of the organization should receive constant updates as the names list grows so that he can contact potential new members and be informed as to who is being recruited. **It is important to note that when building a names list, you should not judge the men before you get to know them. Leave no one off of it, including those men who tell you they are not interested.** Many Triangle men never anticipated they would eventually join the Greek system.

Many of our active organizations use an Excel spreadsheet, Google documents, Word documents, etc to build and maintain the Names List.

**REMEMBER:** *When building names lists, be creative. When giving presentations: Professionalism, Enthusiasm, Presentation, Giveaways, gifts and creative solutions can enhance the way you are perceived.*

### **Resources to Build Your Names List:**

- Initiated Members of Triangle
- New Members of Triangle (pledges)
- Alumni Members of Triangle
- Classrooms: Look for the students who stand out and approach them with friendship.
- Classroom Visits/Presentations: Chemistry, Engineering, Architecture, Calculus, Physics, Freshman Engineering/Leadership Seminars, Dean's Leadership Classes
- Parents/ Parents Club
- House Mother or Father
- Chapter Advisor/Professor on Campus who understands the purpose of Triangle
- The Departments of Engineering, Architecture and Science
- Professional and Academic Student Organizations
- Service Organizations: Alpha Phi Omega, Habitat For Humanity, etc.
- Other Fraternities: Help them recruit non-engineers, architects and scientists and exchange names
- Sorority Women/ Women's Organizations
- Non-affiliated Women who are friends of Triangle
- University Sponsored & Club Athletic Teams: Coaches, Assistant Coaches, tutors
- Honorary/Professional Fraternities: Alpha Rho Chi, Tau Beta Pi
- Student Clubs
- Religious Organizations: Keep in Mind that Diversity and Acceptance is Key
- Multicultural Student Organizations: For example, the National Society of Black Engineers
- Athletic Clubs/Organizations
- Engineering/Science/Architecture Professors
- Partnerships with Deans of Undergraduate Student Affairs in all colleges
- Partnerships with the Greek Life Office/ IFC Recruitment Applications
- RA's & Residence Hall Directors
- Advisors of Student Organizations
- Military Organizations on Campus: ROTC, Corps of Cadets, etc.
- Information Tables in Highly Trafficked Areas to build interest and contact lists
- Place of Employment: Meet co-workers who attend the same university in your field
- Philanthropic Events/Activities on Campus: Participate, Meet People, and Add to Names List
- New Student Orientation: It helps to have people in these positions.
- Campus Tours: Again, it helps to have people who give these on campus and meet potential students/members.
- University Sponsored Welcome Events on Campus
- University Sponsored Speakers/Social Events on Campus

- University Lists of Non-Traditional and Transfer Students

***TIP:** Enhance your response from men on your names list through creating a values-based brand on campus. The focus should be on educating non-Triangles on the benefits of the organization so they can save you time and effort.*

### **Marketing Strategies**

- Create Facebook groups that communicate the people, purpose & expectations. Invite members, potential members, alumni and women to join the group. All should be welcome.
- Facebook Ads
- MySpace
- Engineering, Architecture and Science student listservs (this is why partnerships with the Department Heads are important)
- Campus Opportunities listservs through the Student Involvement Office
- Wearing Triangle Apparel on a designated day
- Community Service Opportunities/ Philanthropy
- Information Sessions
- Information Tables
- Newspaper Ads
- Newspaper Articles/Announcements: Tell them about your successes and upcoming events
- Information Tables
- Traditional Giveaways: Pens, Sticky Notes, Folders, Fliers, Fact Sheets, T-Shirts
- Non-Traditional Giveaways: Donuts for morning presentations, pop-ices with Triangle information attached, Water Bottles, Planners
- Dining Table Cards/ Table Tents
- Banners In Public Areas: Student Union or Center, Engineering, Architecture and Science Buildings
- Campus Bulletin Boards/ Student Organization Offices
- Announcements on Sorority/Fraternity listservs
- Personal Announcements to Sororities/Fraternities
- Participation in IFC sponsored marketing activities: Call-a-thons, IFC recruitment events, etc.
- Word of Mouth Advertising: Communicate the purpose of triangle to those around you!

## **Event Ideas: STAND OUT & BE ORIGINAL: EVERYONE DOES A BBQ**

*But not everyone incorporates the values base of the fraternity into their recruitment events.*

### **Academics/Scholarship**

- Study Sessions w/ fellow engineers: Feel free to invite the Society of Women Engineers, Alpha Omega Epsilon, Phi Sigma Rho, etc.
- Offer monetary scholarships for new members in Triangle/ or Engineering, Architecture and Science Students who may apply
- Faculty Appreciation Night Banquet Dinner: Give awards to faculty based on outstanding educational service. Use this to add to your names list and invite potential members to create professional and educational partnerships.

### **Social/Hangout**

- Small Events: Playing Pool, Bowling, Late-night Shopping at Wal-Mart, Laundry Day, Video Games, Small Athletic Activities like Racquetball/Tennis, Morning Runs, Movies, etc.
- Big Events: Classy Non-Alcoholic Drink Nights, Virgin Daiquiri Nights, Pumpkin Carving, Christmas Caroling, Dinner Exchanges with a local sorority or women's group.

### **Athletic Activities:**

- Softball, Flag Football, Ultimate Frisbee, Four-Square, Dodge Ball, etc.
- Weightlifting at the Rec Center with members who do so.

### **Service Events:**

- Volunteer work: Habitat for Humanity, peer mentoring, community clean-up, etc.
- Philanthropy: Invite potential men to help raise money and participate in chapter events
- Relay For Life and other nationally sponsored philanthropies
- Stop The Bop: A philanthropy where you can play Hanson' Mmm Bop on campus or another particularly irritating song until a monetary goal is raised.
- Non-traditional: Non-traditional: Rock, Paper Scissors Competitions. Catch Phrase Tournaments.

### **IFC/Panhellenic Events**

- Invite potentials to come along to other fraternity/sorority events as your friend
- Invite potentials to come with you to the Greek Life Office to learn more about the community
- Invite potentials to events sponsored by the IFC

### **Bidding Strategies/Pinning Ideas**

- Utilize a pre-close before offering a bid: "If I were to ask you to join Triangle now, what would you say?" – Why or why not? This technique helps you address

the concerns of the potential new member and eliminate the potential for rejection.

- Create memorable traditions for pinning by using out of house facilities that have significant meaning to the university. War Memorials, sculptures and newly renovated halls may work for these activities and are usually easy to reserve.

*The purpose of Triangle Fraternity is to develop balanced men in the fields of Engineering, Architecture & Science by providing an environment which fosters personal growth and professional success.*

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