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# ELEVATE

RECRUITMENT WORKSHOP

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RECRUITMENT CHAIR MANUAL

“Tell me and  
I’ll forget  
show me  
and I may  
remember.  
Involve me  
and I learn.”

- Benjamin Franklin



## CODE OF ETHICS

As a member of Triangle, I recognize my obligation to:

1.  
Observe the Fraternity as set forth in the Ritual;
2.  
Accept cheerfully my full share of any task, however menial, involved in maintaining a chapter home;
3.  
Preserve and promote the chosen ideals of my Fraternity;
4.  
Pay all personal bills promptly and always live within my means;
5.  
Help create in my chapter home an environment in which enduring friendships may be formed;
6.  
Maintain a creditable scholastic record.
7.  
Promote the welfare of my profession;
8.  
Maintain my self-respect by proper conduct at all times;
9.  
Uphold faithfully the traditions and program of my Alma Mater;
10.  
Pay the price of success in honest effort.

“

# A LEADER IS SOMEONE WHO DEMONSTRATES WHAT'S POSSIBLE.

”

## WELCOME

Thank you for joining us this weekend, for what we promise to be a thought-provoking, memorable, and of course, fun experience!

Leadership & Training Weekend is one of our four National events for active members and is designed to provide you as the executive board with the tools, resources, and knowledge to be able to elevate your chapter and create a culture of success.

Our time together this weekend will explore the nuts and bolts that are necessary to run a student organization. Furthermore, LTW will focus on building a framework of leadership which will not only help you in this role but beyond.

In order for you to get the most out of this weekend, we encourage you to be an active participant. So what exactly does that mean? Sit next to someone that you don't know. Use the gathering time and general sessions to continue your conversations. Ask questions. Take notes. Meet with staff and councilmen. Challenge each other. Be vulnerable. Share your thoughts, views, concerns, and goals.

Our best piece of advice would be to remember that your work doesn't end here. It is actually just beginning. Start thinking about what you want your legacy to be. What goals do you want to accomplish? What do you want to be known for? What do you want to inspire others to do? Hopefully this participant book and officer manual will help you to start thinking about those things.

Thank you for traveling to Indianapolis in January and spending the weekend with us. But most importantly, thank you for your commitment to Triangle. We are happy to have you.

Ariel Tarosky,  
Director of Education & Communication



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**ELEVATE**  
RECRUITMENT WORKSHOP

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PARTICIPANT BOOK



## EXPECTATIONS

**WHAT ENCOURAGED YOU TO ATTEND?**

**WHAT ARE YOUR EXPECTATIONS OF YOURSELF?**

**WHAT ARE YOUR EXPECTATIONS OF OTHERS (I.E. OTHER RECRUITMENT CHAIRS, YOUR EXECUTIVE BOARD MEMBERS, STAFF, ADVISORS, FACILITATORS)**

**WHAT SUPPORT DO YOU NEED THIS WEEKEND AND THROUGHOUT YOUR TERM?**



## WHAT'S THE POINT?

**WHAT IS THE PURPOSE OF RECRUITMENT?**

**WHAT DOES A SUCCESSFUL RECRUITMENT LOOK LIKE TO YOU?**

**DO YOU BELIEVE THERE IS A BETTER MEANS TO RECRUITING NEW CANDIDATES?**



## ROLES & RESPONSIBILITIES

MAINTAIN THE CANDIDATE POOL LIST

MAKE SURE RECRUITS ARE INVITED

SCHEDULE YOUR EVENTS

MANAGE THE BUDGET

KEEP MEMBERS INFORMED & ORGANIZED

KNOW THE CANDIDATES

KNOW THE RULES

BE VISIBLE

PUT THE ORGANIZATION IN A POSITION TO SUCCEED

KEEP THE WEBSITE & SOCIAL MEDIA UPDATED

KEEP IT POSITIVE

.BE  
inspiring



# ROLES & RESPONSIBILITIES CONT.

## **MAINTAIN THE CANDIDATE POOL LIST**

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.

## **MAKE SURE RECRUITS ARE INVITED**

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.

## **SCHEDULE YOUR RECRUITMENT EVENTS**

The chair is responsible for making sure that all events are planned well in advance.

## **MANAGE THE RECRUITMENT BUDGET**

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.

## **KEEP MEMBERS INFORMED & ORGANIZED**

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.

## **KNOW THE CANDIDATES**

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.

## **KNOW THE RULES**

Sometimes the recruitment process can have very stringent recruitment rules. The chair needs to know them in order to avoid any potential violations.

## **BE VISIBLE**

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.

## **PUT THE ORGANIZATION IN A POSITION TO SUCCEED**

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.

## **KEEP THE WEBSITE & SOCIAL MEDIA UPDATED**

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?

## **KEEP IT POSITIVE**

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.



# HOW YOUR MEMBERS CAN MAKE A DIFFERENCE

## 1. IF YOU KNOW OF SOMEONE THAT WOULD BE GOOD, REFER THEM OR BRING THEM AROUND

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.

## 2. HAVE YOUR NEWEST MEMBERS INTRODUCE THEIR CONTACTS

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.

## 3. TEACH RECRUITMENT

If you are known to be a social butterfly and are good at introducing people to others, show people how you do it.

## 4. LEARN ABOUT HOW THE PROCESS WORKS

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.

## 5. TAKE A RECRUIT TO DINNER

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.

## 6. BRANCH OUT

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.

## 7. USE REFERRALS

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.

## 8. GET INVOLVED IN THE COMMUNITY

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.



# CREATING A DYNAMIC PROCESS

## SKILLS

It is first important that you have the abilities and the SKILLS to communicate & effectively grow your candidate pool and the membership of your organization.

## PRODUCT

You need to be able to understand the value of the product in which you are trying to sell to not only you, but to the potential buyer.

## AUDIENCE

You need to have an awareness of who you want, where he is, and how you are going to get him.

## MOTIVATION

This is the key component to ensure that the members of your organization will do what is necessary to get the results that you want.



## MOTIVATING YOUR MEMBERS

### 1. HAVE DEFINED ROLES FOR EACH MEMBER

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.

### 2. ESTABLISH POSITIVE AND NEGATIVE INCENTIVES

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.

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.

### 3. IMPLEMENT A TEAM-BASED RECRUITMENT STRUCTURE

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.

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.

The team-based structure will increase the number of members actively recruiting by making recruitment more fun and time efficient.

### 4. LEAD YOUR ORGANIZATION BY BECOMING THE DREAM-BUILDER FOR YOUR ORGANIZATION

Effective leaders leverage the unique desires of their brothers to motivate them toward action.



# DREAM

HAVE

DO

BECOME

# REFLECT





## **YOUR MOTIVATIONS**

**WHY DID YOU JOIN?**

**WHY DO YOU BELIEVE THAT TRIANGLE IS THE BEST FRATERNAL EXPERIENCE FOR COLLEGE MEN?**

**WHAT MAKES TRIANGLE SPECIAL?**





## 4 IMPORTANT LESSONS

### 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.

### 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.

### 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?

### 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.

*4 Lessons to Remember During Fraternity Rush (n.d.) Retrieved September 18, 2017, from <http://thefraternityadvisor.com>*





Strengths provides an area to list everything done right either individually or as an organization. This section contains both strengths within the organization and external strengths, such as client relationships.



Weaknesses are aspects of your organization that detract from the value you offer or place you at a competitive disadvantage. You need to enhance these areas in order to compete with your best competitor.



Opportunities are factors that represent reasons your business is likely to prosper. This may be internal factors like growth, unique skills or experiences. Or it could be external factors like additional resources or the environment.



Threats include external factors beyond your control that could place your strategy, or the organization itself at risk. You have no control over these, but you may benefit by having contingency plans to address them if they should occur.





## PRODUCT KNOWLEDGE

Audience Awareness (AA) is helpful, but you also have to have the Product Knowledge (PK) to help candidates see the value of your organization. There's a lot to consider before committing to an organization or business - money, time, relationships, etc. To recruit the top candidates from your prospect pool, you'll need to be prepared.

### DID YOU KNOW?

#### 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 to 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.



## LEARN YOUR PRODUCT

WHY DID YOU JOIN?

WHAT MAKES THIS ORGANIZATION DIFFERENT?

WHAT ARE THE RESPONSIBILITIES OF MEMBERSHIP?

WHAT ARE THE BENEFITS OF JOINING?

WHAT IS/ARE THE MISSION/VALUES OF THE ORGANIZATION?

HOW MUCH DOES IT COST TO JOIN?

HOW IS THE MONEY SPENT?

WHAT DOES THE ON-BOARDING PROCESS CONSIST OF? DO YOU HAZE?

WHAT DO YOU GUYS DO FOR FUN? DO YOU PARTY?

HOW DOES YOUR ORGANIZATION SERVE THE COMMUNITY?

HOW MUCH TIME DOES IS DEVOTED TO THE ORGANIZATION?



# VALUES

AUTHENTICITY

FAME

PATIENCE

ACHIEVEMENT

FREEDOM

PEACE

ADVENTURE

FRIENDSHIP

PLEASURE

AUTHORITY

FUN

POISE

AUTONOMY

GROWTH

POPULARITY

BALANCE

HAPPINESS

RECOGNITION

BEAUTY

HONESTY

RELIGION

BOLDNESS

HUMOR

REPUTATION

BROTHERHOOD

INFLUENCE

RESPECT

COMPASSION

INTEGRITY

RESPONSIBILITY

CHALLENGE

INNER HARMONY

SECURITY

CHARACTER

JUSTICE

SELF-RESPECT

CITIZENSHIP

KINDNESS

SERVICE

COMMUNITY

KNOWLEDGE

SPIRITUALITY

COMPETENCY

LEADERSHIP

STABILITY

CONTRIBUTION

LEARNING

SUCCESS

CREATIVITY

LOVE

STATUS

CURIOSITY

LOYALTY

TRUSTWORTHINESS

DETERMINATION

MEANINGFUL WORK

TRUTH

FAIRNESS

OPENNESS

WEALTH

FAITH

OPTIMISM

WISDOM

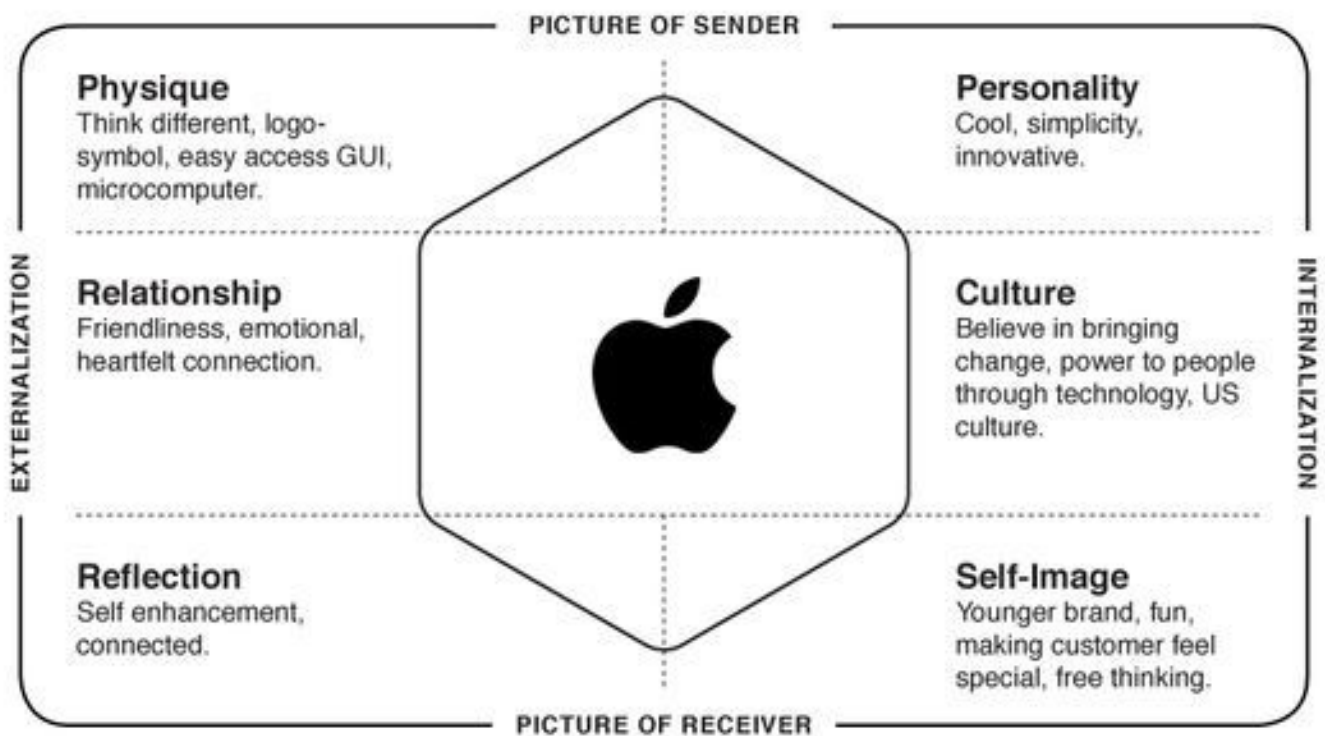
**DRAW OR LIST SOME FAMOUS BRANDS**



# BRAND DEVELOPMENT

WHAT DO THESE BRANDS DO TO COMMUNICATE THEIR PLAN?

## BRAND IDENTITY PRISM





# ORGANIZATION'S PERSONALITY

WHAT IS YOUR ORGANIZATION'S PERSONALITY?

WHAT DO YOU THINK OTHERS WOULD SAY YOUR ORGANIZATION'S  
PERSONALITY IS?

DO THEY ALIGN?

HOW CAN YOU BETTER ALIGN THE PERSONALITY THAT YOU WANT TO PROMOTE?





## RELATIONSHIPS

WHAT DO YOU THINK THE COMMUNITY WOULD SAY ABOUT THE RELATIONSHIPS WITHIN YOUR ORGANIZATION?

WHAT DO YOU THINK THEY WOULD SAY ABOUT YOUR RELATIONSHIP OUTSIDE OF THE ORGANIZATION?

HOW CAN WE BUILD STRONGER AND MORE VISUAL RELATIONSHIPS INTERNALLY AND EXTERNALLY?

## SELF-IMAGE

WHO IS YOUR TARGET PERSONA?

WHAT PERSONALITY TRAITS OR CHARACTERISTICS DO THEY PORTRAY?

WITH YOUR CURRENT BRANDING MODEL, WHAT ARE SOME “SELF-IMAGES” THAT YOUR TARGET PERSONA MAY FEEL? HOW CAN YOU ACCOMPLISH THAT?





### **1. IDENTIFY YOUR GOAL**

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?

### **2. EXPLAIN WHAT YOU DO**

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.

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.

It is important that what you say matches with what you show.

### **3. ENGAGE WITH A QUESTION**

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.

### **4. GET EVERYONE ON THE SAME PAGE**

Whether you are an organization of 15 or one of 75 it is crucial that your members are communicating the same brand.



## SELLING YOUR ORGANIZATION

1. Create the right culture
2. Develop a brand that is worth selling
3. Determine where your organization sits in the market
4. Translate your brand into actual marketing

**WHAT DO PEOPLE THINK OF WHEN THEY HEAR “TRIANGLE”?**

**WHAT DO YOU WANT PEOPLE TO THINK OF WHEN THEY HEAR “TRIANGLE”?**

**DOES YOUR CULTURE ENHANCE YOUR RECRUITING EFFORTS OR DOES IT MAKE IT MORE DIFFICULT?**

# TOP 10

## TOP 10 THINGS YOU TELL POTENTIAL NEW MEMBERS?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## TOP 10 BEST SELLING POINTS OF YOUR ORGANIZATION?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

# BRAND DEVELOPMENT

WHO ARE WE MARKETING TO?

WHAT IS OUR MESSAGE?

WHAT DO WE WANT PEOPLE TO FEEL?

# BRAND





## DEALING WITH EXCUSES

EXCUSE	QUALITY RESPONSE
I can't afford it	<ul style="list-style-type: none"><li>• Do you know how much it really costs?</li><li>• Could I show you expenses and how that compares to other college expenses?</li></ul>

# SKILL DEVELOPMENT: SOCIAL APTITUDE QUIZ

Skill development is about having the ability to communicate and effectively grow your organization's 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.

Source: Mattson, M.G., & Orendi, J.A. (2006). *Good Guys: The Eight Steps to Limitless Possibilities for Fraternity Recruitment*. Naperville, IL. Phired Up Productions.

<b>1. On average, how many hours per day do you instant message, email, and/or blog?</b>					
1 hr = 1 pt	2 hrs = 2 pts	3 hrs = 3 pts	4 hrs = 4 pts	5+ hrs = 5 pts	
<b>2. How many video game units do you own?</b>					
1 = 1 pt	2 = 2 pts	3 = 2 pts	4 = 4 pts	5+ = 5 pts	
<b>3. What percentage of your Facebook friends have you never met face-to-face?</b>					
0-10% = 1 pt	11-20% = 2 pts	21-30% = 3 pts	31-40% = 4 pts	40+% = 5 pts	
<b>4. If you packed up your CD/DVD collection, how many shoe boxes could you fill? (i.e. estimate downloaded songs to physical tracks)</b>					
1-3 = 1 pt	4-7 = 2 pts	8-12 = 3 pts	13-15 = 4 pts	16+ = 5 pts	
<b>5. On average, how many meals do you eat sitting alone or by yourself in your room, per week?</b>					
0-1 = 1 pt	2 = 2 pts	3 = 3 pts	4 = 4 pts	5+ = 5 pts	
<b>6. In large group gatherings you are usually...</b>					
Mingling = 1 pt	Dancing = 2 pts	Hanging out = 3 pts	Low profile = 4 pts	Leaving = 5 pts	
<b>7. Sixty second challenge - time yourself and see how many male, non-Greek college friends you can list by first and last name.</b>					
15+ = 1 pt	11-14 = 2 pts	7-10 = 3 pts	4-6 = 4 pts	1-3 = 5 pts	
<b>8. On average, how many hours do you sleep, per day?</b>					
< 7 hrs = 1 pt	8-9 hrs = 2 pts	10 hrs = 3 pts	11 hrs = 4 pts	> 11 hrs = 5 pts	

YOUR SCORE: \_\_\_\_\_

## SCORE INDICATORS

8-9 You are an on-the-go person! You have places to go and people to see. Networking is your middle name.

10-14 You have a healthy social life of personal and professional relationships, but you also value time alone.

15-19 You have a close circle of friends and like meeting new people when opportunities present themselves.

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.

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.

MEET HIM  
MAKE HIM A FRIEND  
INTRODUCE HIM TO YOUR FRIENDS  
INTRODUCE HIM TO THE ORGANIZATION  
ASK HIM TO JOIN

WHAT ARE SOME OF THE PERSONALITIES THAT YOU MAY COME  
ACROSS DURING RECRUITMENT?





## FIVE F\*N WAYS TO MASTER CONVERSATIONS

### 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...?

### FAVORITES

I love Tony's Pizza, what do you usually order? Which classes are your favorite? Which sports team do you follow?

### FIRSTS

What do you think of Freshmen seminar so far? How is your first week of classes going? What was your impression of...?

### 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?

### 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?

LEAD WITH A COMPLIMENT  
EMBRACE SMALL TALK  
ASK LOTS OF QUESTIONS  
BE NICE & KEEP IT LIGHT  
BE INTERESTING  
BE EXPRESSIVE  
HAVE A SENSE OF HUMOR





## OFFERING THE BID

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:

1. 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.
2. 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.
3. Listen and ask the right questions. This is not a sales pitch. This conversation is about him.



# RECRUITMENT REPORT CARD

In each box, assign your Chapter a letter grad of A, B, C, D, or F

A = 4 pts | B = 3 pts | C = 2 pts | D = 1 pt | F = 0 pts

	<b>Names List:</b> We have used a Names List for multiple semesters, it has more than 500 names on it from last semester/year, every brother participates in growing the list, and it is updates at least weekly by one person.
	<b>Meet Him:</b> We effectively meet new men and gather hundreds of prospects names using methods other than formal rush.
	<b>Make Him a Friend:</b> We regularly train our members and expect them to build relationships with men outside the fraternity. All of our brothers are part of top student organizations other than the fraternity.
	<b>Introduce Him to Your Friends:</b> We have a weekly social calendar (written and posted/distributed) of small activities in which we always have new recruits attending through the entire 52 week year.
	<b>Management:</b> We have a highly effective recruitment team that manages a year-round effort of membership growth. The team's efforts are completely understood and supported by the chapter.
	<b>Introduce Him to the Fraternity:</b> We have year-round opportunities ( other than rush) for men to visit and learn about Triangle, and we train current brothers on proper ways to communicate our organization to recruits.
	<b>Ask Him to Join:</b> We have a process in place that ensures 100% bid acceptance, we have a written set of criteria supported by the brotherhood that outlines our selection criteria, we share this openly with recruits, and we ask men to join the organization all year round (not just after rush).
	<b>On-Going Education:</b> We regularly train all members on the recruitment process and use a wide variety of resources to support our efforts.
	<b>Consistency:</b> We have a recruitment system that consistently produces exceptional results in quality and quantity, year after year.
	<b>Goals:</b> We have a written and well-communicated set of goals that specifically define recruitment success for this coming semester/quarter.
	Total Points / 10 = Recruitment G.P.A



## STATIC TO DYNAMIC RECRUITMENT

After hours of heated debate, the color and design of this year's rush T-shirts are determined. The T-shirts arrive just in time for the big week. At last minute, the Chapter throws together several events to participate in IFC rush week. A few brothers print up fliers and chalk the sidewalks of campus. One brother leverages his artistic ability to produce a large rush banner on a white bed sheet.

The Chapter invests most of its available funds and hundreds of man hours into preparing for the arrival of freshmen prospects. The IFC events are OK but the real recruiting happens at the Chapter's Big Event. They're known for the Big Event and have a lot of pride in this special occasion.

Nobody is quite sure who will be coming to the Big Event, but everyone is sure it will be Big. Prospects will be asking for bids by the dozens when they see how the Chapter can make the Big Event come together. Special care has been given to cleaning the house (sort of), the women have been invited, beverages are provided, and free food is available. The Chapter is now prepared for the best rush ever.

The Big Event goes relatively well since everyone had a good time. However, the brothers ate most of the free food, the girls were mostly brother's girlfriends, and nobody seems to remember but a handful of the prospects by name - except for the 2-3 guys everyone sort of knew were going to pledge regardless.

With the lessons of the Big Event learned, the Chapter realizes it needs to "step it up" since the rush period is half over. So they regroup and have...another Big Event.

As rush week comes to a close, the brothers huddle in a room together to begin the infamous voting process. A few guys slide through with a unanimous "yes". Then, a brother slouched in a couch at the back of the room questions a prospect's credibility and someone else yells out, "Yeah, I don't even know the kid." Another says, "That's what the pledge period is for." Finally, a brother calmly says, "Trust me, he's a good guy." A few others chime in, "Yeah, give him a chance, he seems like a good guy to me." With that, the criteria has been set and the Chapter is now several hours deep in a hot room to determine who is "good guy" enough to receive a bid.

Most of the small percentage of freshmen they've met are given bids, but only half of those bids are accepted. The Chapter is shocked! However, the brothers set things at ease by reminding themselves that, just like last semester, they got "the best guy on campus". "Besides, we're about quality, not quantity".

Average fraternity chapters 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. Many chapters 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.





## ASKING THE RIGHT QUESTIONS

As you begin to think about the 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. Which of the questions below do you hear from your brothers? (Circle the question you'd be more likely to hear in your chapter).

*Source: Mattson, M.G., & Orendi, J.A. (2006). Good Guys: The Eight Steps to Limitless Possibilities for Fraternity Recruitment. Naperville, IL. Phired Up Productions.*

### STATIC QUESTIONS

1. How do I motivate my brothers to recruit?
2. How can we get more guys to the house?
3. Where do we find "good guys" on this campus?
4. How do we get them to respect us?
5. What events rush the most men?
6. How do we get our name out there?
7. Will my chapter do this?
8. When should we start Dynamic Recruitment?
9. What will our alumni brothers say about doing this?
10. How can I be the one that breaks the tradition?
11. How can we compete against bigger fraternities?
12. How do we build pledge class unity?
13. Do you want to join our fraternity?

### DYNAMIC QUESTIONS

1. How do I recruit with my motivated brothers? Or, how do I recruit motivated brothers?
2. How can we get more brothers out of the house?
3. Where do we find men that exemplify the values of Triangle?
4. How do we show them we respect them?
5. What activities build the best relationships with non-Greek men? Or, what events highlight the values of Triangle?
6. How do we get our brothers out there? Or, what need(s) can we fill to best serve the campus/community?
7. Will I do this?
8. How do I get started with Dynamic Recruitment?
9. What would my founders say about doing this?
10. How can I be the one that starts a new tradition?
11. What can we learn from bigger fraternities? Or, how could we work together with other fraternities?
12. How can we better help the pledges feel like they are a part of the Chapter?
13. What kind of fraternity experience would you like to create?

# NAMES LIST

[illegible]

## MIND JOGGERS

Scholars | Leaders | Gentlemen | Service-minded | Spiritually-driven | Friends of your friends | Driven to succeed in life  
 Highly social | Never leaves their rooms | Makes you laugh | Goes home every weekend | Frequents the library or lab  
 Sit with/near you during meals | Sits within 10 chairs of you in class | Holds an office on campus | Traveled abroad  
 Did not get accepted into another Fraternity | From your freshman hall | Lives on the floor in your building  
 Played on your sports team | In in the same club as you | Works with you | Frequents the gym with you  
 Is in your cell phone | From Facebook | The Student Directory | List Serve | Incoming Freshmen  
 Transfer Student | Club roster | IFC Sign-Ups | Scholarship announcement | Housing List  
 Junior | Senior | Commuter | ROTC | International Student

YEAR IN SCHOOL  
ACTIVITIES

LEADERSHIP ABILITIES

RACE

RELIGION

HOME-LIFE

GRADES

HOW HE TREATS WOMEN

CAREER GOALS

VALUES

ACCEPTANCE TOWARDS OTHERS

FINANCIAL STABILITY

POPULARITY

COMMITMENT

INTEREST IN SERVICE

SEXUAL ORIENTATION

SENSE OF HUMOR

KINDNESS



# FINDING YOUR CANDIDATES

## REFERRALS

Referrals are 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, member of student organizations, faculty, staff, community leaders, alumni, etc.);
4. Establish a follow-up system that makes the most sense for you

## YEAR ROUND RECRUITMENT

Each community is a bit different, but all have some potential for year-round recruitment. Consider leveraging incoming freshmen lists from the Admissions Department. Or get involved in community partnerships to tap the younger candidate pool. FIRST is a great opportunity to begin recruiting younger prospects early.

Leadership Advantage is a great opportunity to get in front of incoming STEM freshmen and provide them with a great leadership development program. We strongly encourage all of our chapters to get involved with this program.

Finally, don't forget your social media and websites. Make sure that you are still active and updating these outlets weekly. This is the time that prospects are doing their research, so make sure that you have something of present to them.

## MEMBER POSITIONING

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).

## CANDIDATE DRIVES

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.

## MARKETING

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.

### CANDIDATE NEEDS

Acceptance | Resume Builder | Leadership Experience  
They don't want to be left behind  
Meet new people | To socialize



## SMALL RECRUITMENT ACTIVITIES

- Grab coffee
- Get together over a meal (any meal)
- Have a game night
- Go to the library and study
- Invite him to be a part of your intramural team
- Invite him to one of your pre-planned socials
- Invite him to one of your pre-planned philanthropy/service events
- Invite him to one of your pre-planned brotherhood events
- Have a cookout
- Go to your University's professional sporting events
- Go do something visible on campus (like throwing a frisbee or football on the quad)
- Invite them to your tailgate or game day
- Go to a concert
- Go play some golf
- Go for a run
- Go to the gym as a group
- Go shoot some pool
- Go play darts
- Hold an alumni night and invite the PNM over
- Invite a sorority over for dinner and have the PNM there
- Go to your University's programs/events
- Hang around your University's new student orientation
- Help out with form move-in days
- Have a beach or pool day

## NOTES





## SELECTION PROCESS

As names come off the Names List through invitations to small activities, friendships are formed with men who should be considered for membership. Adapt the Dynamic Recruitment system's selection process to meet the needs of your organization.

### VALUES-BASED SELECTION PROCESS

How will you choose which recruits from your Names List will be extended a bid for membership? A chapter-developed membership criteria should reflect Triangle's core values. Quantify the standards for membership based on those values. Write the criteria down, display it, and allow it to guide discussion during the bid vote. For example:

Triangle Values	Standard
SERVICE	He volunteers at least 4 hours/month to a worthwhile cause
FRIENDSHIP	He has a friendship with 3+ brothers who will speak on his behalf
KNOWLEDGE	He has a GPA at or above a 3.0 last semester/in high school
EXCELLENCE	He is involved in at least one other student organization on campus
MORALITY	He lives a virtuous life of character, in a chapter vote, 100% of the brothers believe he exemplifies honest, reliability, and self-control

### PRE-CLOSE

Any chapter having bids regularly declined is not properly Pre-Closing their recruits. 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 prospect's 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. Take a moment to:

**Clarify - Empathize - Isolate the Concern - Offer a Quality Response - Pre-Close Again**

*It's in your best interest to have his commitment before extending the bid.*

### BID

Have fun with the bid process. If you have Pre-Closed correctly, this is an exciting time and should be celebrated. Some chapters prefer to play down the process, others like to make it a formal and classy occasion. Choose the bid process that works best for you, but remember that it's all about him.

### NOT RIGHT NOW

Your Chapter may exercise the right to not extend an invitation for membership to certain recruits. That's OK. If a man doesn't meet your values-based criteria, has insurmountable objections, or declines his bid, then the timing is not right for pledging him into the organization. The answer is not "no", it's "not right now." He's still a friend and he/you may change his/your mind, so put him back onto the Names List.

Source: Mattson, M.G., & Orendi, J.A. (2006). *Good Guys: The Eight Steps to Limitless Possibilities for Fraternity Recruitment*. Naperville, IL. Phired Up Productions.



## 10 Things That Will Happen If You Give Everyone a Bid

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 is the point?
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.
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.
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.
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.
6. Brother's will stop coming around
7. Brother's will not have as much pride in their chapter.
8. You will create an environment for hazing.
9. You will earn the label of the house that anyone can get into.
10. Brothers will quit.



## 10 RECRUITMENT PITFALLS

### 1. Eventitis is a Deadly Disease

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.

### 2. People Don't Join Organization

People join people, not organizations. An affinity for your organizations is built over time. Focus on him, not selling the group.

### 3. Fliers Suck

While they may assist you in getting your name out there, advertisements and posting fliers all over campus are not results-producing activities.

### 4. It's Not About Them Coming To You

It's about you going to them. Be proactive - show them that you care.

### 5. Failing to Plan is Planning to Fail

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.

### 6. Your T-Shirt Says WHAT?!

Got an image problem? Check your wardrobe. The only people you are recruiting with "cool" t-shirts are screen printers.

### 7. Technology is a Distraction

It's a tool not a solution.

### 8. Tradition = Mediocrity

If the tradition didn't start with the founding fathers, question it. You'll have to change the process to change the results.

### 9. Blame Game

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.

### 10. Free Food -> Then What?

Great, you got them to show up. What next?



# NOW WHAT?

## TRAINING

**S**how him how it's done

**O**bserve him doing it on his own

**S**hape 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 the **observe** the brothers in similar situations. Reinforce positive behaviors and constructively correct errors as you **shape** new patterns of behaviors.

## OFF MONTHS

- Keep good records of who did not join this semester but will potentially join the next one
- Have a post-rush discussion at your next chapter meeting about what works and what didn't
- Be sure all paperwork is completed in a timely manner
- Train your new members to recruit and then give them the opportunity to go out and find new guys
- Have the recruitment committee review the budget and opportunities to cut costs
- Be sure to celebrate and thank your guys for their hard work

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 - but that doesn't mean you can't bid them and invite them to events (member development, social, service, etc.). They can basically come to anything but closed Ritual.





# NOTES



## NOTES



## NOTES



## NOTES





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# ELEVATE

RECRUITMENT WORKSHOP

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RECRUITMENT CHAIR MANUAL

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# INTRODUCTION

## INTRODUCTION

Congratulations on your election to the position of Recruitment Chairman. As one of the top leaders within your chapter, you have taken upon yourself the responsibility of securing your chapter's future. The job before you is filled with many challenges and responsibilities, but is also one of the most rewarding positions you can have as a chapter officers.

Many accept that the Greek system is declining in numbers, stating that the problem is a cause of the “rush recession.” More likely, these numbers can be attributed to two simple facts about membership and recruitment today: 1) our market is changing, and 2) the way we need to market the fraternity must change as well. To once again enjoy greater prosperity in membership recruitment, we must identify our market and present our product to that target market in a way that will entice them to join our organization.

Triangle has seen the need to improve the way we recruit and has made it a priority. For the past two years, Triangle has partnered with Phired Up! and has instituted a Recruitment Coach program, held in conjunction with Leadership & Training Weekend. It is our hope that with the addition of recruitment coaches we will be able to better assist our chapters as they take on the ever-changing market of their campuses recruitment system. This manual will reinforce the ideas of Phired Up and be a wealth of knowledge and information as you develop your recruitment program. Good luck as you strive for excellence.

## RECRUITMENT CHAIRMAN DUTIES AND RESPONSIBILITIES

The Recruitment Chairman shall be responsible for developing and facilitating a year-round program for educating the chapter membership on methods on effective recruitment. He shall chair the chapter's Recruitment Committee and shall uphold the laws and rules of the Fraternity regarding enlistment of new members.

1. Develop and facilitate a year-round recruitment program. Recruitment should not be limited to the few weeks designated for "rush."
2. Serve as the chairman of the recruitment committee.
3. Create a team-based recruitment structure. This will get more members involved in the recruitment process.
4. Maintain a current and up-to-date wish list of prospective members including important information such as age, year, address, phone number, and interests.
5. Be aware of all university or college recruitment rules and regulations in addition to those of Triangle. Inform the chapter of these expectations.
6. Educate the chapter members on the methods of effective recruitment.
7. Maintain ongoing statistical information for the chapter (i.e. number of men offered bids, men accepting bids, male enrollment, males per class, chapter size, chapter retention rate, etc.)
8. Oversee recruitment promotion of the fraternity. Approve all fliers, recruitment events, posters, schedules, brochures, mailings, t-shirts, etc. These promotions should be in good taste, they will be representing you and your chapter.
9. At all events and activities, ensure that all prospective members are attended to properly.
10. Encourage and require the participation of all chapter members in the recruitment process and recruitment functions.
11. Coordinate efforts with the Alumni Secretary for alumni involvement in recruitment events and recommendations.
12. Maintain current knowledge of all chapter and Fraternity operations, policies, and benefits. Be aware of similar information from other fraternities in the Greek community. Educate members in these areas so they can communicate properly with prospective members.
13. Hold recruitment workshops to inform and discuss with all chapter members issues and procedures pertaining to recruitment.

## TECHNIQUES FOR SUCCESS

1. Establish clearly defined goals and objectives for the recruitment program.
2. Prepare a recruitment calendar listing all “recruitment” activities of the chapter throughout the entire year.
3. During each chapter meeting add names to the prospective member wish list and discuss potential members.
4. Use your service, philanthropic, and informal functions as recruitment tools. Encourage brothers to invite recruits to chapter events.
5. Vary your recruitment events. Doing the same thing every semester for four years would drive any brother away from the chapter. Add variety and make them enjoyable for everyone.
6. Have a “Recruitment tip of the week.”
7. On a monthly basis award a “Recruitment Most-Valuable-Player” at the chapter meeting.
8. Make improvements in recruitment policy an issue with IFC. Become IFC Recruitment Chairman.
9. Get to know people in the Admissions Office. They have lists of all of the incoming students.
10. Encourage members to participate in other student organizations. This is a great way to meet prospective members.
11. Prepare a “recruitment packet” for every brother. Include all needed information on recruitment (i.e. calendar, IFC policies, recruit names, schedule, and recruitment skill information).
12. Meet with the Greek advisor. This person will know more than anyone else as to what the Greek community is up to. He/she may also have some great suggestions on how to improve your chapter’s recruitment techniques.
13. Invite prospects, friends, and girlfriends to the chapter house to watch sporting event or a popular TV show. Have an informal dinner before hand or just hang out. This is a great regularly scheduled and low-key recruitment event.
14. Make it a point to thank every brother individually and in private for helping with recruitment after big events.
15. Encourage brothers to have their study group at the chapter house. Most people are surprised at how nice fraternity houses really are. It can be a good recruitment tool and give the chapter a positive image.
16. What kind of image does the chapter have? Try to improve the general chapter image through public relations, etc. Establish good relations with faculty, staff, and the administration.
17. Be a good role model. It is much easier to follow a good example than a bad one.
18. Delegate, delegate, delegate. If someone else can do it, delegate it. Just because someone may not have super people skills doesn’t mean he can’t help out. Everyone should contribute.



# CREATING A RECRUITMENT CULTURE

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## INTRODUCTION

As recruitment chairman, it is your responsibility to create a culture within the chapter that make recruitment an important aspect of the Fraternity's daily operations. The best one to do this is to include recruitment into what the chapter already does and continually reminding the members that there is always an opportunity to increase the chapter through recruitment.

### Team-Based Recruitment

Recruitment is the lifeblood of the Fraternity. One year of poor recruitment can potentially doom a chapter, and a strong, continuous program can set the tone for a great year. Obviously, the recruitment chairman is one of the most important officers in the chapter. He must meet several criteria. The chairman must be an organizer, a communicator, a motivator, and an example of how things are to be done.

As recruitment chairman, you will have specific duties. Of course, some chapters expect the chairman to recruit, organize, and pledge 45 men by himself. This cannot be the case and will not work! The chairman's grades and mental condition cannot handle the amount of time and energy needed for such tasks.

Solicit assistance in every step of recruitment. If you haven't received this assistance, evaluate your plans by asking these questions:

- Have the brothers been fully informed of all activities and responsibilities?
- Is there a Recruitment Committee?
- Have seminars or workshops been conducted?
- Are alumni involved in recruitment activities?

There are few if any excuses for not answering yes to the above questions, if the recruitment chairman has done the minimal amount of planning.

As was stated previously, the recruitment chairman should not act alone. In order to provide for the best possible recruitment period, as well as providing for the preservation of the recruitment chairman, a Recruitment Committee is recommended. The composition of the committee is important, and its responsibilities are clear. The committee should be 20% of the chapter.

Team Captains will assist in the organization and execution of the recruitment program. They should aid the recruitment chairman as much as possible in all facets of the program. These brothers should also maintain rules as team captains. This position is a good training ground and provides experience for moving into the role of recruitment chairman.

Utilize a certain number of new initiates. Involvement at an early age will encourage future leadership and knowledge. In addition, these men have recently gone through the recruitment process, and have a good understanding of which techniques are effective.

### **Responsibilities**

- Formulate the chapter's recruitment budget. If necessary, arrange any fundraising projects.
- Organize and plan the program: dates, functions, activities, responsibilities, etc. Continue recruitment on a year-round basis.
- Establish recruitment goals and sub-goals on a yearly basis. Gather all available materials for such duties.
- Conduct clinics or workshops.
- Inform brothers, new members, and alumni of the Committee's plans and encourage participation through increased responsibilities.
- Help in upkeep of recruitment files: prospects' names and addresses, evaluations, schedules, etc.
- Encourage alumni involvement in recruitment.
- Develop and publish the chapter's publications: a recruitment pamphlet, mailings, printed materials, and notices.
- Develop and follow through on a publicity campaign to inform the community and campus of upcoming activities.
- Inform brothers of obligations and responsibilities of the Fraternity. Make certain that brothers are well versed in the values of the local chapter and the International Fraternity.
- Coordinate follow-up activities for contacting potential new members.
- Plan, organize and implement a summer recruitment program.

Certainly no one man, or even a small group, can carry out all the responsibilities of recruitment.

### **The Chapter Members**

The recruitment chairman's job is to organize recruitment efforts, and to motivate the chapter to carry out the strategy. It has been said that recruitment chairmen spend half of their time recruiting prospective members, and the other half recruiting their chapter. Once motivated, the undergraduates and new members have several responsibilities.

### **Motivating Members**

- Make them feel like it is their recruitment period.
- Make them feel needed.
- Solicit their ideas while planning recruitment activities.
- Set attainable goals. Include them in the process.
- Let each individual know what is expected of them.
- Delegate challenging responsibilities.
- Let members know how recruitment is going.
- Keep everyone in the loop.
- Recognize deserving members for their efforts

### **Member Responsibilities**

- Carry a card or small notebook to write down recruits' names and your impressions.
- Contact a certain number of recruits (determined by the Recruitment Committee) during the summer, and follow up that contact when the fall term begins.
- Distribute all written Fraternity material to the recruits and parents.
- Immediately after contact, fill out evaluation cards and send to the recruitment chairman.
- Review the materials contained within the recruitment packet.
- Meet with the recruitment team.
- Follow through on all responsibilities delegated by the Recruitment Committee.
- Advise the committee of possible recruitment prospects.
- Attend all recruitment functions, both for the entire chapter and for their individual team events.

### **Bylaws**

An effective way to create a recruitment culture within your chapter is to include recruitment into the bylaws. Bylaws are the structure on which your organization functions, by include recruitment into this structure you will cement it has a pillar of your organization. The following is a list of ideas for the recruitment bylaws:

- Membership standards for incoming members
- Membership expectations for current members relating to recruitment
- Positive and negative incentives for members
- Include chairman and team captain responsibilities



## Meetings

Since recruitment in a year round program, it needs to be discussed at every chapter meeting. This does not mean that you need to talk about the entire wish list of prospective members but rather, you as recruitment chairman should lead a discussion about the men that the chapter interacted with that week. By continuous talking about recruits and whether or not they should be a member of the fraternity will keep the members thinking about the men they have interaction with during the week. This will also decrease the amount of time the chapter will need to spend during “rush” periods discussing each member because you will already know which members your chapter wants to bids.



## BUILDING A BRAND

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### INTRODUCTION

The image that your chapter presents to the public has a great deal to do with how potential new members will view your fraternity. His view of what you have to offer and the reputation that he will be joining will definitely be a part of his decision of where to accept a bid. As recruitment chairman you need to direct your attention to this brand and identity that you are “selling” to the community and your potential new members.

Branding requires that you take an introspective look at the values of your chapter, the values and Code of Ethics of Triangle, as well as take into account the types of students you are looking for. Absorb this information and then take a proactive approach to aligning your chapter’s reputation with the image you want will make recruitment easier and you will get the type of men that you want.

### Values Alignment

While Triangle’s values are secret, we should all know them. These values are one of the core issues that your chapter should recruit new members with. Along with the values of Triangle, your chapter also has its own set of ideals that it sees as important to the image and culture of your fraternity. These individual chapter values could be academics, brotherhood, intramurals, athletics, campus involvement, community service or any ideals that you find integral to your uniqueness as an organization.

Below are a few questions that you can ask yourself when evaluating your chapter’s values:

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

After asking yourself and your chapter members these questions take an inventory of your image. Is this the chapter you thought you were? Is this the brand that you selling to potential new members? If it is then your chapter is recruiting with its core values in mind. Values-based recruiting decrease the opportunity of getting members who will not buy into what your chapter and Triangle is about.

### Benefits of Triangle Fraternity

In particular, how does your chapter satisfy the need of your prospective members? This is something the chapter needs to discuss. Although some may not like the analogy of comparing our Fraternity with a business, the similarities can at times be undeniable with respect to recruitment and marketing. Membership in Triangle could be seen as a product the chapter offers to students (our market) at your school.

For the membership in this Fraternity to be appealing to this market, we must be in line with its goals and needs. As part of the Recruitment Chairman's duty to educate the members on recruitment techniques and programs, the chapter should also determine exactly what kind of product, or Fraternity, your chapter provides for the campus. What distinguishes your chapter from the other products available? The answer to this question will take some thought and work, but putting the answers on paper will benefit everyone. Chapter retreats and workshops are great times to develop a response to the question, "What does Triangle have to offer?" As a result of answering the question, others will be more able to discuss Fraternity issues when recruiting, in addition to being more effective and productive. The message here is simply, "Know your product well!"

Differentiating what your fraternity is and offers from others is going to be the biggest selling point to men who have little or no knowledge of what a fraternity is.

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# TARGETING POTENTIAL NEW MEMBERS

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## INTRODUCTION

What type of student does your chapter need? Where can we find these potential new members? How can we go about getting these men interested in our fraternity? After deciding the brand that you are going to promote during recruitment it is important to decide what type of student you are going to recruit. In selecting a target market it is vital to choose a group that will exemplify the standards you are looking for in a member. As recruitment chairman it is your responsibility to decide what areas of campus your chapter will recruit as well as educate your chapter on the types of students that will make a great chapter member.

### The Three Kinds of People at Your School

Everyone at your institution could be categorized into one of the following three types of people when it comes to the Greek system.

#### The “Always Joiner”

This is the group we traditionally work hardest to recruit and they are the ones that will come through “formal” rush. These are students come to school knowing they want to be Greek. These men are often legacies, relatives or friends of brothers, acquaintances of alumni, or others with a positive image of fraternities. Although this group is currently our main focus in recruitment, this pool has been shrinking for several years. Though we should not neglect this market in our recruitment efforts, we need not focus all of our efforts on these men who are going to join anyway.

#### The “Never Joiner”

This group is basically a lost cause. These men will not join a fraternity, whether the reason is one of interest, personality, or philosophy. Once these men are identified, efforts should be directed elsewhere. Be aware, however, some “maybe joiners” can appear to be “never joiners.” Careful identification is very critical in assessing the individuals into these different categories.

#### The “Maybe Joiner”

Most college students fit this mold and must be sold on the experience. It is the largest group in our market, and also a generally untapped resource. The “maybe joiner” is often a first-generation student, a sophomore, a transfer student, a student of color, or an otherwise “nontraditional” student (i.e. married, 22+ years old, etc.). These are men who either know very little about fraternities, haven’t really considered the option, or both.

In the past, a rather narrow market has been considered for our recruitment efforts. Recruitment focused on those who signed up for the formal recruitment process. The number of students, who register is generally declining. At the same time, most campus populations are growing. This means we are working with a shrinking pool of students, when our real market is actually increasing in size. We can understand this by looking at the three types of people that compose our recruitment pools:

The “maybe joiner” generally has a limited idea of what fraternities are about. Usually, all they have heard about Greek life is through the media. Generally speaking, these sources present the “maybe joiner” with an unbalanced view of what fraternities are all about, and the attitude in this group can reflect that view. The best way to educate these men is to interact with them on a personal, direct level; however, most of these men are never reached, as they usually don’t get involved in formal recruitment, and they typically don’t approach chapters for information. This lack of involvement is important to us when we look at a breakdown of the typical campus, and understand what we’re dealing with in terms of potential members.

Obviously, the “maybe joiners” are the largest pool of people on the typical college campus. They are often some of the best people on our campuses, and would be fine additions to Triangle. Unfortunately, many of these students never consider Triangle as an option, because all our efforts are focused primarily on the “always joiners.” Thus, we find our chapters gradually shrink, our recruitment efforts are less successful, our chapter finances suffering, and our morale dropping. The challenge now lies in presenting what our Fraternity has to offer to our “new” market. Once a target market has been identified, you must sell the Triangle experience; let them know what makes our Fraternity unique.

### Understanding Potential Members

Now that we understand there are three kinds of “joiners” on our campuses, the goal now is to understand our market even better. By being more aware of the needs of today’s student, we can better provide what the potential member desires in a fraternity experience. Potential member, prospective member, prospect and recruit are all terms used to refer to students who are interested and eligible to join a fraternity. They also include students we are interested in having join, even if the student doesn’t wish to join at the moment. If the potential of them becoming a brother exists, whether presently or in the future, they are potential members. Every non-Greek male student should initially be considered a potential member. Realizing the wants and needs of these students can help us to better market our product—membership in Triangle.

#### The First-year Student:

For most of the chapters, first-year students will be the largest market for new members. At some institutions recruiting first-year students is prohibited until second semester or the second term. This is what is referred to as deferred rush. At some schools students can’t join the Greek system until after their freshman year.

Top 10 Concerns	Why They Need a Fraternity	Why You Need First Years	How to Meet Them
Will I make friends at college?	Friendship, group to identify with.	They will have a full 4-5 years in Triangle	Residence halls
Will I be able to make good grades?	Leadership opportunities	They are eager to learn new things	Set up tables in student union, residence halls, and other highly visible areas on campus
	Assistance with academics	Know other first year and can assist in recruitment	Have brothers become orientation leaders
	Social contacts		Obtain listings of names from admissions
	Help in adjusting to new atmosphere		Call incoming students from your home town

Entering students are concerned about both their social and academic lives. Triangle should be perceived as “a place to fit in” but not a barrier to academic pursuits. Most students will not consider membership in an organization that will hurt their scholastics. An education is too expensive not to take academics seriously. Make prospects aware that Triangle is dedicated to academic excellence and share your chapter scholarship program with them. The Fraternity can also offer academic support as older members have experience and can assist with suggestions and overall adjustment to college life.

### **The Transfer Student**

Transfer students share the first-year students’ concerns regarding fitting in socially and academically. Transfer students, however, are less likely to go through formal recruitment than the first-year student. Therefore, extra effort should be put forth in order to identify these men, let them know we have something to offer them, and then actively recruit them.

Why They Need a Fraternity	Why You Need Transfers	How to Meet Them
A group with which to identify	Maturity	Before school begins, get a list from Registrar
Leadership opportunities	Direction and goals are more established	Write them during the summer, offer to assist with getting them acquainted with campus
A home at their new campus	More academically oriented	Organize a Greek orientation program for all transfer students
Help in adjust to a new atmosphere	Can give new personality and experience to the chapter	Help them realize that Triangle is a fraternity for life
Need to make a good academic transition		Offer career development programming in your chapter
		Welcome to campus BBQ

### **The Commuter Student**

More and more students have to pay for their college education themselves. Therefore, more are living at home and commuting to school to save money. These students are in search of an extended family on the campus. They value group inclusion, but can rarely find it when they don’t live on campus. These students want a tie to the campus and desire to be involved in activities. Membership in a fraternity can certainly provide this. Triangle needs to actively seek out these students through mailings, programs on campus, and activities that are inclusive to the entire student body

### **The Upperclassman**

Research indicates only 15% of students complete their baccalaureate degree in four years. Members who join during their freshman year are ideal, but sophomore or junior students still have significant time to give to and receive benefits from Triangle. Many students who join as sophomores will likely be able to enjoy Triangle for two to three to four years. Like transfer students, these students have already developed some skills that will be useful in the Fraternity.



# DEVELOPING A RECRUITMENT PROGRAM

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## INTRODUCTION

The recruitment chairman is responsible mainly for coordinating and developing with the assistance of his committee a recruitment program. This program should effectively set a calendar of events that utilize large chapter events, smaller group events, informal recruitment, and formal recruitment. Planning a program that will effectively engage the potential new members

### Understanding Your Recruitment System

What kind of recruitment program do you have at your school? You may be unaware that drastically different types of recruitment exist at other universities. By understanding the many types of recruitment that exist, and the advantages and challenges of each model, you can help your chapter make the most of your system.

The most common recruitment systems include formal, informal, summer, and deferred. Other types may be in effect and most likely are a combination of the previous types (i.e. semi-formal, deferred informal).

### Setting a Recruitment Budget

Sit down with the treasurer to discuss funding the chapter's recruitment budget. Spending too much money could bankrupt a chapter. Agree on an adequate, but not extravagant, budget for the chapter's recruitment program. Remember that there is little correlation between the amount of money spent on a recruitment program and the number or quality of men pledged. Here are a few questions that can assist in planning your budget.

- If money were no object, what would be our ideal recruitment program?
- What would the ideal program cost?
- How many functions, large or small, do we want to have?
- What has been spent in the past?
- How can the recruitment budget be more effectively used?
- How can we have enough money on hand during the summer and in the early fall to fund recruitment activities?

### Goal Setting

Too often, recruitment "just happens." Recruitment chairmen and chapters accept that they will just try and recruit "as many as they can" but will only give bids to "quality men." This relaxed attitude frequently causes chapters to fail to gain the kind of members they want and deserve. Your chapter must dedicate itself to specific goals for recruitment. When the brothers have specific, written goals before them, they can then work toward achieving them. Here are a few things to look at when setting goals.

First step is determining how many new members your chapter should recruit and setting a goal. "We go for quality, not quantity" is the most common excuse for chapters that do not have recruitment goals. While it is good to only recruit quality men, this reasoning is used too often in defense of small pledge classes. There is absolutely nothing wrong with setting a realistic number of desired new members. Ask the treasurer what he thinks a good number would be. Remember lower new member class numbers equal a lower total membership, which means each person will have to pay more in chapter dues to cover costs. Setting a quantity goal does not mean you should sacrifice the quality of men you pledge. In fact, this should never happen. You are setting the number of quality new brothers the chapter would like to have.



In setting your recruitment goal, it is important to set a number of men the chapter should induct, not a number the members think they can get. This goal should be challenging, yet attainable.

To set your goal for the next academic year, use the guidelines that follow. The formula first asks you, “What is the chapter’s ideal size?” Do you want the chapter to be the same size as the other chapters on campus? Larger, if so, how much? Next, deduct the number of graduates and other members who are leaving from the actual chapter size. Then subtract the actual number of members who will be here next year from your ideal chapter size. This is the number of men you want to pledge. You will need to add another 25%, however, because studies show that chapters retain only 75% of their new members until graduation.

Once the number is established, you have a quantifiable goal for the next academic year. This number will help the chapter focus while recruiting, and will motivate the members until the goal is achieved. The chapter should also keep in mind the qualities it has deemed important when trying to reach the numerical goal. It is better to be 10% below your numerical goal, with all new new members meeting all the criteria, than to meet your numerical goal with men of questionable quality

### **Year-Round Recruitment**

Over the past decade, it has become increasingly apparent that in order for annual recruitment numbers to rise, we must focus our efforts on bringing Triangle to undergraduate men on a regular basis. The point of 365, or year-round, recruitment is to involve potential members in our many daily routines so they may see the true purpose and meaning of our great Fraternity. Regularly scheduled events such as meals, study hours, community service events, and social activities should be used as a platform from which to showcase your chapter.

The benefits of this process are multiple. In addition to the constant exposure it will provide for your chapter, year round recruitment enables potential new members to see the real, everyday value of membership in Triangle, much more so than during “rush” week. It allows your chapter to get a better feel for the recruits with which you are spending time. Imagine the ease with which you could make a decision on an individual who had spent months participating in Fraternity related activities with your members.

Recruiting on a year-round basis allows you a head start during the formal recruitment periods sponsored by your university and IFC. If you have been following this method successfully, it is possible to begin each formal recruitment period with many possible new members before the week starts. The year round recruitment program requires a lot of organization and focus on behalf of everyone in the chapter, from the recruitment chairman all the way down to newest member. Work hard, plan ahead, and create a vision, and you will be well on your way to larger and more quality new member classes.

### **Formal Recruitment**

Formal recruitment has a place within the year-round recruitment model but it is not the most important is usually a recruitment program sponsored by the institution or Greek system. In this form of recruitment, potential members are required to register with the institution and participate in activities designed by the institution’s Greek council and chapters. Sometimes they might have to pay a registration fee to participate in recruitment. Chapters too, usually have strict guidelines to follow prior to and during recruitment. The “recruits” typically tour all chapter houses with IFC guides during recruitment. Those chapters without central housing might meet men at a site on campus

One or two weeks are usually set aside the beginning of each term for formal recruitment, commonly in the fall. There are two categories of functions during formal recruitment: IFC sponsored and Chapter sponsored events. IFC events introduce the student to Greek life in a general sense – somewhat of an orientation program. Chapter events may be limited to a specific number and times decided by lottery. Considerable time and effort should be spent on your chapter’s events. Creative activities will serve to make your chapter stand out in that they should show much creativity so that your chapter resonates in the mind of potential new members.



Activities should also foster communication between members and potential members. A goal of your recruitment events should be for the recruit to feel comfortable among your members. Recruits don't join because a chapter has a nice house with cool letters on it, men looking to join a fraternity want to fit in.

### **Challenges of Formal Recruitment**

- The chapter must fight complacency. Just because the recruits are being delivered to the chapter like a pizza, does not mean the work is done.
- Mostly "always joiners" register for formal recruitment. This means the chapter must still seek out the "maybe joiners" who did not go through the formal recruitment period.
- Make an effort to stand out from the other chapters on campus. Visiting 15 fraternities in three days can make recruits confused. Be unique! You want to provide them with a positive experience that will make them remember Triangle.
- Because of Triangle's academic restrictions, you could be wasting your time meeting a whole lot of men that aren't eligible.
- Because of the strong influence and control by the IFC, it is essential your chapter be active in IFC. This will allow you to affect change that will be not only advantageous to your chapter, but the community as a whole.

### **Challenges of Formal Recruitment**

- Your chapter can meet every person participating in recruitment. Men could decide to participate in recruitment, intending to join another fraternity, but might learn during recruitment that Triangle is a much better choice.
- Chances are most fraternities sit in their chapter house and wait for prospects to come to them. For the motivated and undergraduate chapter, the door is wide open to take control and have a tremendously successful recruitment.
- Even though, you may be meeting men that don't meet your membership requirements you could be meeting men that know someone who does, thus adding to your referral pool.
- Apathy in recruitment can work for you. As recruitment is more institutionalized, most chapters don't have to work at recruiting. The chapter that does put some work into it can obtain all the most talented and deserving prospects as members of Triangle.

### **Informal Recruitment**

Informal recruitment is open, continuous recruitment where the chapter may offer Bids and take new members at any time. This system is used at many college campuses and is becoming more popular for many reasons. Informal recruitment is less work for the Interfraternity Council. They don't have to register men for recruitment, plan events, or conduct house tours. Most importantly, it takes the responsibility of finding potential new members off the Interfraternity Council's shoulders and places it squarely on the chapters. The recruitment process is only what each chapter makes of it.

This type of recruitment requires more work, but allows the chapter greater latitude in choosing and planning recruitment events. The most challenging part is compiling a list of names from which to invite men to your events. Here is a list of ideas for compiling names for your initial informal recruitment event:

### **Challenges of Informal Recruitment**

- Fraternities must recruit men to join the Greek system. Because the Interfraternity Council isn't "in charge," each chapter must encourage people to check them out. A good year-round public relation program is critical.

### **Challenges of Informal Recruitment cont.**

- Recruitment is very competitive. Fraternities must realize that when they put in the extra effort, they can win over the great prospects.
- Poor planning can kill a chapter. If the proper arrangements aren't made or the effort put into recruitment is minimal, the consequences could be devastating: no new members, poor individuals from which to select, and/or low chapter moral.
- Recruitment can strain a small budget. Not every chapter can afford to have elaborate recruitment events. Despite the competition, remember men join a chapter because of the people in it. Try to keep costs as reasonable as possible.

### **Advantages of Informal Recruitment**

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

### **Summer Recruitment**

The process of summer recruitment is a unique and interesting experience for all fraternity men. Why would a chapter want to recruit during the summer months? In order to have the upper hand, we must begin to recruit early, and this is possible for every chapter. Every institution is different, in that some allow summer recruitment, while others do not. Whether or not you may give out bids also varies with each college or university. Whatever the case may be, it is possible to modify this program to fit your specific situation at your campus. The following is a sample of how to plan summer recruitment. Summer recruitment allows chapters to expose the recruit to Greek life. It also becomes a more relaxed atmosphere away from the pressures of school and college life.

Money, dedication, planning, and rules are all factors in making summer recruitment a success. The following is a breakdown of the process of summer recruitment, starting in the early spring. For summer recruitment to work in an efficient way, all members need to start work in the early spring. Suggestions for outside sources of help include your institution, Interfraternity Council, or the all Greek council.

To begin, the chairman need to plan the location as well as the time and date of all events. You may want to think about using the first all Greek event or competition as a springboard. This will be a good show of how motivated your members are to make summer recruitment a success, as well as provide for good visibility. Additionally, all members must try hard to network with potential recruits the chapter has contacted during the semester. One formal event in June, two in July, and one in August will do well in addition to the smaller, informal activities your chapter may want to sponsor.

## Designing Your Game Plan

A tool vital to a well-run, consistent, and successful recruitment program is a recruitment workshop. Seminars should briefly outline the immediate duties, activities, and responsibilities of the members and alumni. Workshops are in-depth sessions involving undergraduates and alumni. They should accomplish goals such as: outlining everyone's duties and responsibilities, teaching a comprehensive knowledge of "how to recruit," including techniques and purposes, and providing motivation for an important upcoming activity. Workshops provide the confidence newer members need and older members hopefully have when it comes to recruitment. A second purpose may be to revamp or improve the recruitment activities and functions through the brainstorming of all chapter members. Refer to other sections where further details and resources are provided, for chapter recruitment education and workshop agendas. The issues that follow can be easily tackled during chapter workshops or retreats. Play a critical role in developing your overall game plan for recruitment!

## Planning Your Events

To develop a strong foundation for your recruitment program, plan large and small events throughout the entire year. The issue of planning is continued further throughout this manual. Also keep the following issues in mind:

Compete, but don't get caught up in the competition. It is easy to get lost in the "big picture" with other fraternity chapters on your campus. Everyone is trying to out-do everyone else. Remember: people join people. In the end, the chapter that competes on the personal level with one-on-one recruitment, while having fun and interesting events, will be the victor.

Seek the unique. Be creative in planning your events. Look for an angle that is not being used by other fraternities on your campus. Brainstorm with your committee members to come up with events that are new and unique. Stand out and be different. Further, do not rely on an event that has been successful in the past. Be aware of brothers' attitudes. Avoid numbing repetition with events and use the enthusiasm of the chapter as your best recruitment tool.

Balance large and small events. Events can be very intimidating, especially for those who prefer a less pressured recruitment environment. To counteract this, schedule events that are appealing to a wide variety of people. Those who are nervous may need to be recruited in a more "one-on-one," type atmosphere, while outgoing recruits may prefer larger and more interactive functions.

Never put the burden of transportation or motivation on the prospective member. Always pick up a recruit for an event! Never assume he will show up on his own (even if he said he would). Cold feet and other plans come quickly. Even if the distance is a matter of yards, have someone appear at his doorstep and walk with him to the recruitment event. It will make him feel more comfortable and important plus you can spend the time getting to know him.

Organize your troops before each event. Every brother should be present before guests arrive. If the event officially begins at 6pm, the brothers should be expected to arrive no later than 5:00pm. There are normally early arrivals, and it will leave a negative impression if a recruit arrives at an empty chapter house.

Wear name tags. The chapter needs to learn peoples' names. Recruits too need to learn the names of brothers. Including names and hometowns on name-tags is a good idea. If you know a recruit will be attending, have his name tag prepared and waiting at the door.

For more formal events organize a system of “greeters” and “plants.” A greeter is an official chapter host that meets people with a handshake at the door. He is warm, sincere, and makes a good first impression. A greeter offers to give a tour, answer basic questions, and engages in small talk. As much as 1/3 of the chapter can be designated “greeters.” Everyone else should be designated “plants.” Plants are disbursed throughout the chapter house or room (the refreshment table, the pool table, etc.). The plants are not grouped together for the purpose of chatting with each other, although it is common to pair “plants” together. The greeters will “drop” guests with plants not already involved in conversation.

Make your event safe. All risk management regulations apply during recruitment activities. Avoid crazy, or dangerous events. Be reasonable and careful!

### **Utilizing Alumni in Recruitment**

Strong alumni support and regular involvement will play a key role in your success with year round recruitment. There are numerous ways that alumni can participate both in the planning and execution of your functions. It will be necessary for the recruitment chairman and recruitment committee to work closely with the chapter alumni secretary to both identify alumni who are willing to help, and educate them as to exactly what kind of role you expect them to play. You must originally request assistance well in advance of your events, and then be sure to follow up with a show of gratitude, such as thank you notes, certificates, or plaques.

The degree of alumni assistance with recruitment will vary among chapters, and it is entirely up to you to decide the extent to which you want to take advantage of this valuable resource. Remember, including these older members of Triangle will serve to strengthen your chapter’s alumni relations, and their ideas and experiences can sometimes prove invaluable. Below are listed some ways in which alumni may be able to assist you with recruiting quality men for your chapter.

## Discovering Your Potential

### ALWAYS JOINERS

15% of the population who is highly likely to join a fraternity. They are often individuals who have had exposure to Greek life prior to college.

### MAYBE JOINERS

70% of the population who is neutral or unaware of what Greek life is about. They might be interested if someone approached them in the right way about joining.

### NEVER JOINERS

15% of the population that hates Greek life and has absolutely no interest in joining.

	_____	Total undergraduate population at your institution
-	_____	Total number of female students
	_____	Total undergraduate males
-	_____	Males not majoring in Sciences, Architecture, or Engineering
	_____	Total number of eligible men based on academic standards
-	_____	Men already in fraternities
	_____	Total unaffiliated eligible undergraduate males
x	_____	15% to account for Never Joiners
	_____	Total number of the Always and Maybe Joiners
		(RECRUITMENT POTENTIAL)

## **First Impressions**

### **SET AN INTENTION**

As you get ready to begin this process, you want to think about the kind of people you want to meet and what kind of interactions you want to have. This can be an incredibly grounding experience and works very well to focus on what kind of energy you want to have.

### **PRESENT YOUR BEST SELF**

Clothes, watches, shoes, hair - these are all things that people take into account when making initial judgments. Make sure what you are wearing and how you do your hair says what you want it to say to the people you are meeting for the first time.

### **BE CONSCIOUS OF YOUR BODY LANGUAGE**

Body language is a crucial part of first impressions. Everything from your posture to how you carry yourself to the way you're angling your body. Often, simply being aware of your body language can result in immediate improvements.

### **BE CONFIDENT IN WHO YOU ARE**

Believing in yourself and knowing your worth in any situation is a key factor in letting people know that you are someone who knows what they are capable of. Having enough confidence is a very attractive trait and can easily be displayed through a big smile, a firm handshake and eye contact.

### **AVOID BADE DAYS**

If you are in a depressed or anxious mood, others will pick up on this from your facial expressions, comments, and body language. If you're having a bad day, stay at home!

### **BE INTERESTED AND INTERESTING**

It is important to approach someone with a genuine interest in who they are. This is often contagious and you will have better conversations and lasting connections when you are interested, because they become interested.

**"YOU'LL NEVER HAVE A  
SECOND CHANCE TO  
CREATE A GOOD FIRST  
IMPRESSION."**



## FEATURES & BENEFITS

FEATURE	BENEFIT	SUPPORTING STATEMENT
Philanthropy	<ul style="list-style-type: none"><li>• Makes you feel good</li><li>• Help other people</li><li>• Impact the community/world</li><li>• Fun</li><li>• Rally behind a cause</li></ul>	<ul style="list-style-type: none"><li>• Last spring we raised \$20,000 for a local shelter and I got to deliver the check. The look on their faces when they saw the amount...</li></ul>

FEATURE	BENEFIT	SUPPORTING STATEMENT





# RECRUITMENT EDUCATION

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## INTRODUCTION

There are several approaches to improving the chapter's know-how when it comes to recruitment. As you can already guess, the best time to train members on skills and techniques is during a chapter recruitment workshop. Consider giving chapter members handouts or fliers on recruiting skills, etc. Use your IFC and the Greek advisor as resources. They may also possess materials or even provide assistance in preparing your workshops.

### First Steps to Individual Recruitment Success

Interaction with potential members is at times confusing and difficult. What follows is a description of five steps every member can use to help the chapter recruit. These steps are crucial in the year round recruitment process, and if used, will result in a successful, continuous flow of potential members into your chapter.

#### 1. Meet him

This does not mean waiting for him to come over to the house so you can introduce yourself. This means going out, finding good men on campus, and becoming acquainted.

#### 2. Make him your friend

Once you meet a guy, do not start cramming fraternity down his throat. Learn about him, and tell him a little bit about yourself. Ask questions, express interest, and maintain contact. Most importantly, be sincere.

#### 3. Introduce him to your brothers

The more brothers a person meets, the more involved, included, and attached he will feel. Make a guy feel like part of your group. He will go where his friends are.

#### 4. Introduce him to Triangle

Once the guy is part of your group, tell him about your fraternity, why you are a Triangle, and what being a Triangle means to you.

#### 5. Ask him to join

You have taken a man you did not know, made him your friend, and introduced him to your brothers and fraternity. Now, invite him to join Triangle. Many young men are interested in Greek life, but do not join for a very simple reason - they are never asked.

The five steps listed above should be the core of all your recruitment practices. When recruiting members, most chapters forget steps one through three altogether. They talk about the intangible benefits of Fraternity with people who they do not know - people who have no reason to trust or believe them. As previously mentioned, this five-step process is key to your success in recruitment. It is easily implemented and effective because it establishes a foundation for 365 day recruitment. It is the best way to find and recruit quality men for your chapter of Triangle. It takes time to progress through the steps, but the result is a more quality understanding of and relationship with your recruits. On the next page you will find a more detailed discussion of the process, and items to consider under each step.

## **Meet Him**

To be effective in recruitment, you must not only be knowledgeable and believe in Triangle, you must also have the ability to convey these things to others effectively. Obviously, to do this, self-confidence and a healthy self-image are a must. Confidence can be developed by establishing consistent success at small routine interactions, as well as future goals. But success also requires that you have the courage to risk rejection. As you put your fear in a realistic perspective by asking yourself what you are risking, you can then begin to function in spite of that risk. All of our acquaintances and friends were once strangers to us. Every new contact is a test and challenge. You may be rejected, and you may also learn how to reject gracefully. It is probably easy to think back to a time and place where you were reluctant to introduce yourself to someone; so you did not. Your fears, for whatever reason, may have been stronger than your eagerness to make contact. To be successful in recruitment and gain the men we desire as members, we must overcome this hesitation.

If we are to be successful in recruitment, then we need to be successful in the first step: meeting him. This may be the most difficult of the five step process for some people. The chapter needs to remind itself that we are fraternity men, more importantly- members of Triangle. Be confident and proud of that membership and go out and meet future brothers with whom to share the Triangle experience. Your initial contact with the recruit is the most impressionable. It is important to establish a positive image in the first few minutes of contact. Remember, the entire chapter will be judged on the lasting impressions that you make, and a positive first impression means everything

## **Make Him a Friend**

Certainly everyone has made friends. Friendship comes naturally when two people who meet share the same interests. However, in formal settings, conversations are usually superficial and the situation is unnatural. We must attempt to make friends in a relaxed atmosphere where neither the prospect nor the member is inhibited. Our conversations must never be superficial or insincere. The importance of making friends with recruits is that they will be spreading the word and may join another fraternity based on how they perceive you.

## **Introduce Him to Your Friends**

Introducing someone to your friends should be informal. Groups of four recruits and four brothers will compromise an ideal recruitment event. You want your event to be casual, but you also want to include some type of activity. During the activity itself, take the proper steps to ensure each potential member meets as many of the chapter members as possible. Allow each brother adequate time to spend with recruits. Your goal should be to have nearly everyone in your chapter know enough about each individual so that they may make a well-informed remark about his character, or potential contributions he could make to Triangle. During recruitment events, utilize a small group approach to make recruits feel comfortable in this sometimes awkward setting. Having only a handful of brothers talking to a potential member at one time will relieve pressure and allow him to open up quicker. From this, you will be able to get a better feel for the men interested in joining your chapter. You need to plan activities that will allow you to interact with recruits. The purpose of your events is to get to know fellow students, and induct those who will add to the strengths of your chapter, and spread the word of your success to non-affiliated students. Below are ideas of events that provide opportunities for you to accomplish these goals:

- Bowling
- Laser tag
- Sporting events
- Hiking
- Billiards
- Amusement park
- Dinner
- Golf

## Introduce Him to Triangle

Chapter recruitment can quickly become repetitive and superficial, leaving members less than excited to participate. The essence and dynamic nature of the fraternity is lost. Since recruitment should happen 365 days a year, every time a Greek spends time with a non-affiliated student, he should be thinking “recruitment.”

The introduction to the fraternity should not be a “cram it down their throat” approach, but a subtle strategy promoting relationship building and encouraging continued interaction which will lead to increased interest in fraternity membership. Basically, both members and recruits are looking for something more than small talk around a table of refreshments. Here are ideas to take into consideration:

### Event Size

Some of the best recruitment events are informal and intimate—such as a round of golf, with a handful of members and recruits enjoying each other’s company and enjoying an activity which they all personally value. Too many people can quickly make a quality recruitment event overcrowded and impersonal. The best rushing is done one-on-one or in small groups.

### Event Location

While most “traditional” recruitment events have included several brothers dressed in blue blazers and standing around a table of refreshments, some chapters have been successful at getting away from the chapter house.

*The sporting event* - The sporting activity is a natural way for people sharing a common interest to come together, often times with people they do not know well. Many students in residence halls would jump at the chance to play recreational sports. This type of event works because it is natural, simple, easy to set-up, and free in cost to both the chapter and to the prospective new member.

*Community service events* - As many as 50% of college students have indicated that “helping others” is of value to them. With this in mind, a chapter service event can easily double as a recruitment event.

- River or what clean-ups
- Senior citizen’s center
- Soup kitchens
- Habitat for Humanity
- FIRST
- Elementary school field events
- Painting homes for the needy
- Boys’ & Girls’ Clubs
- Helping at a shelter

### Event Duration

Chapter events do not have to last all evening. A 45-60 minute activity will suffice. In fact, the National Interfraternity Conference suggests the “study break” approach to recruitment. All college students study, so why not hold events around studying? Try going for pizza at a nearby restaurant.

### Talking Fraternity

Sell the Greek System. The concept of fraternity is building a better man. Talk about leaders who have benefited from joining the Greek system:

- All except four US Presidents since 1825 have been fraternity men
- 63% of the US President’s cabinet members since 1900 have been fraternity men
- 71% of the Who’s Who in America are fraternity members.
- 76 % of US Congressmen are fraternity members.
- 85% of the US Supreme Court Justices since 1910 have been fraternity members

- 85% of the Fortune 500 executives are fraternity members.
- Of the nation's 50 largest corporations, 43 are headed by fraternity members

It is not too difficult to define the benefits of Greek life. Social contacts, leadership, exposure to different cultures, community awareness, assistance with academics, and brotherhood are just a few reasons why so many people have chosen Greek life.

**Sell Triangle.** At some point, your conversation should center around your fraternity. Important facts about the Fraternity and its members on an international and local scale must be discussed. To the recruit who is looking at other chapters, hearing the same old song and dance that your fraternity “has the best parties” or “gets the best looking women” can be a turn-off. You need to explain what makes your chapter stand out. What makes your brotherhood strong? What unique benefits do you have to offer? What are your chapter's strengths? How have your members been provided with a better college experience by joining Triangle? If you are going to say that Triangle is the best, be able to back it up with the facts.

**Sell Your Chapter.** Talk about your...

*Scholarship program:*

- What is the chapter GPA?
- What is your rank among fraternities?
- How many brothers have received academic recognition?

*Community service projects:*

- What types of projects has the chapter done?
- What are the plans for future projects?
- Does the chapter have a yearly projects?

*Leadership:*

- What leadership opportunities are provided by the chapter?
- What do the leadership positions entail?
- How does one get involved?
- What are the rewards?

*Scholastically:*

- Built-in tutoring system.
- Advice on courses and professors.
- Study skills.
- Assistance from the faculty advisor.
- Incentives and awards.
- Scholarships available.

*Personal Development*

- Living together with men whose brotherhood one enjoys.
- An array of backgrounds and personalities.
- Enriches the college experience by filling a gap in the lives of students that the institution cannot.
- Enjoying counsel of older men; those that have experienced similar problems personally, academically and otherwise.
- Opportunity to meet and work with many outside of Triangle: alumni, university personnel, other Greeks, unaffiliated individuals.

### *Personal Development*

- A home away from home.
- Lifelong friendships formed and tightened through a bond of brotherhood.
- Alumni contacts.
- Something in common with all fraternity men.
- Fraternity outlets to help stimulate extracurricular interest.
- Opportunity to identify with a group; develop spirit and pride.
- Quick group identity

### *Developing Organization and Leadership Skills*

- Opportunity to serve in a leadership capacity, learning to work with people in challenging situations, and problem solving skills.
- Excellent opportunity to gain organizational experience.
- Learn parliamentary procedure.
- Improve speaking ability.
- On-the-job experience (treasurer, president, etc.).
- Start a lifelong process of associating and working with men of like interest.

### *Social Development*

- Learn social etiquette.
- Develop social confidence and poise.
- Benefit from fraternity social functions.
- The experiences are unique to Triangle.

### *Social Activities*

- What type of social activities does the chapter have?
- What are some fun times you have had with your brothers?
- What types of brotherhood events do you have?
- What types of social contacts have you made being a member of Triangle?
- Explain the Alcohol-free Housing Policy?
- What are the advantages of living in an alcohol-free facility?

### *Membership Education*

- What have you learned in the fraternity that you could not learn anywhere else?
- What is the new member education program like?
- Do you haze?
- Will I have to join a campus organization?
- Will the chapter help me with my scholastics?
- Can I become involved as a new member?
- What can I expect to gain from joining Triangle?

### *Finances*

- How much does the fraternity cost?
- Can someone have a payment plan?
- How does Triangle compare to other chapters on campus?
- What do I get for the money?
- Where does the money go?

### *Alumni Networking*

- What do your alumni do?
- Are they still involved with the chapter?
- Can you make contacts by joining Triangle?
- Who are the local “famous” alumni?
- Are there any alumni on the campus?

### *Campus Activities & Involvement*

- In what clubs and activities are the brothers involved?
- Can the chapter help an individual get involved on campus?
- Have any brothers received special recognition on campus?
- In what types of events does the chapter participate?

### *Brothers*

- What do some of your brothers do?
- How do you get along?
- Are you truly close to every brother in the chapter?
- What are some of the great times that you have had together?

### **What they might want to know...**

The academically minded student will be interested in the chapter's scholarship program, that you have test files, that your membership is made up of a variety of majors, that you have quiet facilities for study, that he will have an opportunity to apply for the Triangle Educational Foundation Scholarships.

The socially oriented student will be interested in hearing how the fraternity can provide social contacts. He will be interested in your social events, and will want to know how Triangle can help him with his social skills and personality development.

The vocationally oriented student will be interested in the avenue your chapter provides for meeting alumni in the business world who can advise him on job opportunities and the manner in which the chapter can increase his leadership skills.

The activity oriented student will be interested in the opportunity your chapter provides for giving information on how to participate in campus activities. He will also be interested in service projects and the opportunity to meet both non-Greeks and Greeks.

### **Ask him to join...**

Triangle requires at least a two-thirds majority vote (depending upon the individual chapter) to extend bids of membership. Using the personal approach to recruitment will enable the brothers to get to know the prospect. By the time your bid session arrives, there should be no doubt whether or not you want the prospect to become a brother. By utilizing year-round recruitment effectively, in some cases, the chapter will have known its recruits for several months. You are able to make a much better judgment on character with this method than simply following a 5-10 day formal rush week. As in business, you may have the greatest product, but it is worthless if you do not “make the sale.” Before sitting down to extend a Bid of membership, make sure you know everything about his needs and desires.

Summarize the benefits of membership in Triangle and how they will accommodate his needs.



## BUILDING RELATIONSHIPS

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### INTRODUCTION

All of your graduating members should be able to confidently strike up a conversation with anyone and everyone. If they can't do that very simple task, then you have failed them. Recruitment is the ideal opportunity to prepare them with these skills. The recruitment conversation will help your members identify ways to start conversations with new people and will find ways to ask questions that lead to engaging conversations. Additionally, we will learn how to introduce Triangle to the conversation and determine a person's interest in joining the organization.

### Introductions

When introducing yourself, first say your name then respond to the following questions:

- What's your favorite place to go in your home town?
- What do you most enjoy about your major?
- What's your campus involvement?
- What is a defining moment in your life since joining Triangle?

### Three Goals of Recruitment

Goal #1: Recruitment Feels...

- Comfortable
- Important
- Understood

Goal #2: Recruit understands Triangle

Goal #3: Recruit wants to be a Triangle



## Goal #1: Recruit Feels...

### Make Initial Contact

What physical attributes do you notice about a person?

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What actions impress you (e.g. opening a door for a lady, quickly joining a conversation, etc.)?

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### Making Conversation

To truly master the art of conversation you do not need to become more articulate or witty or informed of current events. The primary keys to good conversation skills are:

- Knowing how to use open ended questions to guide the conversation;
- Getting the other person to talk about themselves and their interests

### Open-Ended Questions

Once you have a conversation started, the key to keep is to keep it going. You do this by asking open-ended questions, which are questions that cannot be answered with a “yes” or “no.”

- “What do you like about living in\_\_\_\_\_?” Is better than, “Where are you from?”
- “What sort of things are you interested in doing after college?” Is better than, “What is your major?”

An open ended question compels the person to volunteer more information. If you just have to use an “old standby” question, make it a two-part question.

- “Where are you from?”...”What was it like growing up there?”

You never know when you are going to meet a potential recruit. It’s good to always have a few questions ready in your back pocket.

- What are three things you must have in your man cave?



## Create Your Own Open-Ended Questions

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### Use Active Listening Skills

- Making eye contact
- Having a pleasant vocal quality
- Practicing attentive/authentic body language
- Verbal/non-verbal encourager's

### Asking Follow-Up Questions

These questions are used to acquire additional information about a story or fact someone has just said. Generally speaking they start with:

- How
- Why
- Where
- When

## Goal #2: Recruit Understands Triangle

### Providing Information

What's your Triangle sales pitch?

### Sharing a Story

What are some words that remind you of your favorite memories and experiences as a member of Triangle?

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Remember,

- Sharing leadership success draws leaders
- Highlighting academic achievements appeals to scholars
- Displaying the strength of brotherhood attracts men who are supportive, fun, and whom you will never forget
- Showcasing a commitment of time and energy to serve will attract those who want to give back
- Talking about your drunkenness attracts drunks

### Taking It to the Deep Zone

Share what you believe the recruit can bring to Triangle. Revealing your personal thoughts is essential for the relationship to grow and deepen. If you know the recruit would be a strong leader in the chapter or would be an academic asset, tell them. Also, tell them how Triangle can help strengthen them. You need to connect their interests back to chapter opportunities.

### Goal #3: Recruit Wants to be a Triangle

#### Feature, Advantage, Benefit (FAB)

A **feature** is a distinctive characteristic of a product or service that sets it apart from any other. An **advantage** is any trait or feature that gives any product or service a more favorable opportunity for success. A **benefit** is a desirable attribute of any product or service which a customer perceives they will get from purchasing.

- **EXAMPLE:**
  - **Feature:** Triangle has a national alliance partnership with FIRST
  - **Advantage:** Triangle members are able to get in front of students (K-12) interested in STEM fields before they even enter college
  - **Benefit:** Members are given the opportunity to serve the greater STEM community,

When we describe Triangle, what are the features, advantages and benefits?

#### FEATURE

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#### ADVANTAGE

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#### BENEFIT

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#### Trial Close

A trial close is an opportunity for you to find out if a recruit is ready to accept a bid to membership without formally offering one.

- “If I were to give you a bid to join Triangle right now, is there any reason you would not accept it?”
- “If I were to offer you a bid to join Triangle right now, on a scale of 1-10, 10 being “I’m ready to join” and 1 being “no way,” what would you rank yourself?”

## Be More Interested, Less Interesting

In the best-selling book, *Good to Great*, author Jim Collins recalls a conversation he had with Stanford Professor John Gardner who said, “It occurs to me, Jim, that you spend too much time trying to be interesting. Why don’t you invest more time in being interested?” (Collins, 2001)

This philosophy is incredibly relevant in the way we recruit new members of Triangle. So much of a recruit’s first impression is based on how he believes he’s being received. Recruits are, by nature, curious about our organization. They will have questions, concerns, and preconceived opinions about Triangle and how it relates to their own personal interests. If the brother is actively listening and addressing his questions honestly, specifically, and tailored to the recruit’s individual and unique concerns, he is going to feel more comfortable with the brother and the chapter as a whole.

If we spend too much time trying to impress our recruits with stories, statistics, and selling points, they will start to feel like they’re being sold a product. Conversely, you are trying to sell Triangle as a way of life, and your pitch shouldn’t feel cheap or gimmicky. A regurgitated pitch feels forced and sends the message that the recruit is no more or less special than anyone else. Instead, listen to what the recruit has to say, and ask questions that will reveal more of the recruit’s character, questions about Triangle, and objections to joining our organization.

## Body Language

According to James Borg, 93 percent of human communication is delivered through body language, with the remaining seven percent being delivered through verbal communication. (Borg, 2009) This means that your body language will send messages to your potential recruits that could change the way they perceive you and your chapter.

When communicating with a recruit, your enthusiasm will be contagious. Recruits will be able to read whether or not brothers are participating out of legitimate interest, or if they feel like they’re being forced to participate in recruitment. Body language is equally important for the chapter and for each individual brother. If you show genuine passion for Triangle, your recruits will notice this in your body language and mirror your enthusiasm. The same is true of body language that indicates a lack of interest. Simple cues such as folding your arms will send the message that you aren’t interested in what your recruit has to say, and he will mimic this language and lose interest in you and your chapter. You and your brothers should be extremely cognizant of your body language in any recruitment situation. The following lists will detail simple body language acts that can negatively or positively affect your conversations:

### Positive Body Language:

- Smile
- Open arms
- Eye contact
- Nodding while your recruit is talking
- Mirror the recruit’s positive body language

### Negative Body Language

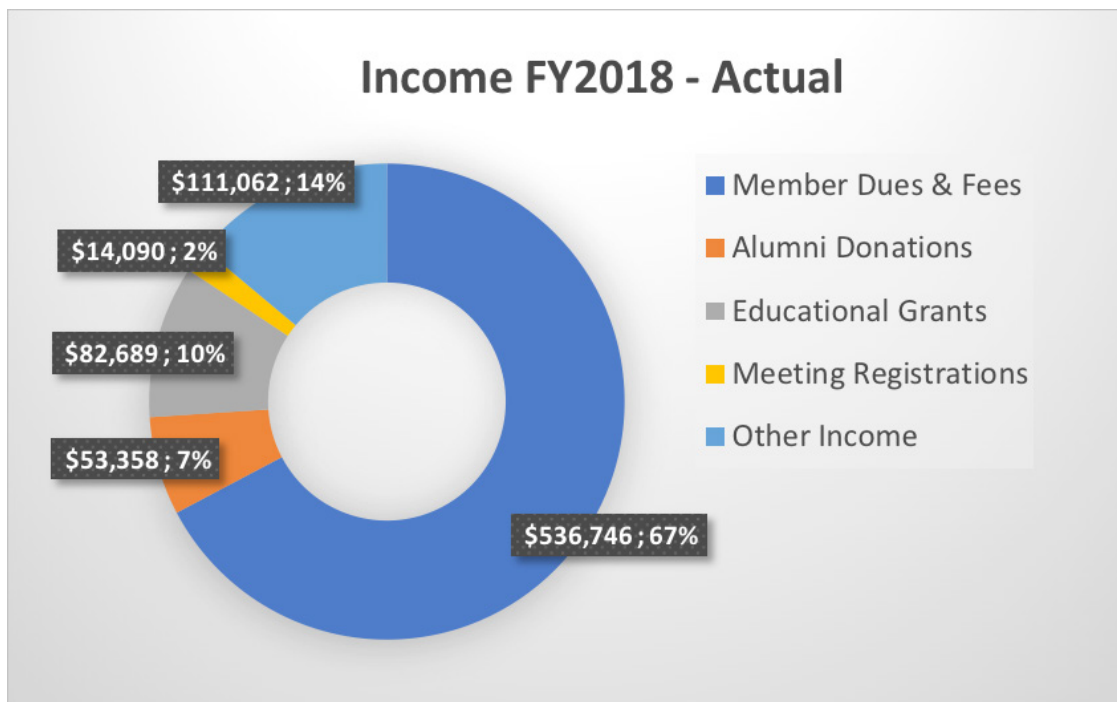
- Frowning
- Crossing your arms
- Putting your hands in your pockets
- Checking the time/your phone
- Refraining from eye contact

# TRIANGLE FRATERNITY FINANCIAL SUMMARY - FISCAL YEAR 2018

The National Council and its Financial Committee review budgets annually and approve final budgets before the start of each fiscal year in July. For FY 2018 Triangle Fraternity had an annual operating budget of around \$850,000. The summary below will provide insight as to our income sources and how the funds are spent.

**Income** comes from five sources:

1. Chapter/Member fees (about 67% of income)
2. Alumni Donations/Voluntary Alumni National Dues (VNADs) (about 7% of income)
3. Grants from the Triangle Education Foundation for approved educational programs (about 10% of income)
4. Registration fees from meetings such as LTW, Convention, etc. (about 2% of income)
5. Other (royalties, jewelry/merchandise sales, interest, etc.) (about 14% of income)

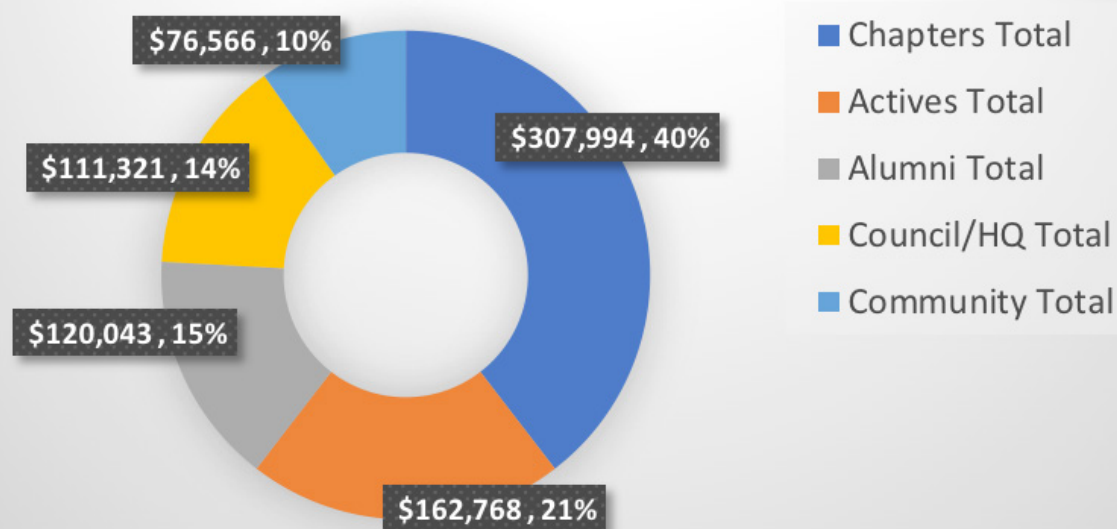


**Note:** Because the bulk of our income (67%) comes from Chapter/Member fees, the drop in members over the last two years has been a significant challenge. The only sure way to stabilize or reduce these fees over time is for chapters to grow, so we're providing a growth incentive for this year. Just as with chapter operations, more men paying fees will allow lower fees.

**Expenses** are accounted for in five categories, related to our overall Strategic Plan. Those categories are as follows, with a sample of the activities involved in each:

1. Chapters – chapter support and visitation, recruitment and expansion, ChapterSpot online chapter management (about 40% of expenses).
2. Actives – member-focused education, training and programs such as The Journey, New Member Education, LTW, Herb Scobie Leadership School (about 21% of expenses).
3. Alumni – alumni support programs and events, The REVIEW magazine, Career Contacts and our alumni database (about 15% of expenses).
4. HQ/Council – administrative services, the HQ building, equipment and software, National Council meetings and work with TEF and TBHC (about 14% of expenses).
5. Community – FIRST programs/support, outreach to college contacts, parents, education and professional organizations (about 10% of expenses).

## Expenses - FY2018 Actual



We receive approximately 74% of income from members (alumni and undergraduates) and spend approximately 76% of expenses for chapter/active/alumni (member) services. The remainder are for expenses necessary for Fraternity operations and our outreach to, and partnerships with, our important education, charity and community partners. These expenses have benefits to all Triangle members.

**Growth Initiative:** We hear your concerns about fees and dues and want to provide support. National Active Fees (NAFs) are directly impacted by undergraduate membership. If member numbers go down (as they have for the last two years) the NAF has to increase to provide the same income. But if you grow, those fees can stabilize or reduce. Therefore, we are announcing **credits to chapter accounts based on your success in growing your chapter**. Here's how it works:

Chapters that increase overall membership by 3 men will receive a credit to their chapter account of \$15 per member; growth by 5-9 men and you will receive a credit of \$25 per member or; grow your chapter by 10 or more and receive a credit of \$50 per member. Keep in mind, the credit is based on total member numbers, not just the new members you pledge. For most to grow, you need to bring in new members AND keep current members active. Here's how the credit can work for various chapter sizes:

Chapter Size	Grow by 3-4	Grow by 5-9	Grow by 10+
15 men	\$225	\$375	\$750
30 men	\$450	\$750	\$1,500
50 men	\$750	\$1,250	\$2,500

If you need ideas or assistance, contact Director of Growth Augie Farwig at [augie@triangle.org](mailto:augie@triangle.org).

In addition to outlining our annual income/expenses, we thought it important to share how our national fees compare to other North-American Interfraternity Conference (NIC) fraternities with a similar number of chapter (30-60) as Triangle.

PLFee	InitFee	Dues	4YR	INS	4YR+INS	
\$220.00	\$380.00	\$385.00	\$1,665.00	\$315.00	\$2,316.00	
\$145.00	\$330.00	\$375.00	\$1,480.00	\$300.00	\$1,995.00	
\$100.00	\$320.00	\$345.00	\$1,455.00	\$250.00	\$1,930.00	
\$100.00	\$300.00	\$290.00	\$1,215.00	\$246.00	\$1,815.00	
\$100.00	\$290.00	\$210.00	\$1,150.00	\$217.00	\$1,705.00	
\$91.00	\$275.00	\$179.00	\$950.00	\$210.00	\$1,698.00	
\$90.00	\$250.00	\$155.00	\$824.00	\$210.00	\$1,697.00	
\$90.00	\$250.00	\$154.00	\$805.00	\$200.00	\$1,580.00	
\$75.00	\$240.00	\$130.00	\$798.00	\$185.00	\$1,435.00	
\$25.00	\$230.00	\$130.00	\$780.00	\$180.00	\$1,259.25	
	\$200.00	\$91.00	\$752.00	\$150.00	\$780.00	
	\$200.00		\$521.25			
Triangle	\$170.00					
\$103.60	\$286.50	\$235.30	\$1,112.20	\$231.30	\$1,743.03	Average
\$95.50	\$282.50	\$194.50	\$1,050.00	\$213.50	\$1,701.50	Median

According to the cost comparisons above, Triangle is below average for pledge, initiation and Insurance fees and above average on active fees, resulting in a 4-year cost with insurance that is slightly below the average of these men's groups.

A discussion was held several years ago at Convention regarding all Triangle fees. At that meeting, it was agreed that National Active Fees (NAFs) would increase rather than pledge and initiation fees. It was felt once men were pledged and initiated at a lower fee, they would be more likely to continue membership even with slightly higher NAFs.

But the primary factor in pricing is active membership. Just like your chapter, if there are more members, the cost to run the organization is less per member. With fewer men, the price per man goes up. The best way to insure NAFs stabilize or even decrease is to increase your chapter size every year.

That is the ethos behind this year's Growth Initiative – a plan that credits your Fall 2019 chapter account according to your chapter's growth. This effectively reduces your NAFs from \$15 to \$50 per man. Ask staff about this program while you're at LTW.

Membership in any fraternity is an investment in one's future. The lifetime of friendship, support during the college years and introduction to a worldwide network of alumni are things you can't put a price on. Even if you do add up all the costs associated, it's a minor increase (3-5%) of what a four-year education costs – it's not about price, it's about value. These are discussions you should have with your members.

As always, contact Fraternity staff for help growing or educating your chapter!



# SCHOLARSHIPS

**YOU WANT THEM. WE HAVE THEM.**

**THERE ARE FIVE NEW \$1,500.00  
SCHOLARSHIPS AVAILABLE TO MEMBERS  
WITH A 2.7 GPA OR HIGHER.**

This year the Triangle Education Foundation is giving away  
over \$80,000 in scholarships for the  
2019 - 2020 school year!

We would love nothing more than to award one to YOU!

Questions about how to apply?  
Email us at [TEF@triangle.org](mailto:TEF@triangle.org) or  
visit [www.triangleef.org/scholarships](http://www.triangleef.org/scholarships)

**DEADLINE TO APPLY IS FEBRUARY 15, 2019.**

**WHILE YOU'RE OVER AT THE FOUNDATION BOOTH, SIGN UP FOR  
PRESIDENT'S MEN! IN EXCHANGE FOR YOUR GENEROSITY WE'LL  
GIVE YOU A LIMITED-EDITION T-SHIRT AND FREE CANDY! WHAT'S  
NOT TO LOVE?**



**Triangle**  
Education Foundation

How you can help the



- Use your Chapter Endowment Fund disbursement every year
- Apply for scholarships
- Communicate with your Alumni and be good hosts when they attend your chapter events
- Join President's Men
  - It's EASY
  - Make your gift with a debit/credit card or cash
  - Get your limited-edition t-shirt
  - Get your President's Men ribbon
  - Pay it forward for the next generation of brothers





## How to Complete the Triangle Education Foundation Chapter Endowment Fund Grant Application

1. Before applying make sure you watch the how-to video online. The video is at <https://www.youtube.com/watch?v=FBPXetVtIOI>
2. Go to <http://www.tfaforms.com/workflows/start/2295>
3. There are two forms this process will take you through. Once you have completed Form #1, you will automatically be directed to Form #2. Do not complete Form #2 without following the steps outlined below. The two forms are for the following purposes:
  - a. Form #1 is the grant application. The first two pages contain detailed instructions. It is very important to read through these carefully.
  - b. Form #2 is the reimbursement request for your specific grant request. It is important that you choose the option at the top of the form to "Save my progress and resume later". This will allow you to return to Form #2 after all purchases have been completed.
4. Complete form #1. Make sure the email address used for the grant coordinator matches what we have on file.
5. **VERY IMPORTANT:** Remember to use the option "Save my progress and resume later" at the top of the form.
6. Once you have completed Form #1 I will review the request within 5 business days.
7. If approved (I would anticipate this request would be approved) the chapter should proceed with purchases.
8. After all purchases are completed, you return to the form and log back in. You will now complete Form #2 for reimbursement.
9. After the reimbursement is complete and all is in order we will process payment which normally takes 7 to 14 business days.
10. All grant applications must be submitted no later than May 30 to be considered in the current school year.
11. All grant reimbursements are due by June 15, failure to meet this deadline will forfeit reimbursement.

Any questions please contact Scott Bova at [Sbova@Triangle.org](mailto:Sbova@Triangle.org).



# HOW TO USE CHAPTER ENDOWMENT FUND MONEY

LET US HELP YOU FIGURE OUT THE BEST USE OF YOUR FUNDS!

Confused by how to best use your Chapter Endowment Funds (CEF)? Let the Triangle Education Foundation (TEF) help you navigate all the ways you can maximize your funding!

## **BEST WAY TO USE YOUR FUNDS:**

Have them automatically applied to Triangle's National Programs! Never have to worry about finding money to send guys to Scobie, Leadership Training Weekend or Convention- and travel costs can be covered with your CEF as well! TEF makes this process painless and easy- we work with the Fraternity on payments and you just have to submit your travel expenses to us and get reimbursed. Easy Peasy!!

## **OTHER WAYS TO USE YOUR FUNDS:**

Have a chapter house with a study room? Use your funds to refresh and upgrade the room to be one brothers actually want to study in! Desks, chairs, tables, bookshelves, filing cabinets, new lighting, carpet and paint can all be covered by your CEF!

Need faster internet in the house? Use your funds to upgrade your modems and routers! Need to be hard-wired into the school's system? Yep, that's covered too!

Want to bring in a speaker for Engineering Week on campus? That's easy! Your CEF can cover the speaker fees- travel, hotel, honorarium, etc. What better recruitment tool then having your chapter sponsor this speaker and have your name all over the publicity for the event! Remember to partner with your Engineering Department on getting this all worked out!

Are chapter brothers jealously eyeing the Engineering Department's new 3D printer? We can help your chapter get one! 3D printers are covered by CEF dollars as well as the materials needed to print. Want to get the best bang for your buck with that 3D printer- talk to the South Dakota Mines guys about their sexual assault prevention keychains they made on their 3D printer that got a write up in the Rapid City Journal!

Scholarships, Scholarships, Scholarships! A great way to reward those studious brothers or meet potential new members by offering the scholarship to incoming freshman! Talk to us to help set criteria for the scholarship and to make sure you don't get into trouble with how you award it!

Done all these things and still looking for ways to spend your CEF? Come talk to the friendly TEF folks at our booth- we're happy to answer any questions and provide you with some additional ideas on how to maximize your CEF!

