





Friday January 18, 2019	
Time	Session
11:00 a.m.	Facilitator arrival to camp
12:00 - 1:00 p.m.	Facilitator welcome and lunch
1:00 - 1:30 p.m.	Weekend philosophy and expectations
1:30 - 2:00 p.m.	General facilitator training
2:00 - 4:00 p.m.	Facilitator has time with curriculum
4:00 - 11:00 p.m.	Check-in open
5:00 p.m.	LTW kick-off & welcome
5:30 - 6:30 p.m.	Dinner
6:30 - 7:00 p.m.	Announcements & updates
7:00 - 9:00 p.m.	Round tables part 1
9:00 - 11:00 p.m.	Officer tracks
9:00 - 9:30 p.m.	Session 1: Introductions & icebreakers
9:30 - 9:45 p.m.	Session 2: Weekend overview & expectations
9:45 - 10:15 p.m.	Session 3: Purpose of recruitment
10:15 - 10:30 p.m.	Session 4: Roles and responsibilities
10:30 - 10:45 p.m.	Session 5: The profound difference
10:45 - 11:00 p.m.	Session 6: Establishing a Dynamic Process
11:00 p.m.	Tracks conclude/free time

Saturday January 19, 2019	
Time	Session
8:00 - 9:00 a.m.	Breakfast
9:00 - 10:00 a.m.	Round tables part 2
10:00 - 12:00 p.m.	Officer tracks
10:00 - 10:20 a.m.	Session 7: Motivating your members
10:20 - 10:45 a.m.	Session 8: Dream-building
10:45 - 11:00 a.m.	Session 9: Your motivators



<p align="center"><b>Saturday January 19, 2019</b></p>	
Time	Session
11:00 - 11:10 a.m.	Session 10: 4 important lessons
11:10 - 11:35 a.m.	Session 11: Assessing your organization
11:35 - 12:00 p.m.	Session 12: Identifying your target audience
12:00- 1:00 p.m.	Lunch
1:00 - 2:00 p.m.	Round tables
2:00 - 2:30 p.m.	Session 13: Product knowledge
2:30 - 3:15 p.m.	Session 14: Brand development
3:15 - 3:30 p.m.	Session 15: Top 10
3:30 - 4:15 p.m.	Session 16: Developing your brand
4:20 - 4:45 p.m.	Session 17: Dealing with excuses
4:45 - 5:00 p.m.	Session 18: Social aptitude
5:00 - 6:00 p.m.	Dinner
6:00 - 6:30 p.m.	Announcements
6:30 - 7:00 p.m.	TEF Thank You Letter Writing
7:00 - 7:15 p.m.	Session 19: Relationships are key
7:15 - 7:30 p.m.	Session 20: Mastering conversations
7:30 - 7:35 p.m.	Session 21: The introduction
7:35 - 7:45 p.m.	Session 22: Moving from static to dynamic
7:45 - 8:30 p.m.	Session 23: Building your candidate pool
8:30 - 9:00 p.m.	Session 24: The selection process
9:00 - 9:05p.m.	Session 25: Recruitment pitfalls
9:05- 9:10 p.m.	Session 26: Candidate needs
9:10 - 9:40 p.m.	Session 27: Calendar creation & planning
9:40 - 10:00 p.m.	Session 28: Parking lot discussion
10:00 - 11:00 p.m.	Treats & talks with National Council
11:00 p.m.	Tracks conclude/free time



Sunday January 20, 2019	
Time	Session
8:00 - 8:20 a.m.	Session 29: Training your members
8:20 - 8:40 a.m.	Session 30: Rush is over, now what?
8:40 - 9:40 a.m.	Session 31: Working your plan
9:40 - 10:00 a.m.	Session 32: Wrap up & conclusion
10:00 - 11:00 a.m.	Brunch
11:00 - 12:00 p.m.	General Speaker; T.J. Sullivan
12:00 - 12:30 p.m.	Wrap up and final announcements
12:30 p.m.	Dismissal



## Thank You.

These two simple words convey so much, but not ever enough. Thank you for sharing your time, talent, and knowledge in an effort to educate and strengthen the future of Triangle Fraternity.

Leadership & Training Weekend is a perfect opportunity for us to work closely and collaboratively with our chapter leaders through officer training, leadership development and brotherhood bonding. Chapter Presidents, New Member Educators, Vice Presidents, Risk Managers, Service Chairs, Programmers, Recruitment Chairmen, Treasurer's and Chapter Advisors will spend the weekend discovering more about themselves, their chapter role, and their fraternity.

If this is your first time at LTW get ready for a fun and cold weekend.

If this is not your first time- strive to make it your best weekend yet. Each experience presents a new opportunity to grow, develop, and make new friends.

Triangle is committed to creating better men, in an effort to build a better world. This is why we do programming such as Leadership & Training Weekend. It is our goal to equip our men with the knowledge, skills, and resources to transform their chapters, their brothers, and their selves.

So, thank you for taking the weekend to focus your mind and immerse yourself in this educational leadership experience for not only our undergraduates but hopefully for you as well.

I appreciate you, friend.

Ariel Tarosky  
Director of Education & Communication  
Triangle Fraternity



# Leadership & Training Weekend Overview.

Leadership & Training Weekend is comprised of six different tracks that will focus on various themes and concepts. The most significant are listed below.

## LTW Philosophies

While different tracks, each is built on the following philosophies:

1. Learning is the primary objective of the Leadership & Training Weekend. LTW curriculum has been designed to provide chapter and colony officers with the tools and resources that will assist them in their position.
2. Soft-skill development is a key function of the fraternity experience. Thus, LTW curriculum has been designed to assist participants beyond the fraternity experience.
3. During LTW, participants should have the opportunity to think individually and organizationally.
4. Authentic conversation will be necessary to assist and support members in their leadership positions.
5. Leadership is servant based. In order for chapter officers to be successful in their roles, they need to serve their chapter members and the mission of Triangle Fraternity.

## Learning Outcomes

### *Steven L. Miller Presidents' Leadership Academy*

1. By attending this program, participants will be able to identify their leadership style and how to work with other individuals effectively.
2. By attending this program, participants will be able to effectively communicate with their stakeholders.
3. By attending this program, participants will be able to identify steps to effectively problem solve issues.
4. By attending this program, participants will be able to identify effective and efficient ways to manage risk in their organization.
5. By attending this program, participants will be able to identify ways to effectively delegate to their organization's membership.
6. By attending this program, participants will be able to identify coping strategies for dealing with critics.

### *Elevate Recruitment Workshop*

1. By attending this program, participants will be able to identify their leadership style and how to work with other individuals effectively.
2. By attending this program, participants will be able to identify key stakeholders for their organization.
3. By attending this program, participants will be able to establish a referral system to attract new members for their organization.
4. By attending this program, participants will be able to start and hold meaningful and engaging conversations.
5. By attending this program, participants will be able to identify and sell their organizations brand.
6. By attending this program, participants will be able to teach their members how to effectively recruit new members into their organization.



### *Lifestyle & Education Workshop*

1. By attending this program, participants will be able to identify their leadership style and how to work with other individuals effectively.
2. By attending this program, participants will be able to effectively and efficiently plan and implement an event or program for their organization.
3. By attending this program, participants will be able to identify the different needs and interests of their organizations members.
4. By attending this program, participants will be able to create a safe and healthy fraternity experience for their members.
5. By attending this program, participants will be able to offer a diverse range of workshops, programs, and brotherhood events for their organization.
6. By attending this program, participants will be able to deliver meaningful service to their community.

### *Finance Workshop*

1. By attending this program, participants will be able to identify their leadership style and how to work with other individuals effectively.
2. By attending this program, participants will be able to identify the key responsibilities of serving as their organization's treasurer.
3. By attending this program, participants will be able to identify ways to effectively communicate to their organizations members.
4. By attending this program, participants will be able to identify the seven steps to effective confrontation.
5. By attending this program, participants will be able to create and manage a budget that follows the values of the organization.
6. By attending this program, participants will be able to identify two national opportunities to receive chapter funding and support.

### *The Wakerly Service Learning Workshop*

1. By attending this program, participants will be able to identify their leadership style and how to work with other individuals effectively.
2. By attending this program, participants will be able to effectively and efficiently plan and implement an event or program for their organization.
3. Participants will focus on two primary vehicles of active service learning: organizing & implementing the Leadership Advantage Program on their campus and getting involved with FIRST. Both vehicles will include:
  - Program history and awareness
  - Information around logistics for organization and implementation
  - Skill development as organization leaders
  - Creating strategic partnerships with stakeholders, including the importance of women in STEM
  - Developing an organizational brand through program experiences



## Facilitator Role.

1. Effective LTW facilitators are guides to help participants move through an insightful, challenging, and rewarding experience.
  - Attention is placed on the students, not on themselves.
  - Participants are fully engaged, attentive, and actively participating.
  - Participants are allowed to struggle with issues are encouraged to find personal answers.
  - Facilitators are comfortable with silence during discussion and allowing students the opportunity to fill the void.
2. Effective LTW facilitators are full participants right along with students and co-facilitators.
  - Facilitators sit among students in general sessions and at meals.
  - Facilitators complete worksheets, reflections, and participate in learning activities.
  - Facilitators do not reminisce or attempt to create past experiences.
  - Facilitators use unscheduled time to connect with participants.
  - Facilitators do not disappear during downtime/breaks, but remain with the group and encourage interactions.
3. Effective LTW facilitators serve as positive role models for each other and participants.
  - Relationships with participants are professional and appropriate.
  - Unacceptable/inappropriate behavior is confronted and addressed.
  - Educational tracks are not used to advance personal agenda.
  - Facilitators work to ensure inclusion by not becoming cliquish, spending down time away from the group, dining separately, or not following established guidelines/expectations.
  - Facilitators are on time (early) for all sessions.
  - Facilitators remain on-site for the duration of the weekend.
  - The substance free policy is support and enforced.
4. Effective LTW facilitators trust the process and allow the weekend to unfold and take its course.
  - Do not over-process or over-analyze each situation.
  - Stay focused on the participants and serve as a guide for all.
  - Do not compare track experiences - each has different learning outcomes and will develop its own personality.
  - Anticipate feelings of skepticism, frustration, fear, being overwhelmed, and affirm each feeling as its experienced.





# Facilitation 101.

Facilitation is:

- Supporting the curriculum through discussion and activities
- Creating connections of shared information & experiences
- Helping participants get good information and affirmation
- Providing focus and direction
- Appropriately challenging and questioning participants

Facilitation is NOT:

- “Doing” for the participants
- Being an expert on all topics
- Allowing discussion to meander off-topic
- Defensive, argumentative, or polarizing

Effective facilitators should be:

- Natural and genuine
- Interested in all participants
- Engaged in a series of conversations with a variety of participants
- Clear and non-judgmental in their communication
- Flexible and able to adapt to different situations
- Focused on the participant’s experiences and struggles
- Developing appropriate relationships with participants and facilitators

Facilitators will exhibit good communication skills by:

- Expressing ideas clearly and accurately
- Being attentive and showing interest in the subject
- Thinking quickly on their feet and being prepared for difficult confrontations and conversations
- Showing a sense of humor
- Knowing when to steer conversations in a serious tone

Facilitators will regulate personal remarks to:

- Calling the group’s attention to helpful statements
- Rephrasing participant’s ideas/thoughts to clarify and reinforce
- Summarizing groups thoughts to bridge between topics
- Facilitators will avoid emphasizing personal opinions, agendas, etc.

Additionally, facilitators will:

- Ensure participation by each group member during educational tracks
- Ensure that one individual does not dominate the conversation
- Maintain eye contact with group members and ensure personal body language is welcoming to the group
- Be alert to the body language and cues from participants
- Create a climate of respect within the group that allows participants to discuss differences, without attacking

# Facilitation 101 cont.

- Show interest in the opinions of all group members
- Ensure that there is no favoritism within the group
- Allow participants to share minority views comfortably
- Help participants view/discuss issues from many angles before reaching conclusions
- Provide meat for discussions without dominating the conversation
- Provide examples and ideas from personal experiences to emphasize points
- Listen critically to discussions to identify confusions
- Gently encourage participants to question the validity of their arguments or reasons
- Help participants examine their current realities that are outside the norm

## Common Group Dynamics.

### Silence

- Trust silence when it occurs. Often this is a signal that learning is occurring and you've identified a difficult conversation. Give participants time to form their thoughts.
- Count to 10 before asking another question or filling the void. When the silence becomes uncomfortable to the group, someone usually steps in. Wait for it.

### Disruptive Group Members

- Handling disruptive behaviors is often difficult. The key is to handle the disruption without hurting the individual and/or group.
- Keep in mind that you are not alone and are bound to have allies in the group. Use these allies to bring the discussion back to a constructive place.
- Private conversations outside of the group meeting might be necessary with the disruptive person.

### Dominating Conversation

- Some participants might over participate or dominate conversations. Use techniques to balance conversation or change how you ask questions to encourage others to participate as well. One-on-one conversations with dominant group members outside of the meeting space might be necessary.

### Negativity

- If a participant is relentlessly negative and skeptical, use techniques that involve participants in problem solving and identifying ways to be optimistic. Do not allow the group to succumb to negativity. Give the complainer constructive feedback outside the group if the negativity impacts the group.

### Side Conversations

- Side conversations can negatively impact the group. Facilitators can use several techniques including eye contact with the small group, having the group move around to mix the group, involving the smaller group by asking them a direct question, and/or discussing the issue outside the group during a break.

### Managing Discussions

- Make sure everyone understands the topic and there is agreement about the idea.
- Use flip charts to manage discussion and topics.
- Use the "parking lot" method to "park" thoughts or ideas that are off topic.
- Summarize discussion periodically.

# Facilitation 101 cont.

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# General Expectations.

1. Please attend all of the sessions. We want to be sure to model the way for our active members. Should you have a work or personal emergency, please feel free to take care of them.
2. We can't stress enough the importance of following the schedule. Every session is important for our participants, and we also want to be respectful of everyone's time. If it is your responsibility as a facilitator to be mindful of your time and to guide discussion effectively.
3. Please take attendance at the start of every session. Participants must attend the session that they registered for and should not be switching sessions throughout the weekend. Please make note of who is there that shouldn't be and who is missing and inform a HQ staff member.
4. Staff members, councilmen, and guests may be dropping in to your session to take pictures, or to participate in the discussion. You have the right to ask visitors to leave should you feel it is prohibiting open and honest discussion among group members.
5. We ask that you follow the substance-free weekend policy.
6. Maintain professional relationships with participants. While we encourage brotherhood development and having fun, we want to make sure that all behaviors of our facilitators are professional and appropriate as it is a reflection on the National organization and quality of our programs. Plus, you are modeling the way for the behavior of our active members.

# Additional Resources.

## Wireless Information

- Main Camp
  - JamesonCampWIFI | jcinternet
- Peace Center
  - JamesonCampPeaceCenterWIFI | jcpeacecenter
- Cabins
  - JamesonCampCabinWIFI | jc7cabins





## Session 1

Friday, January 18 | 9:00 - 9:30 p.m.

9:00 - 9:15 p.m. Introductions	
	<i>Welcome participants with high energy.</i>
INTRO	<p>Our time together this weekend, while short, is extremely valuable. It is our hopes that we all feel comfortable enough with one another to ask questions, share tips, and push back.</p> <p>But before we can do that we should introduce ourselves.</p>
ACTIVITY	<p><i>Facilitators should begin and end introductions by covering:</i></p> <ul style="list-style-type: none"> <li>• Name</li> <li>• Role/title</li> <li>• Chapter</li> <li>• What you hope to accomplish at LTW</li> <li>• Strange fun fact</li> </ul>
9:15 - 9:30 p.m. Icebreaker: Crumple & Shoot	
OVERVIEW	<i>Ask your group a question. In groups, participants agree on an answer and write it on a paper (one paper per group). At your signal, all groups hold up their answers at the same time. Every group that answers correctly sends one person up to the front of the room with their paper. They crumple it up and shoot it into the trash can. If they can make it in, their team gets a point. The team with the most points at the end of the game wins.</i>
SUPPLIES	<i>Stack of postcard paper, butcher paper for scoring, trash can, painters tape, list of questions &amp; answers</i>
SETUP	<ul style="list-style-type: none"> <li>• Arrange your students in groups 2-4</li> <li>• Have each group come up with a group name</li> <li>• Create a scoreboard at the front of the room with each group name and place to tally points</li> <li>• Place a trash can in a central location, and put one or two strips of masking tape on the floor several feet away</li> </ul>
RULES	<p><i>Go over rules and procedures with students, then start playing!</i></p> <ul style="list-style-type: none"> <li>• Stay in seats at all times. Only shooters are allowed up</li> <li>• No heckling while other groups are shooting</li> <li>• Both of your feet must be behind the line until the ball leaves your hand; otherwise the shoot does not count</li> <li>• Only ONE sheet of paper per shot</li> <li>• Facilitator will ask a question</li> <li>• Group members discuss and agree on an answer, then write it legibly on one sheet of paper</li> <li>• After facilitator says "Answers Up!" one group member holds up the paper</li> <li>• If your answer is wrong, the facilitator will take your paper. If your answer is right, send up one person to crumple your paper and shoot it in the basket</li> <li>• If your shooter makes it, you get a point. The group with the highest points wins</li> </ul>

DEBRIEF	<ul style="list-style-type: none"><li>• Why do you think we did this icebreaker?</li><li>• What benefits do you think you can gain from doing this icebreaker at the start of one of your programs?</li></ul>
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## Session 2

Friday, January 18 | 9:30 - 9:45 p.m.

9:30 - 9:35 p.m. Weekend Overview	
	<i>Transition to talking about the weekend's content and the learning objectives that you hope to achieve.</i>
TRANSITION	Our goal this weekend is to provide you with a framework that will not only help you become a better recruiter, but that will help you train your members to become better recruiters.
	We realize that several of you may be here for different reasons and that you may have different needs as it relates to recruitment. Because of this we have developed this curriculum to try and meet the needs of all levels and to create a foundation complete with resources, tools, and connections that will help you here and when you depart from LTW.
	As we mentioned at the start of our evening, you will get out of this weekend, what you put into it. Use all of your opportunities wisely - from the conversations you have with your chapter brothers, to the round table discussions, to the time we have together in officer tracks. Ask questions, share frustrations, jot down notes. All of these opportunities have been created purposefully and intentionally.
	We hope that you will leave this weekend feeling prepared and confident to lead your organization and to leave a lasting legacy.
9:35 - 9:45 p.m. Expectations	
WB PG 11	Some of you covered this in your introductions, but we are curious about what your expectations for the weekend are: <ul style="list-style-type: none"> <li>• What encouraged you to attend? You had to have had a need in order to pay and give us your weekend.</li> <li>• What are your expectations of yourself?</li> <li>• Of others?</li> <li>• What support do you need?</li> </ul>
	<i>Spend some time covering your personal expectations, hopes, needs, and then finish by briefly discussing the expectations below.</i>
	Some of these may be a repeat of your thoughts, but the following are some of are expectations: <ul style="list-style-type: none"> <li>• That everyone is open and honest with their struggles, frustrations and questions.</li> <li>• That we are open-minded and realize that with every campus comes different rules, issues, struggles &amp; successes.</li> <li>• That we not be afraid to challenge one another - including us as facilitators.</li> <li>• That everyone actively participate in the conversation. Be in the moment, turn off your phones and listen.</li> <li>• That you take notes, use your workbook/manual and use this time as an opportunity to grow and develop personally and in your role.</li> <li>• That you continue to stay involved with national support.</li> </ul>



	<i>Wrap the session up by discussing the purpose of the “Parking Lot.”</i>
	We are aware that a lot of you may have questions that come up this weekend. It is important that we both cover the intended curriculum and answer your questions. Therefore, we have created a “parking lot”. The parking is created to list your questions or topics that we can come back to during downtimes and at the conclusion of our programming. We ask that your questions and topics are relevant to our program.



### Session 3

Friday, January 18 | 9:45 - 10:15 p.m.

9:45 - 9:55 p.m. The Purpose of Recruitment	
	<p>It almost seems like recruitment is just a buzzword. We know it is something that we do (hopefully year-round) but usually it's only when we really need it for a couple of weeks and then we move on.</p> <p>By why do we recruit? Why is it such a big deal? And why does it seem like it is all that we focus on? <i>(These can be rhetorical questions)</i></p>
WB PG 12	<ul style="list-style-type: none"> <li>What do you believe is the purpose of recruitment? <i>(Can record one-word answers on the flip chart)</i></li> <li>Do you believe there is a better means to recruitment new candidates?</li> </ul>
9:55 - 10:10 p.m. The Purpose of Recruitment	
	<p>Recruitment is the lifeblood of an organization, company, or event. Whether it is bringing in new members, hiring new employees, or recruiting new athletes it is the only way to continue your legacy.</p> <p>The process of selecting future members ensure that your organization continues to be the preeminent collegiate leadership development organization for men majoring in engineering, architecture, and science.</p> <p>If you can select values-based leaders committed to Triangle's values and Code of Ethics, they will flourish through their time as a new member, active member, and alumnus member adding value to Triangle, their campus, and to their community.</p> <p>The Code of Ethics can serve as a tool for evaluating each recruit that you meet. Use each ethic as a standard in which potential new members must meet.</p>
SUPPLIES	Butcher paper with each Code of Ethic at the top of the page.
INSTRUCTIONS	As a group you are going to go through each Code of Ethic and identify potential characteristics that would potential new members may align with.
WB PG 8	<ol style="list-style-type: none"> <li>1. Observe the precepts of the Fraternity as set forth in the Ritual</li> <li>2. Accept cheerfully my full share of any task, however menial, involved in maintaining a chapter home</li> <li>3. Preserve and promote the chosen ideals of my fraternity</li> <li>4. Pay all personal bills promptly and always live within my means</li> <li>5. Help create in my chapter home an environment in which enduring friendships may be formed</li> <li>6. Maintain a creditable scholastic record</li> <li>7. Promote the welfare of my profession</li> <li>8. Maintain my self-respect by proper conduct at all times</li> <li>9. Uphold faithfully the traditions and program of my Alma Mater</li> <li>10. Pay the price of success in honest effort</li> </ol>

	<i>You may need to encourage participants to first have a discussion around what each of the Code of Ethics means to them.</i>
<b>10:10 - 10:15 p.m.</b>	<b>Activity Debrief</b>
	<ul style="list-style-type: none"> <li>• Why did we do this activity?</li> <li>• How will participating in this activity help you with recruitment?</li> </ul>
	It's important that remember the purpose of recruitment. We used the word "lifeblood" of our organization. It is important that we stay true to the foundation of our organization and we can do that through the values and ethics that were developed in 1907.
	<i>Facilitators may feel free to leave them with any final thoughts based on questions or discussion from the activity.</i>



## Session 4

Friday, January 18 | 10:15 - 10:30 p.m.

10:15 - 10:30 p.m.	<b>Roles &amp; Responsibilities</b> <i>Adapted from 11 Fraternity Recruitment Chair Responsibilities. (n.d.). Retrieved September 19, 2017, from <a href="http://thefraternityadvisor.com">http://thefraternityadvisor.com</a></i>
	<p>There is a myth in many organizations that it is the responsibility of the primary recruiter to recruit all the new candidates for your organization. This is completely wrong and a sure-fire way to have a less-than-stellar recruitment. It is every person's responsibility to recruit.</p>
	<ul style="list-style-type: none"> <li>• What do you believe are the key responsibilities of the chair?</li> <li>• What are the responsibilities of the recruitment committee?</li> <li>• What are the responsibilities of the organization president?</li> <li>• What is the role and responsibilities of the organization's members?</li> </ul>
WB PG 13	<p>While it is every member's responsibility to recruit, I think we can agree that the chair has more:</p> <ol style="list-style-type: none"> <li>1. Maintain the candidate pool list</li> <li>2. Make sure recruits are invited</li> <li>3. Schedule your recruitment periods</li> <li>4. Manage the recruitment budget</li> <li>5. Keep members informed and organized</li> <li>6. Know the candidates</li> <li>7. Know the rules</li> <li>8. Be visible</li> <li>9. Put the organization in a position to succeed</li> <li>10. Keep the website and social media updated</li> <li>11. Keep it positive</li> </ol>
	<p><i>Facilitators should spend some time discussing these responsibilities in more detail. You don't need to cover all 11 to the same level of depth; you can allow participants to read through them and underline things that stuck out to them and open it up for discussion, or highlight the items you believe are most important. It is up to you how to facilitate this discussion.</i></p>
WB PG 14	<p><b>1. Maintain the candidate pool list</b>  The chair is responsible for maintaining the master list of candidate contacts. This means making sure all potential candidates are on the list with the correct contact information.</p>
	<p><b>2. Make sure candidates are invited</b>  The chair must make sure the guys in the candidate pool for your organization are actually invited to events or have signed up for recruitment. It is not his responsibility to directly invite the guys, but it is his responsibility to make sure it happens.</p>
	<p><b>3. Schedule recruitment</b>  The chair is responsible for making sure that all events are planned well in advance.</p>
	<p><b>4. Manage the recruitment budget</b>  The chair should work with the finance director to maximize fraternity funds. Most recruitment budgets are a significant portion of the organization's annual budget. This is a poor use of money and you can have just as much success spending very little money.</p>

	<p><b>5. Keep the members informed and organized</b></p> <p>Members are sometimes scatter-brained; so the chair should be responsible for making sure they know where they are supposed to be and when they are supposed to be there.</p>
	<p><b>6. Know the candidates</b></p> <p>The chair needs to meet all the recruits and know them well-enough to have an opinion of them. Eventually you are going to vote on whether or not to offer a position to these men, and it is imperative that the chair can speak about each potential new member.</p>
	<p><b>7. Know the rules</b></p> <p>Sometimes the recruitment process can have very stringent recruitment rules. The chair needs to know them in order to avoid any potential violations.</p>
	<p><b>8. Be visible</b></p> <p>There is a ton of work that goes into an organization search, including a lot of grunt tasks like hanging fliers and cleaning the meeting spaces. The chair must be a part of these efforts. If he isn't, you can expect the members to dodge them as well.</p>
	<p><b>9. Put the organization in a position to succeed</b></p> <p>The chair should know all of the candidates better than anyone. He needs to introduce the members to the guys who he thinks will hit it off due to similar interests. Remember that guys join organizations due to the personal relationships they form with the members. The chair needs to try his best to help develop those relationships.</p>
	<p><b>10. Keep the website and social media updated</b></p> <p>The chair needs to make sure these are kept updated during recruitment. He doesn't necessarily have to do it, but he has to make sure that someone does. After an event one of the first things a recruit is going to do is go to these places. What do you want them to see?</p>
	<p><b>11. Keep it positive</b></p> <p>Guys will not join an organization that has a bad vibe. The chair needs to remind the chapter that there is no need to air dirty laundry in front of recruits.</p>
	<p><i>Feel free to open the floor to ask for other responsibilities that participants can think of.</i></p>



## Session 5

Friday, January 18 | 10:30 - 10:45 p.m.

10:30 - 10:45 p.m.	The Profound Difference
TRANSITION	Like we said earlier, if your organization believes that it is just the chairman's responsibility to recruit, they are wrong.
WB PG 15	Here are 8 ways an individual member can make a profound difference during recruitment.  <i>You don't need to cover all of these in detail. Just refer them to their workbooks and ask a couple of the guys to share the ones that stick out to them.</i>
	<b>1. If you know of someone that would be good, refer them or bring them around.</b> You don't need it to be a set recruitment period for you to invite a potential member around. If you find someone that you think would fit in with your organization bring them around to get to know the culture and the people.
	<b>2. Have your newest members introduce their contacts.</b> Your newest members are your best resources. Encourage them to bring over their contacts and colleagues - because chances are they are people not in your immediate social circle.
	<b>3. Teach recruitment.</b> If you are known to be a social butterfly and are good at introducing people to others, show people how you do it.
	<b>4. Learn about how the process works.</b> Again, you don't necessarily need to be in the chair position or in charge of the process to know how it works. Take the time to learn about branding and marketing and how to best have conversations - it will not only help you within your organization but within life.
	<b>5. Take a recruit to dinner.</b> Skip the formality. It doesn't always have to be interviews and formal conversations. Sometimes it is just about getting to know someone beyond the structure the recruitment process. Invite a candidate to dinner just to see if you vibe.
	<b>6. Branch out.</b> Sometimes we struggle to find the best candidates because we stay within our comfort zones. We look for people on the same job sites, in the same organizations, or the same part of campus. Branch out so that you find new and unique people.
	<b>7. Use referrals</b> By sharing your organization's mission and purpose with others you are opening your search up to a whole new pool. Sometimes friends and colleagues can be your best tool in helping you to find the best candidate.
	<b>8. Get involved in the community.</b> You need to expand your social network. By getting involved in your greater community you are meeting new people and allowing yourself to explore more opportunities for new and more well-rounded candidates.



## Session 6

Friday, January 18 | 10:45 - 11:00 p.m.

10:45 - 11:00 p.m.	Establishing a Dynamic Process
TRANSITION	Having a better understanding of the purpose of recruitment and your roles and responsibilities will be contributing factors to increased levels of success.
	As we transition to our time tomorrow we want to lay a framework for how we think of recruitment moving forward. We need to start thinking of it as a dynamic process as opposed to one that is static and to do that we need to focus on 4 things.
WB PG 16	<b>SKILLS</b> It is first important that you have the abilities and SKILLS to communicate & effectively grow your candidate pool and the membership of your organization.
	<b>PRODUCT</b> You need to be able to understand the value of the product in which you are trying to sell to not only your members but to the potential buyers.
	<b>AUDIENCE</b> You need to have an awareness of who want, where he is and how you are going to get him.
	<b>MOTIVATION</b> This is the key component to ensure that the members of your organization will do what is necessary to get the results you want.
	Tomorrow we will spend our time diving deeper into these four areas by taking a look at what are the motivating factors for your and your members to increase your candidate pool.
	Who is your ideal audience and what is the product they are looking to buy. Do you even know your product? And if so, what is the best way to brand and sell it?
	We will then transition to more of the tangibles of recruitment. How we find new guys, how we meet them, and talk to them, and build relationships with them. How we get them to join.
	We will also spend some time looking at the logistics of recruitment - calendar planning, training our members, selecting the right guys, and dealing with excuses.
	<i>If you have any leftover time feel free to cover any parking lot items or questions. And then dismiss to free time/sleep.</i>
	<i>Encourage participants to rest up because they will have another long day tomorrow.</i>



## Session 7

Saturday, January 19 | 10:00 - 10:20 a.m.

10:00 - 10:20 a.m. <b>Motivating Your Members</b> <i>Motivating Our Members to Recruit (n.d.) Retrieved September 19, 2017, from <a href="http://thefraternityadvisor.com">http://thefraternityadvisor.com</a></i>	
TRANSITION	It can be difficult to recruit the quality of candidates your organization needs when only a handful of members are actively recruiting throughout the year. Most organizations do a great job engaging their members during a set period, but when it comes to year-round recruiting most of you are falling short of your potential.
	Earlier we discussed the roles and responsibilities of the chairman and the average organization member. While defining roles is half of the battle, you still need to find ways to motivate your organization.
	But where do you start? Trying to get your members to work together is sometimes as easy as herding cats.
	<ul style="list-style-type: none"> <li>What has worked for you when trying to motivate your members to recruit?</li> <li>What recharges your members?</li> </ul>
WB PG 17	<p><b>1. Have defined roles for each member</b> How can we expect our members to recruit throughout the entire year without clearly defining those expectations? Most organizations define the roles of members with regard to their candidate search, but when it comes to day-to-day activities there is little direction. Set up reasonable expectations for your members. Ask them to add a certain number of candidates to your “candidate pool”, require them to spend time with a certain number of men from that pool. You get to set those expectations, which will help motivate your members to work.</p>
	<p><b>2. Establish positive and negative incentives</b> The only way these roles will work is you enforce them and we recommend doing so by establishing positive and negative incentives for going above and falling below the recruitment expectations. Think of what will motivate your members.</p> <p>It’s important to have both negative and positive incentives. Positive incentives might motivate your average to good members to work harder for rewards, however your laziest members won’t be moved to work by positive incentives.</p>
	<p><b>3. Implement a team-based recruitment structure</b> Make your organization more manageable by placing your members onto teams. Your teams will then be charged to meet with recruits from your candidate pool throughout the course of the semester. We aren’t talking about hosting events, but rather team members getting together and doing normal, daily activities with friends from the candidate pool.</p> <p>Select 20% of your organization’s membership and ask them to serve as captains. If possible, do not place executive board officers in these positions, because they are already likely to be recruiting.</p> <p>The team-based structure will increase the number of members actively recruiting by making recruitment more fun and time efficient.</p>



	<b>4. Lead your organization by becoming the dream-builder for your organization</b> Effective leaders leverage the unique desires of their brothers to motivate them toward action
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## Session 8

Saturday, January 19 | 10:20 - 10:45 a.m.

10:20 - 10:35 a.m. Dream Building: HAVE - DO - BECOME	
TRANSITION	So let's just do that. We are going to spend a couple of minutes dream building.
WB PG 18	<i>Refer members to their workbooks and read the following instructions.</i>
	<p>We want you to think about your organization at its best. Get a mental picture of your organization as you want it to be - when it's at its maximum size with only the highest quality members who are deeply involved.</p> <p>Take 90 seconds and without stopping, write down all the things you can imagine the organization "having". These should be possessions...things you can touch...wonderful things that exist beyond your present reality.</p>
	<p>At the end of the 90 seconds stop and move to the next column. Repeat the same exercise thinking specifically about what you and your members could "do" in a perfect scenario.</p> <p>What actions, adventures, good deeds, fun times, or activities would you do if there were no boundaries?</p>
	Finally, move to the last column for 90 seconds. Consider what members of our organization will "become" as a result of joining when the organization is at its best. Describe their character, personality, or any intangible quality of the man.
	<i>Have some participants share what they wrote.</i>
10:35 - 10:40 a.m. Reflection	
TRANSITION	Just as important as it is to dream it is to reflect. Reflecting can help to identify your challenges and inspire your successes.
WB PG 19	Think back to life before you became a member of your organization. Odds are that one man stepped into your life and changed its course forever. He is the man responsible for you become a member.
	<p>Take a couple of minutes and think about that person or persons that is responsible for your membership.</p> <p><i>As a couple of volunteers to share their story.</i></p>
	People do not join organizations...people join PEOPLE. We build our love for the organization over time.
10:40 - 10:45 a.m. Be the Cause, Not the Effect	
TRANSITION	Motivating your members, making your dreams come true, and leading this initiative is going to take more than standing by and hoping it will happen. It is going to take commitment, persistence, and hard work.

	<p>“What do we want to <i>cause</i> to happen to day? What do we want to <i>produce</i>?</p> <p>Those are the best management questions of all. People who have a hard time managing people simply have a hard time asking themselves those two questions, because they’re always thinking about what’s happening to <i>them</i> instead of what they’re going to <i>cause</i> to happen.</p>
	<p>When your people see you as a cause instead of an effect, it won’t be hard to teach them to think the same way. Soon, you will be causing them to play far beyond their own self-concepts.</p>
	<p>You can cause that to happen. But it all comes from who you are being from moment to moment. A producer or a critic?</p>
	<p>Choosing to be a producer who causes things to happen and will set you apart from most other people. And that’s not always easy. Most managers just try to manage like other people manage, and lose all the potential of who they could really be by doing that.</p>



## Session 9

Saturday, January 19 | 10:45 - 11:00 a.m.

10:20 - 10:35 a.m. Finding Your Motivation	
TRANSITION	Before we move on to examining your organization as a product we wanted to take a closer look at what motivates you.
	I think it's pretty safe to say that recruitment, no matter how you approach it, can be exhausting, so it is important to go back to these key questions not just for your members, but for you - so then when the fire needs lit, you have a means to do so.
WB PG 20	<ul style="list-style-type: none"> <li>• Why did you join?</li> <li>• Why do you believe that Triangle is the best fraternal experience for college men?</li> <li>• What makes Triangle special?</li> </ul>
	<i>Ask some volunteers to share.</i>
	You need to be able to not only answer these questions but fully believe in them before you try and bringing others into your organization. Sometimes, we get lost in the hustle and bustle of our organizations. The minute tasks, the obligations, and the drama - that we lose sight of what makes it so special and what makes it so unique.
	It is important that you take yourself back to the time that you signed your bid. And the reason that you stick around every day hereafter.



## Session 10

Saturday, January 19 | 11:00 - 11:10 a.m.

11:00 - 11:10 a.m.	
<b>4 Important Lessons</b> <i>4 Lessons to Remember During Fraternity Rush (n.d.) Retrieved September 18, 2017, from <a href="http://thefraternityadvisor.com">http://thefraternityadvisor.com</a></i>	
WB PG 21	As we continue through our day we want to impart these 4 important lessons:
	<p>1. Don't Recruit Duds. Your organization may sometimes feel the pressure to take marginal candidates to increase visibility. Don't do it. It will hurt productivity in the long run.</p>
	<p>2. Do Your Job. As we talked about earlier, every member has responsibilities during recruitment. But again, most believe that the responsibility lies with the chair and the committee. While a lot of them do, every single member can and should make a significant impact during recruitment.</p>
	<p>3. Research. If you want to be the best at anything you need to be the most knowledgeable. What are the potential new candidates looking for? How can you most effectively deliver your brand?</p>
	<p>4. Have a Strategy. Those who are successful in life are those who actually take the time to prepare. You can't expect to wing the recruitment process and for it to work out. Use the resources you are given this weekend to start planning now. It will pay off in the long run.</p>



## Session 11

Saturday, January 19 | 11:10 - 11:35 a.m.

11:10 - 11:25 a.m.	Assessing Your Organization
	Before you can even begin to think about what type of man you want to recruit you need to take a good look at who you are internally. And the best way to determine who you are as an organization is by performing a SWOT analysis.
WB PG 22	Performing a SWOT analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the opportunities open to you and the Threats that you face.
	<b>Strengths</b> <ul style="list-style-type: none"> <li>• What advantages does your organization have?</li> <li>• What do you do better than anyone else?</li> <li>• What do people in your market see as your strengths?</li> <li>• What is your organizations Unique Selling Proposition?</li> </ul>
	<p>Consider your strengths from both an internal perspective and from the point of view of your customers and the people in your market.</p> <p>Also, if you're having difficulty identifying strengths, try writing down a list of your organization's characteristics. Some of these will hopefully be strengths.</p>
	When looking at your strengths, think about them in relation to your competitors. For example, if all your competitors provide high quality products, then a high quality recruitment process is not a strength in your organizations market, it's a necessity.
	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>• What could you improve?</li> <li>• What should you avoid?</li> <li>• What are people in your market likely to see as weaknesses?</li> <li>• What factors lose you sales/profits/numbers?</li> </ul>
	Again, consider this from an internal and external perspective: Do people seem to perceive weaknesses that you don't see? Are your competitors doing any better than you? It's best to be realistic now and face any unpleasant truths as soon as possible.
	<b>Opportunities</b> <ul style="list-style-type: none"> <li>• What good opportunities can you spot?</li> <li>• What interesting trends are you aware of?</li> </ul>
	<p>Useful opportunities can come from such things as:</p> <ul style="list-style-type: none"> <li>• Changes in technology and markets on both a broad and narrow scale</li> <li>• Changes related in your field</li> <li>• Changes in social patterns, population profiles, lifestyle changes, and so on</li> <li>• Local events</li> </ul>

	<b>Threats</b> <ul style="list-style-type: none"> <li>• What obstacles do you face?</li> <li>• What are your competitors doing?</li> <li>• Are quality standards or specifications for your products changing?</li> <li>• Could any of your weaknesses seriously threaten your organization?</li> </ul>
<b>11:25- 11:35 a.m.</b>	<b>SWOT Analysis</b>
WB PG 22	<i>Encourage participants to spend the next 10 minutes doing a SWOT analysis of their organization in their workbooks, then invite participants to share.</i>



## Session 12

Saturday, January 19 | 11:35 - 12:00 p.m.

11:35 - 11:45 a.m. Identifying Your Target Audience	
	Finding the right members for your organization is crucial to its success. When you concentrate on the people who are most in need of or interested in your product or service, there is mutual benefit: you get members you build a stronger organization and your organization develops stronger members.
	It is important to identify your target audience, so that you can maximize the effectiveness of your marketing.
	<ul style="list-style-type: none"> <li>What is a Target Audience?</li> </ul>
	A target audience is a specific group of consumers that will be the most receptive to your products, services, and organization. The specificity of the group is based on factors like age, location, interests, and more.
	It is important to have a target audience because the language, channels, and information you use to communicate with and appeal to one demographic may not be as effective with another. Also, you are better off thoroughly meeting all of the needs of one specific group than meeting only some of the needs of a lot of different groups. Having a target audience gives you direction in your marketing, facilitates more consistency in your messaging, and allows you to deepen your connection with potential members.
11:45 - 12:00 p.m. How to Define Your Target Audience	
	Defining your target audience allows you to efficiently market to the people you know you can impact. Here are three steps to take that will help you define your target audience.
	<p>1. Identify Problems and Needs</p> <p>The first step in defining your target audience is to put yourself in your customers' shoes. Identify what problems and needs they have for which your organization is the solution. Think specific needs. Do they need friendship? Can your organization help them improve their academics? What about providing them a network with alumni in similar fields of study?</p>
	<p>2. Profile Your Current Members</p> <p>To define your target audience, take a look at your current members. What do they have in common? Your current membership can give you great insight into the types of people you should target. Look at broad and narrow similarities. If your membership base is really diverse, you might need to give your organization some more time for patterns to develop.</p>
	<p>3. Observe Your Competition</p> <p>Another way to define your target audience is to observe your competitors. Scroll through their website, social media feeds, and identify their best selling products or services. Get a feel for who they are targeting, and see if that demographic fits your organization. If it does, you may be able to learn a thing or two about your target audience. If it doesn't, you can learn how to further distinguish your organization from theirs.</p>



	Identifying your target audience is not the same as understanding it. After all, being an expert in your field doesn't exactly equate to being an expert on your target audience. It is important to learn as much as possible about your target audience - their lifestyle, habits, preferences, needs, dislikes, favorites, and more - and to constantly be updating that information so that you can provide superior service. Here are two ways to better understand your target audience:
	<b>Immerse Yourself</b> The best way to understand your target audience is to immerse yourself in it. Host and attend events where you can converse and interact with them. Use social media to engage with your customers and followers. Familiarize with their jargon, and understand what's important to them. You can learn a lot about your target audience members not just in how they interact with your organization, but also in how they interact with each other and with other organizations.
	<b>Look at the Data</b> Consumers don't always know what they like. In fact, we may think we have one preference, only to find that our actions are in line with a different preference. This is why looking at the data is so crucial. Whether it is through surveys, using tools like Google analytics to track website page visits, or by assessing attendance sheets, data will identify behavior patterns of your customers. This will help provide you with a solid understanding of your target audience that you can leverage for marketing success.
	Identifying your target audience is an essential part of marketing your organization. With this knowledge you can connect with the right people, and enhance the quality of those engagements. Start defining and understanding your target audience so that you can make the most of your precious time - and theirs.
	<i>Use any remaining time to answer questions then dismiss participants to lunch.</i>



## Session 13

Saturday, January 19 | 2:00 - 2:30 p.m.

2:00 - 2:10 p.m. <b>Product Knowledge</b> <i>Mattson, M.G., &amp; Orendi, J.A. (2006). Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment. Naperville, IL: Phired Up Productions.</i>	
	Product knowledge is an essential sales skill. Understanding your products' features allows you to present their benefits accurately and persuasively. Customers respond to enthusiastic sales staff who are passionate about their products and eager to share their benefits with them.
	Customers are more likely to trust sales people who show confidence in themselves and what they are selling. You can build this confidence by increasing your knowledge of your products or services.
	Use conventional and creative sources of information to learn about your products or services including: <ul style="list-style-type: none"> <li>• your own experiences using the products</li> <li>• product literature</li> <li>• online forums</li> <li>• member feedback</li> </ul>
WB PG 23	Minutes ago we talked about the importance of Audience Awareness (AA). This is just the first piece of the puzzle. In order to be successful you need to use this information as a means to instruct your product (PK).  We have provided some examples in your workbook.  <i>Facilitator should explain how these work. That you are trying to sell a product that speaks to what the audience would like to hear.</i>
	AA: 50% of students work while in school and 64% of freshmen have concerns about being able to pay for school.  PK: Less than 2% of an average college student's expenses will go toward your dues within Triangle.
	AA: The #1 and #2 reasons why freshmen choose their college are academic reputation and the ability to get a good job after graduation.  PK: Triangle has over 29,000 initiates since 1907. That's a big network of like-minded brothers committed of helping one another.
	AA: 67% of freshmen say "helping others in difficulty" is a "very important" or essential" personal goal.  PK: Triangle brothers provide close to 16,000 hours of community service and donate over \$47,000 every year to better those around them.
	AA: On most campuses, fraternities rely on formal recruitment as the primary method of building their membership.  PK: Over 90% of Triangle leaders report being "anti-Greek" or "neutral" about joining a Fraternity prior to joining Triangle.

2:10 - 2:20 p.m.	Learning Your Product
	Product knowledge is about understanding your organization, its value to your brothers, and its value to others. Not only should every member of the organization be coached on conversational questions that most recruits ask, but as an organization, you should be asking yourselves these questions in an effort to establish an identify your brand.
WB PG 24	<ul style="list-style-type: none"> <li>• Why did you join?</li> <li>• What makes this organization different?</li> <li>• What are the responsibilities of membership?</li> <li>• What are the benefits of joining?</li> <li>• What is/are the mission/values of the organization?</li> <li>• How much does it cost to join?</li> <li>• How is that money spent?</li> <li>• What is the on-boarding process?</li> <li>• Do you haze?</li> <li>• What do you guys do? Do you party?</li> <li>• How does your organization serve the community?</li> <li>• How much time is devoted to the organization?</li> </ul>
	It's important to recognize that if there are members in your chapter that don't feel comfortable answering these questions then they probably have a problem with identifying their product.
	<i>Have participants spend a couple of minutes answering these questions. They don't need to spend a ton of time, just enough to jot down a couple of words for each question. This is something they can come back to later when they have more time to really think about the answers.</i>
2:20 - 2:30 p.m.	Product Values
WB PG 25	<p>A lot of time when we think about the product we are trying to sell we use the words, "values-based organization." But what does that even mean? All fraternities are values-based organizations. In your workbook are 36 values covering a wide spectrum of ideals that represent nearly every fraternity in North America.</p> <p>Triangle is founded upon four core values. Those four values are among the listed below. These values are the backbone of the oath that all Triangle brothers commit their lives to upholding. They are the foundation and guideposts for everything we do, especially in recruitment.</p>
	Take 2-3 minutes to circle your organizations values. Only circle the values that your organization aligns its activities and behaviors with.
FLIP CHART	<i>Invite participants to share some of the values that they circled and record them on the flip chart.</i>
	<ul style="list-style-type: none"> <li>• Did any of you end up not circling one of the core values of Triangle? Why?</li> <li>• Do you feel that you adequately communicate these values when trying to sell your product?</li> </ul>
	<ul style="list-style-type: none"> <li>• What are the locations, methods, or strategies that you can use to find men that align with your values?</li> </ul> <p><i>If members need help with examples you can refer them to their workbooks.</i></p>



## Session 14

Saturday, January 19 | 2:30 - 3:15 p.m.

2:30 - 3:00 p.m.	Brand Development
	Whether you are about to sell your organization to your new friends, to someone you are hoping to get a referral from, or to someone you just met at an event - you want to make sure that you have a sellable product.
	Let's think of a notable product - let's say GoPro. Chances are, if someone mentions GoPro, you think of a super-sturdy camera for the adventurous. Why's that? Because GoPro has done a good job at defining its brand. It is easy to recognize, their mission is clear, and they foster that customer loyalty that all businesses crave.
FLIP CHART WB PG 26	<ul style="list-style-type: none"> <li>What are some other easily identifiable brands?</li> <li>What do they do to communicate their plan?</li> </ul>
	According to the American Marketing Association, a brand is the "name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers."
	Your brand is represented through your organizations conveyance of its values, purpose, interests, strengths, and passions. Basically, "branding is what people say about your when you're not in the room."
	<p>To help illustrate branding with a more holistic view, an internationally recognized corporate branding specialist names Jean-Noel Kapfere created a model he called the "Brand Identity Prism". This prism illustrates six aspects of branding.</p> <p><i>Kapfere, J.N. (2014). Kapfere's Brand Identity Prism.</i></p>
WB PG 27	<b>Brand Identity Prism</b> <ol style="list-style-type: none"> <li>Physique</li> <li>Personality</li> <li>Culture</li> <li>Relationship</li> <li>Reflection</li> <li>Self-Image</li> </ol>
	<b>Physique</b> Physique is the recognizable, physical aspect of the brand. It includes the logo, color, scheme, packaging, and the online spaces and communities.
FLIP CHART	<ul style="list-style-type: none"> <li>What are some physical brands that immediately come to mind?</li> </ul> <p><i>Draw some of the brands on the flip chart if you can.</i></p>
	If you think about Coca-Cola, it's things like the logo, the cursive font, the flagship bottle that immediately come to mind.
	When you are creating the physique of your organization you need to make sure you are consistent in every mediate in which you are promoting your brand. <ul style="list-style-type: none"> <li>What are the mediums that you are using?</li> <li>Do you feel that people connect your physical brand to your organization when the see it?</li> <li>Where should you ensure that your brand is present?</li> </ul>

	<b>Personality</b> Personality is the brand's character. It's how the brand communicates with the outside world. This might be expressed in a certain writing style, voice, design, color scheme, or endorsements.
WB PG 28	<ul style="list-style-type: none"> <li>What would you say is your organization's personality?</li> <li>What do you think others would say is your organization's personality?</li> <li>Do these align?</li> <li>How can you better align what you are putting out there with the personality that you want to promote?</li> </ul>
	You want to make sure that the personality of your brand is an accurate representation of your organization's experience and culture.
	<b>Culture</b> Culture is the value system and basic principles on which a brand bases its behavior. There is an intimate connection between a brand's culture and its organization. "Share a Coke" is a great example of how the Coke brand carries out its culture: sharing and socializing.
	<b>Relationship</b> Relationship refers to the relationship between people that a brand might symbolize. Coca-cola symbolizes an equal and friendly relationship among people in the community.
WB PG 29	<ul style="list-style-type: none"> <li>What do you think the community would say about the relationships within your organization?</li> <li>What do you think they would say about your relationships outside of the organization? (Other organizations, non-affiliated students, administration, etc)</li> <li>How can we build stronger and more visual relationships internally and externally?</li> </ul>
	<b>Reflection</b> Reflection refers to the reflection of the consumer, in other words, the brand's most stereotypical buyer (or the always joiner).
	<ul style="list-style-type: none"> <li>Do you ever ask your newest members why they joined? What do they say?</li> <li>How can you encourage them to promote their positive reflections?</li> <li>If you don't ask them, what are some of the questions you could pose to them to get a better understanding of their reflection?</li> </ul>
	<b>Self-Image</b> Self-image is the consumer's ideal self. It's kind of like a mirror the target persona holds up to him or herself. Marketers and advertisers draw on their target audience's self-image to direct their strategy.
	For example, a Coca-Cola drinker may see himself as social, communicative, and the type of person who seeks adventure.
WB PG 29	<ul style="list-style-type: none"> <li>Who is your target persona?</li> <li>What personality traits or characteristics do they portray?</li> <li>With your current branding model what are some "self-images" that your target persona may feel?</li> <li>What would you like them to feel?</li> <li>How can you accomplish that?</li> </ul>
3:00 - 3:15 p.m.	<b>Is Your Brand Sellable?</b>
	Now that you have a better idea of what your brand is, we need to figure out how to sell it.

	Your visual brand should be able to help you significantly in the marketing and selling of your organization. But one of the most valuable skills you can obtain is being able to market your brand without any visual resources. It is crucial that you and your members are able to sell your organization by word of mouth.
	How many of you have heard of an elevator pitch?
	An elevator pitch is a quick persuasive speech that you use to spark interest in what your organization does. A good elevator pitch should last no longer than a short elevator ride of 20 to 30 seconds.
	Your pitch should be interesting, memorable, and succinct. But most importantly, you need to be able to explain what makes you and your organization unique.
FLIP CHART WB PG 30	<p><b>1. Identify Your Goal</b> Start by thinking about the objective of your pitch. For instance, do you want to tell potential candidates about your organization? Do you have a great opportunity/event that you want to pitch to someone? Or do you want a simple and engaging speech to explain to someone you are trying to give you a referral?</p>
	<p><b>2. Explain What You Do</b> Start your pitch by describing what your organization does. Focus on the problems that you solve and how you help people. If you can, add information or a statistic that shows the value in what you do.</p> <p>If we think back to Coca-Cola we said that their physical brand through their logo and commercials displays a feeling of social interaction, community, and sharing. In the commercials where they speak or when they do radio ads their message aligns with the physical branding.</p> <p>It is important that what you say matches with what you show.</p>
	<p><b>3. Engage with a Question</b> After you communicate your Unique Selling Proposition, you need to engage your audience. To do this, prepare open-ended questions. This will involve them in the conversation. Make sure that you're able to answer any questions that he may have.</p>
	<p><b>4. Get Everyone on the Same Page</b> Whether you are an organization of 15 or one of 75 it is crucial that your members are communicating the same brand.</p>
	<i>Depending on time ask a couple of volunteers to come up and do an elevator pitch on the spot.</i>



## Session 15

Saturday, January 19 | 3:15 - 3:30 p.m.

3:15 - 3:30 p.m.	Top 10
	<p>Worried about what your members might be throwing out there in their elevator pitch?</p> <p>Here is a fun and easy way to identify bad habits and build a quick consensus around what the organization should be communicating to candidates. The activity is quick enough that it could even be done during one of your weekly meeting.</p>
INSTRUCTIONS	<p>If you have ever felt like you didn't know what to tell a candidate about your organization, wondered what you should be talking about with prospects, or witnessed members telling recruits a story that made you cringe, this activity is for you.</p>
	<p>We are going to create two Top 10 Lists. For the first list, identify the 10 best selling points of the organization. That is, the top 10 things Triangle offers that you wish you were consistently telling recruits. You have 3 minutes. Only work on that list. We will tell you when your 3 minutes is up.</p>
	<p><i>Give them 3 minutes and then continue with the instructions.</i></p>
	<p>For the second list, from your experience, what are the first 10 things your members usually tell recruits &amp; you can include yourself in this list). You have 3 minutes - Go!</p>
FLIP CHART	<p><i>When the final 3 minutes are up, have participants share their first list and record on the flip chart. After you have filled the first list up, ask participants to share their second list - and record on the flip chart.</i></p>
	<ul style="list-style-type: none"> <li>• What are some of the similarities or differences you see between the two lists?</li> </ul>
FLIP CHART	<p><i>Next, as a group have them create a master list for the Top 10 Selling Points.</i></p>



## Session 16

Saturday, January 19 | 3:30 - 4:15 p.m.

3:30 - 4:15 p.m.      Developing Your Brand	
WB PG 31	Before we take a quick break, we want to give you some time to put it all together. We ask that you spend at least the first 10 minutes working independently. Use your workbooks, the activities that we have done thus far, and your notes and start to develop your brand.
	Work to create your image, your message, and how you will talk about it with your different audiences.
	One important note to mention is that while we understand that common practice is to pick a different theme each semester for your recruitment period - we would challenge you to be consistent in your branding.  If you think about industry leaders like Nike or Coke their brands and messaging always is the same or very close to the same. Just do it. Share it with a friend. While your imaging can change make sure it always stays close to its central theme.
	Around 10 after we will ask a couple of volunteers to share what they have designed.
	<i>Dismiss to a 5 minute break.</i>





## Session 17

Saturday, January 19 | 4:20 - 4:45 p.m.

4:20 - 4:45 p.m.	Dealing with Excuses
	<p>You could have the best elevator pitch out there and the most compelling brand in the bunch but unfortunately you are still going to run into excuses.</p> <p>We get it - it can get frustrating. But the sign of a strong recruiter is that you never let them get away with saying no. At least not the first time.</p>
WB PG 34	<p>If you turn to your workbook there is an activity that we think will help.</p> <p>In the first column we want you to list 5-10 reasons that candidates tell you why they can't or won't join. Then, next to each concern, record your best response. If you need more room use the notes section in your workbook.</p>
	<p>It is important that as you think of your responses that you don't lie or tell half truths, that you don't down play or push off their concern, or that you don't tell the prospect your whole life story.</p>
	<p><i>After about 10 minutes ask the participants to share some of the common concerns, and record them on the flip chart. After you have created a list ask for volunteers to give your best response.</i></p>
	<p><i>As you participate in this conversation encourage participants to give feedback on responses, what worked, what didn't work, what could you say to improve it. You can encourage it. You can encourage them to refer to their workbooks to see the list of quality responses.</i></p>
	<p>This was great! We heard a lot of great things. Remember, when responding to PNM's concerns that you should consider the following:</p> <ol style="list-style-type: none"> <li>1. Don't get defensive</li> <li>2. Don't lie or tell half-truths</li> <li>3. Don't blow them off</li> <li>4. Don't fail to listen</li> <li>5. Use the feel, felt, found method</li> <li>6. Connect the candidate to a member who had the same concern and now sees success</li> </ol>
	<p>Remember, you never want to let someone saying that they don't have time be the end of your recruitment efforts.</p>



## Session 18

Saturday, January 19 | 4:45 - 5:00 p.m.

4:45 - 5:00 p.m.	
<b>Social Aptitude</b> <i>Mattson, M.G., &amp; Orendi, J.A. (2006). Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment. Naperville, IL: Phired Up Productions.</i>	
	Skill development is about having the ability to communicate and effectively grow the membership. An important part of recruitment is providing interpersonal skills training that brothers can use all through life. They will not only become more successful recruiters, they will become better men.
WB PG 35	Let's start by taking a social aptitude quiz. Turn to your workbooks and spend about 2-3 minutes completing the quiz.
	<i>Once they are done, go over the results. Ask individuals to raise their hands for the level they fell in.</i>
	<p>Score Indicators:</p> <p>8-9: You are an on-the-go person! You have places to go and people to see. Net working is your middle name!</p> <p>10-14: You have a healthy social life of personal and professional relationships but you also value time alone.</p> <p>15-19: You have a close circle of friends and like meeting new people when opportunities present themselves.</p> <p>20-29: Sure, the Star Trek Convention is fun, but why wait until next summer to make new friends? If you're open to it, some interpersonal skills coaching would go a long way.</p> <p>30-40: That big yellow ball in the sky is called "the sun". It won't hurt you if you don't stare at it. We like TV too, but there are real people on the other side of your bedroom door who don't live in the magic box. You can say hi and they usually respond with a smiley face - just like on Facebook.</p>
	Doing a quiz like this will not only be good for your members to understand their strengths but it is equally important for you to get a good idea of how to play to your members strengths and weaknesses. Those members scoring 14-8 should be used more frequently at events and should be pushed to engage with prospects on a regular basis. While those scoring 20-40 should receive additional training in recruitment techniques and interpersonal skill building.



## Session 19

Saturday, January 19 | 7:00 - 7:15 p.m.

7:00 - 7:05 p.m. Relationships are Key	
	Welcome back! We hope that you had a good dinner.
	Sometimes we focus too much on the formality of the search and forget about the importance of building relationships. Too little do we spend the time fine-tuning our soft-skill development, especially in a world of Facebook, 128 characters, and LOL. It is time we get back to learning how to shake hands, hold a conversation, and make friends.
	When it all comes down to it, growing your organization should be about building relationships and making friends. But for our friends that need to think of it in more of a process we have one for you.
WB PG 36	<p>The Five-Step Process</p> <ol style="list-style-type: none"> <li>1. Meet Him</li> <li>2. Make Him a Friend</li> <li>3. Introduce Him to Your Friends</li> <li>4. Introduce Him to the Organization</li> <li>5. Ask Him to Join</li> </ol>
7:05 - 7:15 p.m. Meet Him	
	<p>There are several ways to meet someone new- from a passive approach to very direct.</p> <p>Different situations call for different approaches.</p> <p>In many cases, you'll have an opportunity to showcase your various personalities. However, it is important to begin with the personalities that are most comfortable to you, and then challenge yourself to tap into the ones that may be outside of your comfort zone.</p>
	Picture a room full of guys around your age. Describe some of the personalities that are in the room.
FLIP CHART	<p><i>They may need help, so give them the example of: Chatty Chad - he isn't afraid to talk to anyone and always wants to be the center of every conversation.</i></p> <p><i>Encourage participants to provide examples of the personality they share.</i></p> <p><i>Record these on the flip chart.</i></p>
	<p><b>Enquirer</b></p> <p>The most indirect approach. The <i>enquirer</i> will spark conversation through neutral questions of little importance. You will often hear the Enquirer ask, "what time do you have" or "could you point me toward the restroom?"</p>

	<p><b>Bystander</b> Another highly indirect approach, the <i>bystander</i> leverages mutual wait time as situations of opportunity. In a cluster of people before a class begins, in a line at lunch or stuck in a boring lecture.</p> <p>You will often hear the bystander say, “I’ve been here nearly half an hour, how about you?” or, “I think we may have picked the wrong time to get in line.”</p>
	<p><b>Common Interest</b> Many times opportunities for <i>common interest</i> are physically apparent. Noticing cleats in a bag, a pin on a jacket, or a mascot on a t-shirt may create a situation for <i>common interest</i>. You may hear <i>common interest</i> say, “Are you a Yankees fan too?” or “Is that an honor society badge?”</p>
	<p><b>Complimenter</b> Known for skills of charm and sincerity, the <i>complimenter</i> identifies and shares admirable features of a person to begin conversation. You may hear the <i>complimenter</i> say, “That’s a great looking bike, what kind is it?” or “You really seem to know what you’re talking about in class, how do you know so much about politics?”</p>
	<p><b>Good Neighbor</b> A sort of public servant, the <i>good neighbor</i> is interested in sharing news and events. You may see the <i>good neighbor</i> say, “did you know there’s a big cookout on the quad tonight around 7 p.m. are you going to be there?” or “I noticed you came in the front door of the building. You can probably save yourself 5 minutes if you use the south entrance.”</p>
	<p><b>Promoter</b> An outgoing personality that lets everyone know about something important. You may find the <i>promoter</i> circulating around the Union with fliers or wearing a loud shirt and asking, “Will you be participating in formal rush this week?” or “You don’t want to miss the social event at ABC tonight - are you going alone or bringing a friend?” The <i>promoter</i> is a common tool for campus-wide events.</p>
	<p><b>Over the Top</b> A unique character, <i>over the top</i> is the entertainer and the ultimate extrovert. This is the person who commands the attention of crowds with students, loud announcements, wild clothing, etc. You may hear <i>over the top</i> shout out, “Ice cream social on Greek row tonight, hey are you guys coming?”</p>
	<p><b>Pitcher</b> <i>Pitcher</i> is quick and clean. He’s got an agenda to share, and then he’s moving on. The <i>pitcher</i> is all about numbers - meet as many people as possible. You may hear the <i>pitcher</i> ask 10 people in 5 minutes, “Hi, my name is Franky Fraternity, I’m the service chair for XYZ fraternity and we are hosting a philanthropy event called Save the Kittens with ABC sorority. Proceeds will save millions of kittens but we still need volunteers, could you commit to 3 hours this Saturday afternoon to help us save millions of innocent kittens?” <i>Pitcher</i> is a common strategy for special events and activities.</p>

	<p><b>Friendly Chap</b></p> <p>The most skillful and highly preferred method for fraternity recruitment is the <i>friendly chap</i>. The <i>friendly chap</i> leverages indirect and direct approaches to engage and maintain a casual conversation. You may hear the friendly chap say, “We’ve sat next to each other in this class for 2 weeks and I haven’t introduced myself, I’m Franky Fraternity (eye contact, handshake, smile and pause for reply). Nice to meet you, Bill - I don’t know about you, but I’m not even close to ready for our exam next week (pause). Hey, there’s a great study group getting together tomorrow evening, do you want to join us? (Pause). Great, I’ll see you tomorrow at 9 p.m. at the library.”</p>
	<p>The point of sharing all of these personalities is that they may all come in handy at one point or another and are valuable to have in your back pocket. Experiment with these or a combination of these to express your own unique style in a way that is comfortable for you.</p> <p>Regardless of the personality you choose, always introduce yourself with eye contact, a firm handshake, sincere smile, and your name.</p>



## Session 20

Saturday, January 19 | 7:15 - 7:30 p.m.

7:15 - 7:25 p.m.	Mastering Conversations
	If you have ever experienced the awkward silence of running out of things to talk about, you may be concerned about what you will say after introducing yourself to someone new. That's a real F*n problem. You'll be glad to learn, there are 5 F*n solutions.
	These five talking points provide questions to keep a conversation rolling for hours, let alone a few minutes. Now you can master any conversation.
WB PG 37	<p>Five F*n Ways to Master Conversation</p> <p>Family/Friends    How do you know John? How close are you with your family? Who else is on the team? How does your family feel about...?</p> <p>Favorites            I love Tony's Pizza, what do you usually order? Which classes are your favorite? Which sports teams do you follow?</p> <p>Firsts                What do you think of Freshmen seminar so far? How is your first week of classes going? What was your impression of...?</p> <p>Fun                    I love poker too, how often do you play cards? What else do you guys usually do on the weekends? What else are you involved in?</p> <p>From                  Where are you from? How did you end up here? How often do you go home? Where do you live now? What is it like there?</p>
	The 5 F*n ways to master conversation are designed to help you find elements of common interest. Relax and enjoy the discussion. You may be talking to your next best friend or brother. Worst case scenario, you'll come across as a nice guy but realize he's not the type of friend you want to invest additional time into getting to know. If so, just thank him for the conversation and move on.
	When you use the 5 F*n ways, remember to present them as open ended questions that require him to answer with more than a simple "yes" or "no". Remain in control by asking questions that keep the focus on him. Give him an opportunity to share who he is with you. Then, maintain control by being the one to close the conversation.
	Warning! Do not leave within his name, contact information, and another time to get together. As they say in the business world, "always book a meeting from a meeting."
	<p>In addition to the 5 F*n ways here are some quick conversation tips that will help you in everyday life:</p> <p><i>Just go through the list briefly but let them know that the detailed list can be found in their workbooks.</i></p>

WB PG 37	<ol style="list-style-type: none"> <li>1. Find your connection</li> <li>2. Lead with a compliment</li> <li>3. Embrace small talk</li> <li>4. Ask a lot of questions</li> <li>5. Be nice</li> <li>6. Keep it light</li> <li>7. Be interesting</li> <li>8. Be expressive</li> <li>9. Use a sense of humor</li> </ol>
<b>7:25 - 7:30 p.m.</b>	<b>Introduce Him to Your Friends</b>
	We are most successful at recruiting candidates into our organizations when we concentrate on getting to know them as friends first. In fact, many times we never bring up the organization unit they ask. From the time you first meet a new friend begin introducing him to your friends. Naturally, of course, many of your friends are members of the organization as well.
	The most effective way to connect him with your friends/members is to build a “conversation bridge”. Find an area of common interest to share as you introduce them to one another. This creates an immediate talking point and minimizes the risk of awkwardness or uneasy silence. For example, “Bill, I’d like you to meet a friend of mine. This is Steve. Steve lives in Baker hall and played basketball all through high school. I was telling him that you organize the intramural basketball leagues and I thought you were Baker your freshmen year, right?”
	Assuming the members have been trained in conversation bridging, a new friend introduced into the group will likely walk away thinking that you’re a great guy for introducing him to a new group of friends. He’s also likely to think that your friends are incredibly easy to talk and a lot of fun to spend time with. You’re on your way building a new friendship.



## Session 21

Saturday, January 19 | 7:30- 7:35 p.m.

7:30 - 7:35 p.m.	The Introduction
	As your new friends meet your brothers they will most likely ask about the Fraternity. It's a good idea to let the subject come up in general conversation without pushing for it to happen. However, it may come down to where you need to bring it up.
	<ul style="list-style-type: none"> <li>What do you think would be a good way to approach the subject?</li> </ul>
	A good way to begin the discussion is by asking, "What do you know about Greek life?"
	When the time comes that you are ready to consider a friend of the Fraternity for membership, it is important to have a preliminary conversation with him, or a Pre-Close. The three most important things to remember are:
WB PG 38	<ol style="list-style-type: none"> <li>Never give out a bid without knowing that it will be accepted. A declined bid means you failed to answer all his questions and address his concerns about joining the organization.</li> <li>Top prospects are most excited about chapters with leadership opportunities where they can make an immediate impact. Focus on who he is and what he wants. What you are, what you do, and what you want are NOT important during the conversation.</li> <li>Listen and ask the right questions. This is not a sales pitch. This conversation is about him.</li> </ol>





## Session 22

Saturday, January 19 | 7:35 - 7:45 p.m.

7:35 - 7:45 p.m.	Moving from Static to Dynamic
	Now that we have started to build a foundation of skills and resources to help us recruit new members we want to take it a step further and move your recruitment from Static to Dynamic.
WB PG 39	To start, we want you to complete the recruitment score card in your workbooks.
	<p>It is important that you are honest when completing this scorecards. The only way that we can improve is by owning our “stuff”.</p> <p><i>Once they are done, ask if a couple of people want to share their grades and their thoughts.</i></p>
WB PG 40	<p><i>Next, have participants read through the passage in their workbook and use their pens to highlight or mark parts of the story that they have personally identify with. Again, encourage them to be brutally honest with themselves.</i></p> <p><i>After you have given participants time to read through the passage ask for some volunteers to share what they have highlighted or noted.</i></p>
	<p>Average organizations use a broken approach to recruitment called “static recruitment”. It often transpires into something similar to the passage you just read. This approach has been used for decades. It is used primarily to survive rather than to succeed.</p> <p>Many organizations repeat the same static recruitment approach year after year despite experiencing disappointing results from the model. It is what they know because it is what they have always done. Rarely does this method attract top leaders.</p>
	The shift from an old model of reactive, static recruitment to a more proactive model of dynamic recruitment is as much about an attitude change as it is about the system itself.
	Significant change is almost always preempted with a member of the group saying, “Enough already! I’ve had it. We deserve more. This isn’t good enough. Never again!” Once the group (or at least its leader) has crossed that mental bridge, progress can be made.
	The entire group does NOT need to be on board to begin making the transition. Simply get your key players on the bus. But before we get too carried away with change, let’s come to an agreement that the way you’re recruiting today is good. After all, it was good enough to get you. What we need are baby steps to help the chapter become more dynamic in its recruiting practices.
WB PG 41	As you begin to think about recruitment in a more dynamic way, listen to the language you and the brothers around you are using. You can learn a lot about the way people think by the words they use and the questions they ask. If you turn to your workbooks, which of the questions do you hear from your brothers? (Circle the questions you’d be more likely to hear in your organization).



## Session 23

Saturday, January 19 | 7:45 - 8:30 p.m.

7:45 - 7:55 p.m. Building Your Candidate Pool	
	The centerpiece of establishing a Dynamic Recruitment is the use of a database or spreadsheet for managing the name of prospects, which some refer to as your candidate pool.
	There are two results-producing activities that simplify this entire model: 1. Get as many names as possible in your candidate pool 2. Get those names out of the pool as quickly as possible
FLIP CHART	The organizations ability to grow and manage a large number of prospects is the key to having both the quantity and quality of members desired. A dynamic process is not about enlisting 75 new candidates (although that is certainly possible). The goal is to maximize the number of men who are exposed to the organization. The organization is then responsible for deciding the right number of those men to accept for membership.  Remember, <b>Quantity drives Quality.</b>
	An activity that you can do as a group is to gather all the members in one area. Give everyone a piece of paper and a pen. Give them 3 minutes to write down the names of every non-affiliated, STEM man you know. Three minutes later, survey the group for results. Reinforce the importance of the activity and give them another 2 minutes to further develop their list.  As time runs out, survey the group again for results. Challenge everyone to triple their list in the final 10 minutes by using the mind jogger activity which we will go over shortly. Then use the individual lists to compile one master candidate pool for your organization.
7:55 - 8:10 p.m. Mind Joggers	
WB PG 42	We want to spend some time doing the mind jogger activity here. Your candidate pool is a critical first step in the development of a successful recruitment system. The deeper your pool gets, the more successful you will become.
	But, sometimes thinking of candidates off the cuff can be difficult. That's where mind joggers come in.
	In your workbook, write down everyone you know by using the list of mind joggers to make sure you have exhausted your network of connections.
	DO NOT PREJUDGE ANYONE. Put everyone on the list.
	The person with the longest list will receive an Amazon Gift Card.
	<i>Go around and ask people to raise their hand if they had more than 5, 10, 15, 20, 25. Then the last person with their hand up wins.</i>  <i>Encourage them to do a similar incentive within their organizations.</i>

8:10 - 8:20 p.m.	Candidate Pool Data
	Ask yourself what information you ideally want to know about a candidate before the organization formally extends him an invitation for membership.
	Each column of your names list should provide a space for capturing this data.
	Much of his personal information should be available online or social networking sites. However, you can avoid playing spy by simply asking him for his information.
	Three easy ways to gather this data at one time are: 1. Candidate Profile Sheet 2. Website Information Section 3. Scholarship Forms
	The information you choose to collect will help you prioritize your list and make good decisions for membership.
WB PG 43	In your workbook is a random sampling of information you might want to know before voting to extend him an invitation to membership.  Circle the items that you would be most interested in using for your candidate pool.
	<i>Ask participants to share their top 5.</i>
8:20 - 8:30 p.m.	Finding Your Candidates
	Hopefully the mind joggers assisted in adding names to your list. But there are other ways to generate prospective names if you are having trouble.
WB PG 44	<b>1. Referrals</b> Referrals is the process of soliciting potential candidates from individuals not affiliated with your organization. Sometimes, the best recruiters for your organization are those who are not members.
	In order for a referral system to work and be successful, a number of steps must happen. 1. Have an established brand that you can communicate 2. Ensure that every affiliated member is able to effectively communicate it 3. Share it with everyone & anyone (Fraternity & sorority members, members of student organizations, faculty, staff, community leaders, alumni, etc.) 4. Establish a follow-up system that makes the most sense for you
	<b>2. Year Round Recruitment</b> Each community is a bit different, but all have some potential for year-round recruitment. Consider leveraging incoming freshmen from the Admissions Department. Or get involved in community partnerships to tap the younger candidate pool. Programs like FIRST and Leadership Advantage are great opportunities to begin recruiting younger prospects early.
	<b>3. Member Positioning</b> Every member in the organization should be involved in multiple organizations and leadership roles. Encouraging your members to be engaged in the greater community (and in intentional organizations) will help them be introduced to new potential candidates.
	<b>4. Candidate Drives</b> The structured search period is not the only time to really push the recruitment efforts. Use other opportunities like large fundraising or philanthropy events, social events, etc. to push your organization and meet potential candidates.

	<b>5. Marketing for the Candidates You Want</b>
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	Remember to align your marketing tactics to the candidates that you want. Your mailers, website, social media, and hard copy should all be directed to the candidate pool that you are hoping to attract.
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## Session 24

Saturday, January 19 | 8:30 - 9:00 p.m.

8:30 - 8:40 p.m. Making Contact	
	Through these things your candidate pool will continue to grow, but nothing will happen unless you make the proactive effort to contact them. This means creating an expectation that you and your members reach out to those candidates that you are interested in.
	<b>Invitations</b> A gentleman added to your Names List should receive an invitation within no more than 72 hours to join your organization in a small activity.  Every name on the list should be contacted/invited at least every two weeks. If possible, allow the brother who put the name on the list to do the inviting. If not, have a brother on the recruitment chair's team make the invitation.
	<b>Small Activities</b> Big events are fun, but they aren't great for getting to know someone new. Inviting a recruit to join you and a few of your friends at a small activity is more likely to produce a comfortable environment and a meaningful friendship.
	The ideal size of a small activity is 3-7 men. Remember, the goal is to build relationships through powerful conversations. Having on more brother than the number of recruits in a conversation pocket is called Plus One. Using this strategy, three is the minimum number of men we involved in a small activity. When the conversation pocket gets larger than seven, the tendency of the group will be split into two smaller pockets.
	TIP: Consider diversifying the activities on your recruitment calendar to expose your chapter brothers to a different group of prospective men and begin attracting a different kind of man to the Fraternity.
WB PG 45	We have provided a list of small activity ideas for your in your workbook. Take a few minutes and scan the list, feel free to circle the ones that stand out. <ul style="list-style-type: none"> <li>• What are some of the activities that stand out to you and you think may work?</li> <li>• Have any of you had success with certain small activities? Can you share?</li> </ul>
8:40 - 8:50 p.m. The Selection Process	
	As candidates are contacted through invitations to small activities, friendships are formed with men who should be considered for membership.
	<ul style="list-style-type: none"> <li>• How do you currently choose which recruits from your pool will be extended an invitation for membership?</li> </ul>
	Membership criteria should reflect the core values & standards (remember the activity we started with when talking about our purpose?)
WB PG 46	Quantify the standards for membership based on those values, write the criteria down, display it and allow it to guide the discussion during voting.  We have provided an example in your workbooks.

	Now we want you to take some time and develop a draft of what you feel should be the standards and criteria for membership into your organization.
FLIP CHART	<i>After about 5-8 minutes, allow them to share and record some of the key words that stand out onto the flip chart.</i>
<b>8:50 - 8:55 p.m.</b>	<b>The Pre-Close</b>
	<p>A lot of times when we ask chapters what they struggle with the most they say closing the bid. Any chapter having bids regularly declined is not properly “pre-closing” their recruits.</p> <p>Before extending the bids, but usually after having been voted in by the chapter, 1-2 brothers should visit the prospect in a neutral location (not the house or the prospects residence). Ask him, “if Triangle were to extend you a bid for membership, what would you say?” If his answer is anything other than “yes”, you now have an opportunity to address his questions or concerns.</p>
WB PG 46	<p>Take a moment to:</p> <p>Clarify - Empathize - Isolate the Concern - Offer a Quality Response - Pre-Close Again</p>
<b>8:55 - 9:00 p.m.</b>	<b>10 Things That Will Happen if Your Fraternity Gives Everyone a Bid</b>
	Your chapter may exercise the right not to extend an invitation for membership to certain recruits. That’s okay. If a man does not meet your values-based criteria or has insurmountable objections, then you should not extend the bid.
	Sometimes we get so stuck on quantity (while yes, important) we forget about the qualities that we want in our members).
WB PG 47	Here is a list of 10 things that will happen if your fraternity gives everyone a bid.
	<ol style="list-style-type: none"> <li>1. One bad egg will weaken your brotherhood because brothers will not have any interest in being friends with him. If you don’t want to be friends with your brothers, then what’s the point?</li> <li>2. The loser brothers will turn off high-quality potential new members. If the men you are recruiting are high caliber, then they will want to be around others that are high caliber.</li> <li>3. It will turn off sororities. If the men in your chapter are below the standard of Greek men on your campus, then sororities will gravitate to the other fraternities.</li> <li>4. It will create a civil war in your chapter. Dud brothers will recruit dud brothers. Birds of a feather flock together. This will create a divide between the men that belong and the men that don’t.</li> <li>5. You will be introducing problems into your chapter. Bad behaviors are toxic. This guy may skip classes and get bad grades, or treat women badly, or be into drugs. These are all issues that you shouldn’t have to deal with within your chapter.</li> <li>6. Brother’s will stop coming around</li> <li>7. Brother’s will not have as much pride in their chapter.</li> <li>8. You will create an environment for hazing.</li> <li>9. You will earn the label of the house that anyone can get into.</li> <li>10. Brothers will quit.</li> </ol>
	<ul style="list-style-type: none"> <li>• Has anyone ever experienced this?</li> <li>• How did you overcome it?</li> </ul>



## Session 25

Saturday, January 19 | 9:00 - 9:05 p.m.

9:00 - 9:05 p.m.	10 Recruitment Pitfalls
	Similarly to how giving everyone a bid may be a bad ideal the following list may be some other recruitment pitfalls.
WB PG 48	<p><b>1. Eventitis is a Deadly Disease</b> It's a nasty disease causing infected organizations to believe they have to spend a lot of time and money hosting big events to make new friends. The chairman is not the caterer. Put the chicken wings back.</p> <p><b>2. People Don't Join Organization</b> People join people, not organizations. An affinity for your organizations is built over time. Focus on him, not selling the group.</p> <p><b>3. Fliers Suck</b> While they may assist you in getting your name out there, advertisements and posting fliers all over campus are not results-producing activities.</p> <p><b>4. It's Not About Them Coming To You</b> It's about you going to them. Be proactive - show them that you care.</p> <p><b>5. Failing to Plan is Planning to Fail</b> A plan that is not written in detail is not a plan, it's an idea. A plan that is limited to only two weeks of recruitment is a short term plan for a long-term failure.</p> <p><b>6. Your T-Shirt Says WHAT?!</b> Got an image problem? Check your wardrobe. The only people you are recruiting with "cool" t-shirts are screen printers.</p> <p><b>7. Technology is a Distraction</b> It's a tool not a solution.</p> <p><b>8. Tradition = Mediocrity</b> If the tradition didn't start with the founding fathers, question it. You'll have to change the process to change the results.</p> <p><b>9. Blame Game</b> Money, IFC, administration, alumni headquarters, housing and deadbeat members are only a problem if you are waiting for someone else to do the work for you.</p> <p><b>10. Free Food -&gt; Then What?</b> Great, you got them to show up. What next?</p>



## Session 26

Saturday, January 19 | 9:05 - 9:10 p.m.

9:05 - 9:10 p.m.	Potential Candidate Needs
	We are going to wrap up our time this evening moving transitioning our focus to the more practical application of our training thus far by starting to equip you with the tools and resources to help you with the logistical side of recruitment.
	But before we get to that we want to discuss one last important piece of the puzzle: the needs of potential new members.
	There are really only 6 reasons why men join fraternities. Most people actually join because of a combination of the six. Because of this, it is imperative that you appeal to all of the possibilities.
WB PG 44	In your workbook is a list of the 6 reasons. Underline or circle any passages that stand out to you or align with why you joined.
	<i>After about 3-5 minutes pull the group back together and go through the list then ask volunteers to share any pieces that they may have connected with.</i>
	<ol style="list-style-type: none"> <li>1. Acceptance</li> <li>2. Resume Builder ("what's in it for me?")</li> <li>3. Leadership experience</li> <li>4. They don't want to be left behind</li> <li>5. Meet people (new friends, significant other, alumni ,etc.)</li> <li>6. To socialize</li> </ol>
	<ul style="list-style-type: none"> <li>• Do you feel there are other reasons/needs of potential new members?</li> <li>• Based on these reasons what can/should you do to meet these needs in the "recruitment process"?</li> </ul>
	These 6 things (and maybe more) are important to keep in mind as you begin your planning.





## Session 27

Saturday, January 19 | 9:10 - 9:40 p.m.

9:10 - 9:40 p.m.	Calendar Creation
	With any good planning comes time-lines and deadlines. Electronic calendars typically work best. They are excellent for making quick changes, sharing information easily, and preserving the work you have done for your future brothers to learn from. However, there is nothing wrong with getting started on a piece of paper. Here are some suggestions:
	<p>Preparing the calendar:</p> <ul style="list-style-type: none"> <li>• Fill in holidays and other breaks that you'll need to schedule around</li> <li>• Fill in important dates from the academic calendar and student activities calendar; you'll want to plan around certain events and plan to participate in others.</li> <li>• Fill in important dates the organization may already have reserved.</li> </ul>
	<p>Goals</p> <ul style="list-style-type: none"> <li>• A goal without a deadline is wishful thinking. Capture the goals you recorded in your workbook on your new calendar to create accountability and urgency.</li> <li>• Establish regular checkpoints when you can revisit your plan, goals, and progress with your recruitment advisor, team, and/or mentor.</li> </ul>
	<p>Names ON the list</p> <ul style="list-style-type: none"> <li>• Fill the recruitment tasks and the member responsible on the completion date you committed to.</li> </ul>
	<p>Recruitment activities:</p> <ul style="list-style-type: none"> <li>• Fill in important community dates and deadlines. You'll want to participant in these activities.</li> <li>• Consider information sessions to introduce your organization and its members.</li> <li>• Plan 2-3 small activities that will happen on the same day, at the same time, every week so that you can increase visibility.</li> <li>• Plug in additional small activities that help diversify your calendar.</li> <li>• Make note of dates when invitations will need to be sent prior to scheduled activities.</li> </ul>
	<p>Recruitment training</p> <ul style="list-style-type: none"> <li>• Schedule a lesson or update for each week's organizational meeting</li> <li>• Schedule recruitment skills training session for brothers</li> </ul>
	<p>Other</p> <ul style="list-style-type: none"> <li>• Establish a deadline for creating your selection process</li> <li>• Plan deadlines for PR effort and marketing materials</li> <li>• Plan ahead for student correspondence (scholarships, summer mailers/visits, parent solicitations, website updates, deadlines, etc.)</li> <li>• Schedule round table meetings and calling sessions with your recruitment team</li> </ul>
	<i>Allow the group to ask any questions about the specific content that you just covered. Inform them that they will have time tomorrow to start working on their specific plan or to work on tweaking their current plan.</i>



## Session 28

Saturday, January 19 | 9:40 - 10:00 p.m.

9:40 - 10:00 p.m.	Parking Lot Discussion
	<p><i>Use the last 20 minutes of the evening to cover any parking lot items, you can also use this time to allow them to start working on their plans and do resource sharing (i.e. what has worked for some chapters).</i></p> <p><i>As a reminder (so that you don't get ahead of the curriculum) tomorrow you will be covering training your members, and 365 recruitment).</i></p>



## Session 29

Sunday, January 20 | 8:00 - 8:20 a.m.

8:00 - 8:10 a.m. Training Your Members	
	Good morning! We hope that you had a productive conversation with National Council last night and a good evening socializing with brothers from across the country.
	Yesterday we talked about finding what will motivate your members to recruit. This morning we are going to spend some time discussing how to train them to recruit.
	It's important that we warn you. Some of your men may immediately clam up or shut down the second that they hear the word "recruitment". They will want nothing to do with the events or the process. You have to keep reminding them that guys don't join organizations, they join people. Let them know that they have to look at this as an opportunity to meet new people and make new friends.
	<ul style="list-style-type: none"> <li>What are the areas in which you believe your members need the most training? We are going to focus a lot on interpersonal skill development, so you may need to improvise and talk to the other areas that they mention.</li> </ul>
	No man should be allowed to leave your organization without the social skills to succeed in life. Recruitment provides a great opportunity to force men out of their comfort zones. Feel free to remind him that the unfamiliar pain he is experiencing is called self-improvement.
	Interpersonal skills are best taught and practiced in small groups or 1-on-1. It's best to start with your strongest members; or your top third. Teach them these skills, then ask them to teach it back, and then teach another brother.
	Workshops, workbooks, and websites can be helpful, but you're creating a culture change that requires your men to step outside their comfort zone. You're asking them to do something uncomfortable...to change their behaviors. You'll need to practice these interpersonal skills together. The only way to DO THIS, is TO DO THIS.
8:10 - 8:20 a.m. SOS Training: Patterns of Behavior	
	Skill development is a result of repetition. Proper practice on a daily basis will lead to habit forming patterns of behavior. Research has proven that habits are formed or broken in as little as 21 consecutive days. You and your recruitment committee must make SOS Training a top priority in executing a Dynamic Recruitment System.
WB PG 49	Show him how it's done Observe him doing it on his own Shape the behavior and repeat
	This means constantly modeling and role playing the behaviors you wish to have mirrored. Once you show the proper behaviors and techniques, you then observe the brothers in similar situations. Reinforce positive behaviors and constructively correct errors as you shape new patterns of behaviors.
	<ul style="list-style-type: none"> <li>What training has worked for you?</li> <li>What do your members respond to?</li> </ul>



## Session 30

Sunday, January 20 | 8:20 - 8:40 a.m.

8:20 - 8:40 a.m.	
<b>Rush is Over - Now What?</b> <i>Rush is Over - Now What? (d.). Retrieved September 19, 2017 from <a href="http://thefraternityadvisor.com">http://thefraternityadvisor.com</a></i>	
	Hopefully, it has been a good weekend for you and that you are going to walk away with some good resources, ideas, and goals.
	As we begin to wrap up our time together this morning we want to touch on one last important theme: 365 Recruitment.
	We are sure you have heard it more times than you can count. You probably think it is just a buzz word, and sometimes, it is. But what does it really mean?
	<p>We've been there. We know the feeling of relief when rush is finally over - you finally have your new members and you can get the semester started.</p> <p>However, before you shift your focus from rush to developing these new members remember to take care of the housekeeping items below:</p>
WB PG 49	<ul style="list-style-type: none"> <li>• Keep good records of who did not join this semester but will potentially join the next one.</li> <li>• Have a post-rush discussion at your next chapter meeting about what worked and what didn't</li> <li>• Be sure all paperwork is completed in a timely manner</li> <li>• Train your new members to recruit and then give them the opportunity to go out and find new guys</li> <li>• Have the recruitment committee review the budget and opportunities to cut costs</li> <li>• Be sure to celebrate and thank your guys for their hard work</li> </ul>
	Beyond the housekeeping items you want to continue with your dynamic recruitment process. So, okay- maybe you don't feel comfortable pledging guys in the middle of the semester, that doesn't mean that you can't bid them and invite them to events (member development, social, service, etc.) They can basically come to anything but closed Ritual.
	<ul style="list-style-type: none"> <li>• How many of your chapters offer bids year round? Those of you who aren't what is holding you back? <i>Facilitators should process this discussion. Or allow participants to engage in the conversation.</i></li> <li>• Those of you who have found success what has worked for you?</li> </ul>
	<i>If they aren't mentioned make sure to reiterate small activities, referrals, getting names ON your list and OFF the list, brother positioning, and sharing your brand.</i>



## Session 31

Sunday, January 20 | 8:40 - 9:40 a.m.

8:40 - 9:40 a.m. Work Your Plan	
	<p>For the next 60 minutes we want to give you the opportunity to either work independently or with one another and start mapping out your semester.</p> <p>We understand that you may have come into LTW with your recruitment plans pretty solidified. If that is the case maybe you can use some of the tools we gave you to make some improvements. Or, start working on the fall, or opportunities for the rest of the semester. It is never too early to start planning.</p>
WB PG 54	<p>You will find a number of resources, worksheets, and questions throughout your workbook to help guide you through this time. Additionally, you will find a section dedicated to resources which will serve as an officer manual to you throughout the year which should help during this planning.</p> <p>We will also be available should you have any questions. We will come back together around 9:30 to do some large group sharing.</p>



## Session 32

Sunday, January 20 | 9:40 - 10:00 a.m.

9:40 - 10:00 a.m.	Wrap Up & Conclusion
	<ul style="list-style-type: none"> <li>• Okay, so what are you really excited to take back to your executive board/ chapter to implement?</li> <li>• What has been most helpful this weekend?</li> </ul>
	<i>You as the facilitator should share as well.</i>
	<p>As our time together comes to a close this weekend, we want to re-cap everything we have discussed.</p> <ul style="list-style-type: none"> <li>• We talked about our roles and responsibilities and the purpose of recruitment</li> <li>• We laid a framework for creating a dynamic recruitment</li> <li>• We then discussed ways to motivate our members</li> <li>• We transitioned to focusing on audience awareness, product knowledge, and skill building</li> <li>• We worked on our conversation techniques and interpersonal skills</li> <li>• We spent time identifying our brand and how to sell it</li> <li>• And then we put our plan into action</li> </ul>
	<p>I think we can agree that recruitment takes a lot of work. It isn't always pretty and it definitely isn't easy. But it is important. It is how we keep the legacy of our founding members alive and it is something that we all commit to when we take the oath of initiation. It is our responsibility to not only our past and current members but to the men of our campus communities to share with them the privilege of Triangle.</p>
	<p>Remember, recruitment is a year-round, group effort. In order for you to be successful and see results you need to be committed to sharing your love for your organization.</p>
	<p>Don't forget - we are here as a resource and you are now resources for one another. Should you ever have a question or need to talk, don't hesitate to reach out.</p>

