



ELEVATE RECRUITMENT WORKSHOP

2020 PARTICIPANT BOOK



PROGRAM SCHEDULE

FRIDAY JANUARY 17, 2020		
TIME	SESSION	LOCATION
4:00 p.m. – 11:00 p.m.	Check-in open	Jameson Center
5:00 p.m. – 5:30 p.m.	LTW kick-off and welcome	Jameson Center
5:30 p.m. – 6:30 p.m.	Group dinner	Jameson Center
6:30 p.m. – 7:00 p.m.	Announcements & Updates	Breakout spaces
7:00 p.m. – 8:00 p.m.	Round Tables Part 1	Breakout spaces
8:00 p.m. – 10:00 p.m.	Officer Tracks	Breakout Spaces
10:00 p.m.	Day 1 concludes / Free time	Various locations

SATURDAY JANUARY 18, 2020		
TIME	SESSION	LOCATION
8:00 a.m. – 9:00 a.m.	Breakfast	Jameson Center
9:00 a.m. – 10:00 p.m.	Round Tables Part 2	Breakout spaces
10:00 a.m. – 12:00 p.m.	Officer Tracks	Breakout spaces
12:00 p.m. – 1:00 p.m.	Lunch	Jameson Center
1:00 p.m. – 1:30 p.m.	TEF Thank You Letter Writing	Breakout spaces
1:30 p.m. – 2:30 p.m.	Round Tables Part 3	Breakout spaces
2:30 p.m. – 5:30 p.m.	Officer Tracks	Breakout spaces
5:30 p.m. – 6:30 p.m.	Dinner	Jameson Center
6:30 p.m. – 7:00 p.m.	Announcements	Jameson Center
7:00 p.m. – 9:00 p.m.	Officer Tracks	Breakout spaces
9:00 p.m. – 10:00 p.m.	Treats & Talks with National Council	Main Building
10:00 p.m.	Day 2 concludes / Free time	Various locations

SUNDAY JANUARY 19, 2020		
TIME	SESSION	LOCATION
8:00 a.m. – 10:00 a.m.	Officer Tracks	Breakout spaces
10:00 a.m. – 11:00 a.m.	Brunch	Jameson Center
11:00 a.m. – 12:00 p.m.	Keynote Speaker: TBD	Jameson Center
12:00 p.m. – 12:30 p.m.	Wrap Up & Final Announcements	Jameson Center
12:30 p.m. – 12:45 p.m.	Group photo	Jameson Center
12:45 p.m.	LTW conclusion/dismissal	Jameson Center
1:00 p.m. – 2:30 p.m.	Optional HQ tours	Triangle HQ



EXECUTIVE DIRECTOR WELCOME



Welcome to Indiana and to the Leadership Training Weekend, Triangle's officer education program! Over the next couple days, you'll spend time making new friends, discussing ideas and issues, meeting staff and national officers and, I hop, thinking about how you can apply what you've learned to make your chapter stronger.

LTW is an investment in our chapter/campus leaders, offering tracks in the areas most critical to chapter success so that you can learn, return to your chapters and lead. Don't just leave behind the energy and enthusiasm you find here' take it back! A good idea introduced and executed is far more valuable than a great idea never acted upon.

Many of the resources used this weekend will be available to you and your members after the weekend is over. Share what you've learned here – make sure your other chapter officers have access to you and these materials. Keep in touch with the peers at other campuses – they do what you do and can be a great support system.

Finally, build a partnership with the staff and volunteers who support our chapters every day. This network of ideas and excitement is one of Triangle's most valuable assets. All chapters do essentially the same things to operate, just with different people. Utilize those who have worked with chapters for years to help you make better decisions.

The last few years have been difficult for fraternities. Because of incidents and tragedies, many students are coming to campuses with event greater cynicism about the value of fraternity. The best way to counter stereotypes is to operate at a higher level. Grades, graduation rates and great jobs are what we should be doing better than others.

Triangle is the only men's STEM fraternity experience and offers an important support system for men pursuing STEM degrees. This must be a primary theme in our recruitment discussions, to attract the men we need to succeed. You will see more from us to support this theme, but our recruitment website (jointriangle.org) has a wealth of resources you can use right now.

Further, we can no longer depend only upon IFC rush processes. Successful chapters have strong relationships with the dean and faculty of the colleges from which our members come. We must be more visible to students in those colleges and have the trust of faculty and administrators to recommend Triangle to their students.

Enjoy your time in Indiana and start to plan a return in July for our Herb Scobie Leadership School at Butler!

Tom Pennington, Executive Director



CODE OF ETHICS

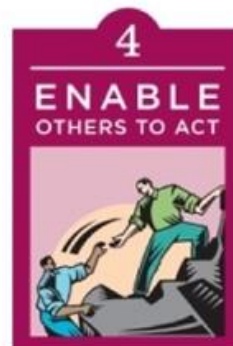
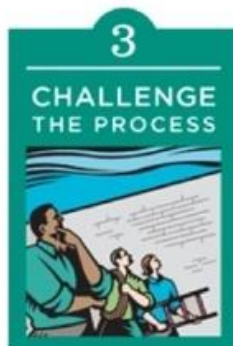
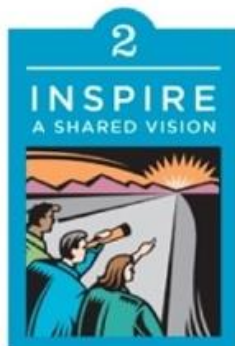
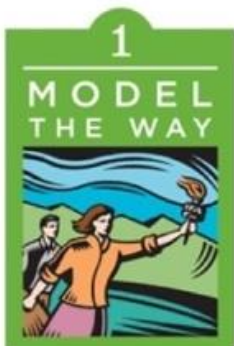
As a member of Triangle, I recognize my obligation to:

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.



LEADERSHIP 101

- How do you define leadership?
- What does it look like in action?
- Do you believe that you are born a leader or made a leader?





LEADERSHIP 101

1. Model the Way

Leaders establish principles concerning the way people should be treated and the way goals should be pursued. They create standards of excellence and then set an example for others to follow. Because the prospect of complex change can overwhelm people and stifle action, they set interim goals so that people can achieve small wins as they work toward larger objectives.

2. Inspire a Shared Vision

Leaders passionately believe that they can make a difference. They envision the future, creating an ideal and unique image of what the organization can become. Through their magnetism and quiet persuasion, leaders enlist others in their dreams. They breathe life into their visions and get people to see exciting possibilities for the future.

3. Challenge the Process

Leaders search for opportunities to change the status quo. They look for innovative ways to improve the organization. In doing so, they experiment and take risks. And because leaders know that risk taking involves mistakes and failures, they accept the inevitable disappointments as learning opportunities.

4. Enable Others to Act

Leaders foster collaboration and build spirited teams. They actively involve others. Leaders understand that mutual respect is what sustains extraordinary efforts; they strive to create an atmosphere of trust and human dignity. They strengthen others, making each person feel capable and powerful.

5. Encourage the Heart

Accomplishing extraordinary things in organizations is hard work. To keep hope and determination alive, leaders recognize contributions that individuals make. In every winning team, the members need to share in the rewards of their efforts, so leaders celebrate accomplishments. They make people feel like heroes.

- Which one do you feel resonates with you most?

- What practice do you want to commit to working on more throughout your presidency?

- How can you use these practices to leave a legacy within your organization?



PURPOSE OF RECRUITMENT

What do you believe is the purpose of recruitment?

Do you believe there is a better means to recruitment new candidates?



SPECIFIC GOALS

Your goal must be clear and well defined. Vague or generalize goals are unhelpful because they don't provide sufficient direction. Remember, you need goals to show you the way. Make it as easy as you can to get where you want to go by defining precisely where you want to end up.

MEASURABLE GOALS

Include precise amounts, dates, and so on in your goals so you can measure your degree of success. If your goal is simply defined as "to reduce expenses" how will you know when you have been successful? Without a way to measure your success you miss out on the celebration that comes with knowing you have actually achieved something.

ATTAINABLE GOALS

Make sure that it's possible to achieve the goals you set. If you set a goal that you have no hope of achieving, you will only demoralize yourself and erode your confidence.

However, resist the urge to set goals that are too easy. Accomplishing a goal that you didn't have to work hard for can be anticlimactic at best, and can also make you fear setting future goals that carry a risk of non-achievement. By setting realistic yet challenging goals, you hit the balance you need. These are the types of goals that require you to "raise the bar" and they bring the greatest personal satisfaction.

RELEVANT GOALS

Goals should be relevant to the direction you want your organization to take. By keeping goals aligned with this, you'll develop the focus you need to get ahead and do what you want. Set widely scattered and inconsistent goals, and you'll fritter your time - and your life - away.

TIME-BOUND GOALS

Your goals must have a deadline. Again, this means that you know when you can celebrate success. When you are working on a deadline, your sense of urgency increases achievement will come that much quicker.

During this phase, the scope of the project is defined and a project management plan is developed. It involves identifying the cost, quality, available resources, and a realistic timetable.



UNDERSTANDING TRIANGLE

what are some of the values, and characteristics that you should be looking for generally in a Triangle man?

What do you look for in men for your chapter?

How do you determine when those needs change?





5 STEPS OF RECRUITMENT

1. Meet Him
2. Make Him a Friend
3. Introduce Him to Your Friends
4. Introduce Him to the Organization
5. Ask Him to Join

#1. Recruitment Scholarship

One of the best ways that a chapter can spend their often limited financial resources is by investing in a recruitment scholarship. A scholarship for POTENTIAL MEMBERS (or non-Greek qualified incoming or current students) that allows chapters to set clear standards, formally evaluate leads, and generate lots of candidates.

A great time to implement a scholarship like this is at the beginning of each academic term and especially during the summer months. Note, your scholarship applications will be limited to the amount of promotion you and your members do for it. Some great way to get individuals to apply are by promoting it on your social media, tabling, having members nominate people to apply, and physically handing out hundreds of paper scholarship applications. When promoting your scholarship, get started early and be sure to partner with your admissions office for better success. They may be able to help in promoting it, and even provide access to names of those already on scholarship or first year students who have already been awarded one should they end up attending your university. Ask about the opportunity to send information to prospective candidates through university mediums or if you can get access to a list of students yourself to reach out directly and set up interviews.

Scholarships don't have to be for a lot of money, setting aside \$250-\$1000, or even a smaller scholarship to be used specifically for books and living expenses. Either way, it is a great opportunity to give back, connect to new people, start a conversation and most importantly, show that your chapter holds academic success as a high priority.

#2. Sorority or Fraternity Referrals

If you're in a fraternity, ask sororities for help. In a sorority? Ask fraternities for help. Start by asking presidents on your campus if two or three members from your chapter can stop by their next meeting. Ask the group the question, "What are the top qualities you want to see in the next generation of fraternity men/sorority women?" After fielding responses, then ask "Who are the wo/men that are on campus who possess those qualities and are not already in Greek Life?" Do this with humility and gratitude, and you'll walk out of that meeting with PLENTY of new leads.

#3. "5 for 5" Challenge

Our members consistently pass up the opportunity to interact with non-Greek students on campus. The 5 for 5 Challenge asks 5 members to meet 5 non-Greek wo/men on campus for 5 consecutive weekdays (done right, that's 125 new names in 5 days!) Often a simple challenge with clear measurables is more effective than some gimmick or expensive event.

#4. Door Holding Campaign

This is one of the more creative ideas that we've seen. Think of the most trafficked buildings on campus – the library, the dining hall, the student union. Now picture one of your members, sharply dressed, holding the door open for people and saying “have a nice day.” A few paces inside the building stands another sharply dressed member. They might ask something like (for men's groups), “Did you notice that gentleman that held the door open for you? We are trying to prove that chivalry is not dead, and this campus is full of gentlemen. (Hands an index card and pen) Who are the gentlemen that you know on this campus? We would like to interview them for a scholarship/award etc.” (or for women's groups), “Did you notice the woman that held the door open for you? We're trying to create the campus culture we believe this school deserves -- we're spreading kindness, civility, and small acts of goodness. (Hands an index card and pen) Who are the women you know on this campus who share those beliefs? We would like to interview them for a scholarship/award, etc.” The Door Holding Campaign can be a great PR tool for your organization in addition to ADDING A BUNCH OF NAMES TO YOUR LIST.

#5. Mind Joggers

Of your entire membership, who is the most connected to undergraduate, non-greek students? YOUR NEWEST MEMBERS! The Mind Joggers activity does more than just give them a pen and a piece of paper and ask the simple question, “Who are some wo/men that you know?” Instead, while your new members are thinking of “who are the non-Greeks that they know,” you provide specific examples to help jog their mind. “Who are the students that live in your residence hall? Who is the person that you always see at the gym? Who is the most reliable person you know? Who are the three funniest people that you know? Who came to school from your high school? etc.” Give your members 2 minutes to write down names without the Mind Joggers (download a separate Mind Joggers tool from Phired Up's website). Then put an additional two minutes on the clock, give them the specific examples, and watch how the names pile onto their list. In 4 minutes, you could add 100+ names.

#6. Rule of 3-to-7

There are barriers to joining sororities and fraternities at every campus in North America. Some chapters are challenged because of a commuter-heavy campus. Others have an overall lack of interest in Greek Life. The great equalizer...? Class! Maximize this daily commitment and ace both your class and recruitment. Show up 3-to-7 minutes early. Sit in the first 3-to-7 rows (where research says the best students sit). Develop 3-to-7 relationships in each class. (# of classes for a full-time student = 4. $4 \times 3\text{-to-}7 = 12\text{-to-}28$ new friends per member). Put those names on the list!

#7. Partnering with Select Organizations

On every college campus, there are hundreds of student organizations. Smart chapters are creating partnerships with groups that have similar values. This partnership is mutually beneficial. Your chapter can provide resources like volunteers and connection to the Greek system, and the student organization is allowing the fraternity/sorority to be more visible and interact with the members inside the organization. Partner with service groups, academic societies, cultural associations, or cause-based organizations — match your values with their work for a perfect fit (and lots of qualified leads).

#8. Info Tabling with a Hook

Each year, every campus hosts some variations of an “activities fair.” Student organizations set-up tables all in a row, pass out fliers, and have surface level conversations. Or, there is an opportunity for student orgs to set up tables in high traffic areas of campus. The goal of “tabling” (be sure to check out the tabling resource on Phired Up’s website) should not be to pass out your information. It is to get their information. Create an experience that will encourage the person passing by to stop, engage with you and write down his/her name and the name of a few friends. Our favorite ideas? Check out the next several pages!

#9. Rock Paper Scissors Tabling

You want people who are walking by to be surprised, delighted, and willing to engage with you. They won’t do that if you just put up a bunch of chapter paraphernalia and look cool. You have to do something fun! We’ve seen success when people simply put a poster board up on the table that says, “Rock Paper Scissors Challenge” at the top. Then the instructions read something like, “If you win, you get a high five and a piece of candy. If we win, we get 30 seconds of your time!” Then just step in front of passersby and challenge them to RPS! What’s fun is that even if they win, they’ll often ask, “Who are you all and what are you doing this for.” And remember, if you win, be sure to engage them in a meaningful conversation not some cheap pitch about recruitment. Connect with them, gather their contact information, and set up a time to connect again soon.

#10. Predict The Score Tabling

Super Bowl coming up? Big homecoming game next week? March Madness happening soon? What about the women's Rugby team? Don't forget about the big rivalry game of the local NFL team!

Pick a game. Set up a system for passersby to guess the winner/score (or fill out that super important March Madness bracket!) Then offer a small prize for the winner. Make sure to collect people's names, email, and phone numbers so you can notify the winners!

#11. Tabling With a Raffle or Drawing

Super simple idea. Give away the hot new tech toy, raffle off tickets to the big event happening on campus or nearby. Do a drawing for a lunch with the university president. Get something autographed by someone famous, and raffle it off. Create a charity silent auction with lots of fun prizes that folks can "bid" on with tickets they buy at a set price. Whatever you do, make sure you have people write their name, contact information, and something fun about themselves on the entry form/ticket!

#12. Fun Question Tabling

We've seen chapters table on campus with a big board where passersby can write down their favorite song lyric/movie quote and put their name next to it.

We've seen tabling done with a piece of posterboard with a line drawn down the middle -- on one side the heading says, "Give Up Music," on the other side the heading says, "Give Up Sports." Chapter members then ask passersby to put their name in the column they choose as the answer to, "Would you rather be forced to give up music for life or give up sports (watching and playing) for life?" Then ask why?

We've seen tabling done where people make a deck of 15 cards with powerful questions on each of them. Ask folks walking by to "pick a card." Then engage in a conversation about the question. Finish up with an offer to put their name on a list of people willing to engage in thoughtful dialogue at some upcoming coffee shop sessions.

#13. Non-Greek Surveys

What if you and 10 of your most dependable members spent the next hour walking around campus (or standing at a table) surveying non-Greek students about their perception of Greek Life. Create a survey like this one and try to get 100 responses in the next hour!

What is your interest level in joining a fraternity/sorority?

- a. Very High
- b. High
- c. Neutral
- d. Low
- e. Very Low

2. Which term best describes fraternities & sororities, in your opinion?

- a. Influential
- b. Meaningful
- c. Fun
- d. Helpful
- e. Other: _____

3. If there was an organization on campus about high moral development, human connection, leadership, and making a positive impact on the world, would you be interested in learning more?

- a. Yes
- b. Maybe
- c. No

4. About how many fraternity/sorority members do you know well? _____

5. Have you ever been recruited or participated in "recruitment" or "rush"? YES / NO

Please put your name and cell phone number on the back so we can learn more from you and send you a thank you.

#14. Sock Drive

The Sock Drive combines service and recruitment. After your chapter partners with the local homeless shelter, you go door-to-door in the residence halls. Your pitch, “Our organization is collecting socks (substitute toiletries or canned goods) to donate to the local homeless shelter. Would you be willing to help those in need with an old pair of socks?” If the person donates, ask if they would like to help even more, by inviting them to a service event your chapter is hosting at the homeless shelter. Be sure to exchange contact information in order to GROW YOUR NAMES LIST.

#15. Move in/Move out Day

The concept of fraternities & sororities helping first-year students move into their residence halls is not new. However, there are more effective ways to do it than swarming the student and his/her family, handing a business card and carrying a few boxes. The best practice is to send teams of two over to the residence halls, begin your interaction with “Hi, what can I help you with?” and be sure to exchange contact information rather than just handing over a business card/flyer. Also, while move-in days are commonplace, move-out days are an untapped market. You could be the only chapter on your campus that helps first-year students move-out, building a relationship for the summer and the upcoming school year (Sophomores and juniors can also join fraternities).

#16. Ask The Rest To Find The Best

Every person you interact with on campus is connected to literally hundreds of other people. If you want to find the best people on campus to be your members, start with asking everyone you see: “I’m trying to meet the best of the best men/women/students on campus, who should I know?”

Ask this question to:

Professors

Residence Assistants

Tutors

Student life staff members

Student organization leaders

Student Government Leaders

Service Organization Leaders

Honor College Students

Desk workers

Groups of students in the dining hall

The person sitting next to you in class

Orientation leaders

Administrators

The barista making your coffee

Students in your study groups

Students together in the student union

The person swiping student ID’s at the gym

Student tour guides

#17. Professor and Class Referrals

In a 1-on-1 conversation, ask professors or administrators for recommendations of men/women/students they consider to be leaders, scholars, and well-respected students. You'll be surprised at the number of amazing people you'll get information for that may have never considered joining a fraternity/sorority!

The magic is in how you present your request. Here is a sample script:

"Dr. Jones, I am working with a group of student leaders to improve the quality of Greek Life on our campus. We think we can change the behaviors and image of sororities and fraternities by improving the level of students we target for membership. We want a higher quality student. We're missing out on some of the best leaders on campus and good students are missing out on the resources that our organizations offer. Would you share with us the names of several of your top students, especially those who show signs of leadership? Also, may we make a 60 second announcement at the beginning of tomorrow's seminar to share this opportunity with others in our class?"

Sometimes, bringing a small piece of candy or other incentive will help the class open up!

#18. Alumni/Alumnae Referrals

An annual or semi-annual appeal to your alumni for recommendations of incoming freshmen is often highly effective for established chapters. However, it may take several years to cultivate the alum list and/or train them to trust their referrals to the chapter.

Once you've got a strong base of alums, recommendations typically pay off in the end. Be sure to invite them to other events within your chapter as well; don't only contact them for recruitment needs! Many inter/national organizations have alumni groups in large metropolitan areas, so if you're near one you should contact them for referrals as well. The same thing should be done to family and friends of members of the chapter as well as family of recent graduates.

And don't forget to put an easy to fill out form for alumni or parents to fill out right and suggest referrals on the homepage of your website!

Remember to plan for proper follow up. People love receiving updates to let them know the status of their referral in the recruitment process. We love to feel that we made a difference. Let them know you are using their referrals and they will continue to provide you with names. A simple thank you note or appreciation letter will go a long way.

Example:

Dear _____,

Thank you so much for your recommendation to our chapter. We are so lucky to have dedicated alumnae/i such as you in our organization. Your opinion and insight for our chapter is extremely beneficial and we hope you continue to support ABC. We will let you know our recruitment success soon!

Thanks again

#19. “No Bid List”/Past Recruitment Lists

Contact your Office of Fraternity and Sorority Life or your council’s executive board. They should have the recruitment lists from the past years available for you. Ask for a copy of the list. If they can sort out students that did not join groups, even better! Make an effort to contact these students and see if they are still interested in joining an organization and making a difference.

When meeting with them, do not push your organization on to them. Ask them why they didn’t feel comfortable joining an organization, and then proceed accordingly. Make sure that while you’re talking with them that your conversation stays within the boundaries set forth by your council, especially if you’re meeting with potentials during a formal recruitment season and encouraging them to sign up.

Keep inviting these students to other small activities and meetings with you and your chapter members so that they continue getting comfortable with the process and other members of your chapter!

#20. Haters

Do you have anti-Greek people on your campus? Yes, of course you do! Did you know that they can be one of the best groups to from which to get referrals? As long as you don't bombard them with twenty of your members, things should go well.

Here's a sample of what to say:

"I know you aren't really a fan of the fraternities and sororities here. I'm embarrassed sometimes by what has been done, but I also know what we could be if we had the right people to lead us to a better future. I'm sure you can relate to values like academic success, truth, friendship, and service to the community, right? Well, that's what we're supposed to be about, and I'm working on creating that reality within at least one chapter here. Can you think of anyone who might be interested in talking with me about how to change the image of fraternity/sorority life on this campus? I'd love to talk with them."

In talking with these people, you may gain a new perspective on why people aren't too fond of fraternity/sorority life. You may even find a new member out of it. Talking through issues and truly listening to people can make a huge difference.

#21. On-Line Referrals

If someone is interested in Greek Life, it should be RIDICULOUSLY SIMPLE for them to a) learn more and b) indicate their interest by signing up somewhere.

However, most campus fraternity/sorority community websites, most inter/national headquarters websites, most chapter websites, and most Greek Life social media feeds make it virtually impossible to effectively do either of these things.

We're not really in the "website design" business, but Phired Up often finds itself helping communities simplify user experience for prospective members hoping to learn more. Marketing, after all, isn't just designing flashy stuff — sometimes it's about SIMPLIFYING. In fact, often it is about simplifying.

On your website and in your social media profiles, is it simple for someone who might be interested in learning about your organization to a) learn exactly what steps they should take next, and b) actually give you their name, contact information, and a little info about themselves?

#22. Rebuild A Student Group

Most campuses have hundreds of student organizations. Many of these student groups are on the brink of extinction because they lack the membership and/or leadership to sustain themselves.

This is an opportunity for your chapter to step in and revive the student organization by plugging in several of its own members. In addition to the service you are providing to this student group, you are creating a pipeline for membership into the fraternity/sorority community. Every eligible student that joins the student group is added to your Names List.

Often, students who would never consider being part of a fraternity/sorority will join these student groups. They meet several of the members and build a friendship. That friendship often develops into interest in the organization!

#23. Resource Center

A great way to serve the community and gather names of potential new members is to run a resource center on campus. Consider working with your Dean of Students or Student Life Office to create a resource center that meets the needs of students on campus (especially students your organization is directly targeting for membership). Maybe you could set up shop (table, booth, or office) with educational materials and networking resources for one of the following needs of students:

Men's/Women's Health Needs

Campus Involvement Clearinghouse

Environmental Conservation Information and Opportunities

Campus Social Scene (What's Going On When?)

Textbook Exchange

Study Group Sign Up

Marginalized Population Support

Transfer Students

International Students

Etc.

#24. 100% Student Organization Involvement Policy

A requirement of membership should include leadership in at least one other student organization outside of the fraternity/sorority. Not only does this help to instill a valuable trait in your members, but it also helps you to meet other students who aren't yet involved in a fraternity/sorority! In order to continue developing the leadership skills in the members of your chapter, 100% of your membership should be involved in another student group.

In addition to being known as the chapter that campus leaders join, you will have access to dozens of organizations' meetings and rosters. Use this information to build your names list.

Bonus Tip:

To help keep this focused and "results producing," identify up to 20 student groups that typically attract the highest caliber non-Greek students on campus. You might consider making membership in at least 1 of these groups mandatory for your members and new members.

#25. On-Campus Employment

Member positioning is really about putting your members in positions of access to and influence over prospective members. There are jobs on campus where you can do these things while also getting paid for it!

Consider encouraging your members to look into these employment opportunities:

- Scanning ID Cards at the Gym
- Scanning ID Cards at the Cafeteria
- Student Newspaper Reporter
- Freshman Seminar Teaching Assistant
- Freshman Dorm Front Desk Worker
- Resident Assistant
- Orientation Leader

A great standard to have is that a minimum of 20% of the chapter members should intentionally be involved as a leader with orientation, residence life, alumni, or admissions. Not only does this add names to your names list, but it also puts extra cash into your member's wallets!

#26. Shadowing

Many colleges offer opportunities for pre-freshmen to spend a day or two on campus “shadowing” a current student. This gives the potential student a better idea of what a day in the life of a student at your school is actually like. You let them see where you live, meet your friends, go the class with you, eat together on campus, etc.

Spring is the most popular time of the year for these visits. Get as many of your members as possible involved in these “shadowing” opportunities. Of course, this is not a time to hassle prospects or push your organization onto them – use this opportunity to explain the benefits of being involved in Greek life and answer any questions they may have.

Members of your chapter are already role models for other students on campus, so encourage your members to step up and be a friendly face and future role model to your future classmates

#27. Chunking

During small activities and 1-on-1 meetings (coffee is awesome for this with potential new members), it's ideal to close by asking them to share names and numbers of the people in their social network that they consider top notch. We always want to be growing our social network and building our names list.

Ideally, you want to get 3-5+ additional names of more potential members at a meeting or up to 10+ from someone that's showing a high level of interest. Every new relationship is a gatekeeper to dozens of potential new members!

It can be a little awkward to ask someone having coffee with you to write down 10 names and numbers of their friends. So, we use a technique called "chunking" along with a series of intentional questions to make sure they feel great about recommending their friends. Chunking is the process of getting to a lot of referrals by asking several times in the same sitting for smaller 'chunks' of leads. (Be sure to check out the full resource on "Chunking" on Phired Up's website!)

Start by asking the potential if they'd be comfortable sharing the names of two or three other individuals who they consider the "best of the best." After they share these names, continue asking them to think of two more people who are similar to the students they just named. Finally before you end the conversation, see if they can name 3-5 more high caliber qualified students.

Ask permission from the potential to get their contact information and set up new small activities. Repeat the process with each new prospective member you meet and continue chunking and adding new leads to your names list!

#28. Scouting

Top corporations and sports teams do not wait for their best players to call them. They actively scout talent in their sector and approach talented individuals to help lead their team. Championship teams are never built from a signup sheet. The same is true of top fraternities and sororities. Do you have a scouting report that lists the top leaders, scholars, and volunteers on your campus?

Encourage your leaders to create a “scouting report” of these top unaffiliated students and do your best to maintain communication that allows them to get to know members of your chapter by building new friendships. This is NOT an opportunity for “dirty rushing” or pressuring people into joining, but is instead a way to intentionally recruit the best students into the overall fraternity/sorority experience!

#29. Hunting For Names (a game!)

This game is a hunt for one thing and one thing only.... NAMES! Grow your names list with a multi-day or recruitment workshop challenge for your members. Attach a prize to the end, and just like that you've got a fun way to grow your names list and teach your members how to have a casual, fun conversation at the same time!

Gather names and contact information of non-Greek qualified students on or around campus by fulfilling as many of these challenges as possible. Use the challenges to start deeper, friendly conversations, then record whom you had these conversations with...

Talk to 1 person about how heavy their bag looks

Talk to 2 people about the smell in here

Talk to 3 people about the weather this week

Ask 1 person where they got their shoes

Ask 2 people how long they've been waiting here

Ask 3 people why the Turkey isn't the national bird

High Five 1 person because of your good grade

High Five 2 people because you both love a certain show

High Five 3 people because of their hard work

The content of your hunt doesn't really matter (I mean, don't be dumb though) — as long as you're using it as an opportunity/excuse to go out and interact with new people. These ridiculous challenges offer an opportunity to start a conversation with someone you just met — which then gives you a chance to add their name to your names list — which then gives you a chance to recruit them.

Obviously don't force anyone to do this, or even come close to doing that. This is meant to be a fun way for the whole chapter to make meeting new people a bit more exciting!

#30. The Perfect Recruitment Shirt

For most fraternity/sorority communities your primary target audience is incoming first-year students, especially during the first few weeks of the fall semester. If you believe in the recruitment principles taught by Phired Up, you know that your first task should be to MEET as many of those people in your target audience as possible, because you can't recruit who you don't know.

We all know how important t-shirts are to fraternity/sorority members. Imagine a recruitment t-shirt that made it easier for your members to meet stranger. Now, imagine this simple design...

Bright colored shirt (red, yellow, orange, pink, anything neon)

Your university logo at the bottom

Really big, in block letters, on the front and back, these words...

"I CAN HELP!"

Since you and your members are involved, knowledgeable, older students who would like to be as helpful as possible to first-year students during their first few weeks... BE HELPFUL! Be the chapter that chooses to truly provide service to your community by being the unofficial campus tour guides, information centers, bookstore assistants, inside-information-sources, move-in-day-lifters, social network builders. But whatever you do, actually be helpful.

Wear these t-shirts and go up to everyone you see on campus all day long and say, "Can I help with anything? How about we go find your classes together? Can I give you a tour of the library? Would you like to know some secret shortcuts around campus? Can I introduce you to some campus leaders? I'd love to recommend some student organizations for you to be a part of, what would you like to get out of your college experience?"

Meet them. Exchange contact information. Grow your names list!

#31. Service and Philanthropy Projects

Most chapters are doing service projects throughout the year, but yours can be the chapter to do one right as students get back to campus! Set up a marketing effort announcing the event as an open opportunity for community service. Involving non-members will help improve your image and serve as a strong recruitment tool for a different type of potential member. Ask people to sign up to help while you're helping them move in, or at a table strategically placed on campus, or just by wandering around and engaging with first year students (add those names to the list!)

It's not critical to have a blow out service project, but cleaning the highway isn't typically an appealing proposition. If you're having trouble being creative or organizing the event, you may want to consider partnering with another student group or service organization that needs more people to power their event.

Examples of things you can do include:

- Campus clean up
- Clothing drive for a local shelter
- Food drive for a local food bank
- Reading to children at a nearby school
- Volunteering at a local animal shelter
- Cleaning up a local park
- Helping at a run/walk
- Volunteering at a school fundraising opportunity
- Helping at a university athletic event

#32. The Listening Table

Set up a table on campus. Instead of filling it with fraternity/sorority paraphernalia, bring a simple sign that says: “I’m here to listen”. The sign could also say something like “What is wrong with fraternity and sorority life on campus?” or “What changes would you like to see happen to make our campus a better place?” or “Comment Box”.

As curious people approach your table, let them know that you’re there to listen. Engage in deep, meaningful, authentic conversation with your peers and listen to what they have to say. Don’t provide your own opinions. Learn from others. Ask more questions.

Imagine what would happen if setting up a booth or doing marketing work wasn’t meant to SHOUT OUT HOW AWESOME YOUR FRATERNITY/SORORITY IS... Imagine if it was all about just offering to listen.

Listen to others’ opinions of you and your group. Listen to others’ ideas for your organization. Listen to others’ ideas about your campus and community. Listen to learn. Listen to engage. Listen to connect with others. Listen because it will make the other person’s day. Be genuine.

This process will help you get to know people better on campus and can also create an opportunity for you to follow up with the individual at a later date. Trust us, there probably won’t be too many other tables like this one on campus.

#33. Parent Solicitations

Honors & Recognitions:

Mom and dad love to brag about their child and nominate them for special awards. Your chapter or council can host a special recognition for top student leaders.

A solicitation to freshman and sophomore parents can be created that requires an on-line nomination by a friend or family member. In addition to sharing some positive information about the fraternity/sorority community, you're capturing personal contact information and pre-qualifying data about their child like their GPA and leadership experience.

Fundraiser:

You could also consider partnering with a local sandwich shop or bakery to offer care packages during midterms and finals. Mail a letter to parents a few weeks before the exam period with a special form that allows mom and dad to send both a care package and a note of encouragement. Your chapter can then deliver the packages while making new friends and a few extra bucks at the same time!

#34. Referrals From High School Teachers & Counselors

You've probably got some great relationships with past teachers, guidance counselors, or administrators from your high school. They already know who is coming to your school this/next year, and if you ask the right way they might let you in on that important information. Then you can call those new students from your high school to welcome them to campus and show them around. Consider asking your past high school connections something like this:

"Mr. Johnson, I really appreciated all the guidance and support you gave me as I was making the transition from high school to college. I don't know if you have heard, but things are going great and I've really found a way to stay focused on academics but also really enhance my leadership responsibilities – through my fraternity/sorority. Are there any students from our school coming to my university next year? I'd love to show them around campus and just welcome them. In fact, one thing our chapter does is help parents and new students during move-in. I'd love to call any students you know of from our school and offer that help beforehand. I'll even buy them lunch!"

Bonus Tip: Ask your university's admissions office for a list of the "top 10 feeder high schools" that send students to your university.

#35. Presentations to Student Organizations

Reach out to the leaders of clubs and organizations focused on specific interests. Many of these will give you access to students that never considered Greek life.

Ask to visit a group meeting to make a presentation regarding campus involvement and leadership.

Example:

“We are interested in changing the image of fraternities/sororities on campus. We believe in the specific skill sets and interests that your group represents.

We can probably both agree that there are some improvements that we can make in the Greek community. In order to change the way sororities/fraternities are seen, we must consider students who have never been interested in the experience. If you could handpick the members, who would you feel most comfortable leading Greek Life on campus? Who should be leading this community? (Passing out note cards) Would each of you take a moment and write down the names of 5 wo/men who you would feel comfortable leading Greek Life on this campus?”

BONUS: Meet with the group’s leaders for coffee before the presentation. You’ll get a warmer reception and get better results.

#36. Handshaking Through the Dorms

After you've recruited some first-year students, go over to their residence hall for a visit, and say...

"Jordan (that's the new member/recruit), I'd like to meet the best of the best students on this campus so that I can make sure they all have the opportunity to at least consider our organization. More importantly, I'd like to learn from their perspective about how the best of the best students on this campus would revolutionize Fraternity and Sorority Life if they had the chance. I don't know nearly enough people in this dorm. Could you introduce me to the top 5-10 folks you've met so far in this building? I'm looking for the 5-10 people with the most potential for leadership, excellence, and influence. Let's go..."

Jordan introduces you to one of them

"I'm Casey, what's your name? Nice to meet you. Jordan says that you're someone I should know, isn't that right, Jordan?"

What are you doing right now? Do you have 5 minutes to chat? Can I come in / Want to sit down?

I asked Jordan to introduce me to people in this dorm that seemed like they might have some potential for doing great things while they're a student here. He already introduced me to Taylor and Jaime down the hall. Do you know them? What do you think of them?

Cool. Listen, I'm looking to learn from the best of the best students on this campus. I really believe in the power of student leadership, and I'm a part of a number of organizations. I want to know what students like you want out of their college experience. I want to know what this school needs to offer to make your time here incredible. Would you be open to me buying you a cup of coffee this week so that we could chat for 20 minutes or so?

What morning works best for you, Monday or Tuesday? Perfect, can I get your number in case something weird happens and I need to call you? Thanks, here's my number too.

Awesome. Who else should I be talking to that Jordan here hasn't thought of yet?

Perfect, are they around that you can introduce me to them? No? Do you think they can come to Coffee?

Hey, I don't want to steal all your time. I'll see you Monday in the union for coffee at 10 a.m.

Thanks!"

#37. High School Visits

Does your college's school year end about a month before your old high school's school year? Probably. Is your spring break earlier than your old high schools? Probably.

That gives you some good time to go back to your high school and give classroom presentations about how great college life is, what it takes to survive, how fraternity/sorority has made your life great, and how you are willing to serve as a resource to any incoming first year students at your university.

College admissions offices sometimes will reward current students for going back to talk about their university at their old high schools. This can be a great way to do a service for the university while building your names list through all the individuals you meet from your high school that will be attending your college next year.

#38. Pick-Up Sports

Often, less planning is better when it comes to meeting new people. Maybe your chapter plays pick-up games of football, basketball, volleyball, ultimate Frisbee, or something similar. Instead of just playing with members, simply head out and see how many prospects you can gather just before the game is about to start. It doesn't seem "recruitment-y" and is just a fun way to get to know people. Make a schedule of "spontaneous" pick-up sports games, and play the sports near the places where your prospective members live or hang out.

#39. Niche Targeted Marketing

Many organizations have a niche market that they are able to focus on and offer a special benefit for membership. Perhaps you're an organization focused on engineering or agriculture. Maybe your organization celebrates a particular culture or heritage. Perhaps you're focused on music or business, or science, etc.

If your organization has a natural niche, be sure to leverage it to the fullest. Build relationships with similarly aligned organizations or clubs (don't forget about high school level related organizations). Hold events focused on your target "niche" audience (remember to serve them first, don't just show up to promote your organization).

If your chapter does not have a niche, you may choose to create one. For example: Honors students, international students, students from out of state, students interested in a particular career path, students focused on social justice initiatives, students interested in certain political causes or affiliations, etc.

Be about something! The people who are about that thing too will come flocking to you!

#41. Top 20 Lunches & Coffees With Influencers

Who are the 20 most influential people on your campus that you don't yet know well? Think of the people (students or professionals) in positions to influence opinion about your chapter.

Write those names/positions down.

Now, one of the most important things you can do to improve the reputation of your chapters is to reach out to them to invite them to coffee or lunch with you and one or two other chapter members.

While you're there... ask for referrals! Aim for 5 from each influencer. That would get you 100 new names from the most influential people on your campus!

This tactic does two things. It grows your names list, obviously. But just as importantly, we know that *reputation is earned through relationships*. Building trusting relationships with these key influencers can help your chapter and you become more connected, more successful, and more respected.

#42. Snow Day Recruitment

When it's cold outside you have two obvious opportunities, bring people together for indoor activities. Or, exploit the weather. Either way, be the person that creates social opportunities that bring new friends together. It might be time to get creative.

Snow ball fights, ice skating (in parking lot?), snow fort competition, creative sled riding, cold pranks, bonfire, hot tub, winter campus Olympics, and warm beverages. Ever wonder how many Greek t-shirts one person can fit into? Is human bowling possible? What is the world record for launching a snowball? Why do we stop caroling in December?

Take the snow day to change your campus, meet unaffiliated students, and grow your names list by participating in fun snow-themed activities with your new friends!

For those that are more relationship-minded, remember that your snow day is an unexpected gift for faculty and administrators, too. How many points would you score by taking an assortment of hot chocolates to your professor, Greek Advisor, another fraternity/sorority, or the university president and his/her spouse?

By cultivating these relationships, you could also gain access to new referrals and attract new names to your names list.

#43. Crossword Puzzle Help

We once worked with a recruiter who was famous for sitting in student unions with a crossword puzzle. Every few minutes he asks someone walking past, “hey I’ve got a random question ... can you help me with 47 across?” This icebreaker gives him a reason to learn more about that person and gather referrals of top students he/she knows on campus.

#44. High School Pipelines

Once your new member class is assembled, you’ll probably plan to get referrals from them right away to meet their current college friends. Let’s see if you’re willing to take it a step further.

Have each new member build a list of at least 15 students they know who are still in high school, and are looking to attend your university next year. This can include high school seniors or community college students. Hold a calling/texting session. Reach out to each contact, and invite them to hang out one weekend. Invite them to homecoming or other campus-sponsored events. Be a great host. Your chapter is an ambassador for your University.

#45. Purposeful Summer Retreat

Many chapters have summer retreats to get together and enjoy some fellowship over the summer months. But imagine if you had a “leadership retreat” that was simply a way to prepare college students to serve as great leaders in the upcoming school year. Invite incoming students along with students you met during the Spring semester. Hold it at a campground or a member’s cabin to keep costs down – or even on campus. Also consider a “service retreat,” a “networking retreat,” or a “spiritual retreat” depending on the priorities of your members.

#46. Summer University Partnership Opportunities

The school hosts activities for incoming and prospective students throughout the summer. Create a partnership opportunity to tap into one that already exists.

- Orientation Leaders
- Campus Tour Guides
- Hosting Overnight Guests
- On Campus Activities
- Admissions Meetings

Though it may not be possible to promote your chapter at many of these school sponsored events, it’s certainly encouraged to build friendships and network with the incoming students who attend. Let your face be the first one those students associate with being a “friend” on campus. You may also have an opportunity to invite him to a fraternity/sorority-sponsored activity during your conversation (if appropriate).

#47. Incoming Student Shadowing

Many colleges offer opportunities for prospective students to spend a day or two on campus “shadowing” a current student. This gives the potential student a better idea of what a day in the life of a student at your school is actually like. You let them see where you live, meet your friends, go the class with you, eat together on campus, etc.

Spring is the most popular time of the year for these visits. Although they sometimes carry over into the summer months. Get as many of your members as possible involved in these “shadowing” opportunities.

#48. Social Media Connections

There are about a million ways to utilize social media to drive names onto your list. And they change every few months, it seems. Here are some basic ideas to consider to use social media for more than just showing off cool pictures of your members' summer vacations.

PAID ADS

Purchasing advertisements on social media platforms is a smart and useful use of your money if those ads direct people to connect with you and give you their contact information. Use smart inbound marketing techniques that result in names on your list (hint: aim all interactions at a landing page that collects contact information)

SCOURING FOR CONNECTIONS

Nothing wrong with spending some time looking through individuals who have self-identified as incoming students next year. Learn about them, connect with them if appropriate, offer to be helpful in their lives. Don't be creepy, but do be smart enough to realize that they're begging for connection before they get to college.

SEEK REFERRALS

Share the fact that you're seeking to connect with "the best of the best" students through your chapter and personal social media feeds. Make clear who you're seeking and don't just post publicly, ask individuals and leaders of other student organizations privately through social media for those connections too.

COMMENT

See a current or incoming student posting some strong content? Let them know. Give them some social media love in genuine ways so that they know they're being noticed. Invite further conversation in your comments.

#49. Targeted Campus Programs

Are you the “leadership” fraternity/sorority? Are you the “service” fraternity/sorority, the “diversity” fraternity/sorority, or the “academic” fraternity/sorority? If you want to create your own brand like that, consider hosting campus-wide programs that are specific to your particular values.

What program can you put on for the campus (and maybe don’t attach your name to it) that will attract the type of student you want?

Hold a leadership program with the dean of the business school. Hold a community service program with a group of volunteers from a nearby non-profit. Hold a women’s empowerment program featuring local business leaders, life-changing moms, young entrepreneurs, and others. Host a spiritual group with local religious leaders. You get the idea.

#50. Positive Absurdity

There are times during the year when it is hard to get people to talk with you. Mid-semester when people are focused on grades and have their heads down as they walk through campus is an example of when doing something absurd (but positive) to get noticed might make sense.

- Utilize the bold members of your chapter
- Don't buy pizzas and have a meeting in a meeting room. Buy pizzas and hand out free slices in exchange for a good conversation.
- Don't hang up fliers on bulletin boards. Ask people if you can tape fliers to their backpacks for a day (and shake their hands).
- Don't write about your organization with chalk on the sidewalk. Have a "chalk art" competition one day between classes and challenge people to color in the lines (don't forget the sign-up sheet).
- Don't say "I'll meet some people in my classes." Give high fives to everyone who walks into your class today. Do that with a high five buddy.
- Don't have an info meeting about your organization. Quietly arrange a secret meeting by personal invite only... with a secret password to get in.

#51. Free Text Books

Every semester, nearly every student (especially first year students) will stand in line at the bookstore and spend too much money on textbooks. Partner with the bookstore by hosting a raffle.

“Put your name, phone number, email on the back of your receipt. Drop it in the fish bowl at the counter. One lucky winner will have their receipt reimbursed by XYZ fraternity alumni as a ‘thank you and welcome’ to campus.”

Approach parents as well – there’s no way a Mom or Dad will pass up a free book scholarship raffle after dropping \$600+ in an afternoon. Now you have their digits and a reason to call them with a “welcome to campus” message.

If your chapter can’t afford the \$600+ receipt reimbursement, try offering a flat \$100 - \$250 book scholarship.

#52. Organize Study Groups

To many students, grades are of the utmost importance in their collegiate career. Many students learn and study best in groups of their peers who are taking the same course or exams. A week or two before an exam or a quiz, ask your professor to allow you 1 minute before the conclusion of class to make an announcement about your study group meetings.

When the group gets together, try including older members who may have experience with that class or professor. Bonus: take a study break, and invite your new friends out for non-school fun!

Example:

“Hi everyone, my name is KC. Since our exam is coming up in a few days, I’m putting together a study group to go over notes and prepare as best we can. I have already talked with a few people about getting together (name them, point them out) so if you think this might be helpful, please let me know!”

BONUS: take a study break, and invite your new friends out for non-school fun!

#53. Event Tickets

Several chapters successfully partner with their school's athletic teams, local sports teams (e.g. minor league baseball), community events (e.g. chili cook off or community days), concert venues, gaming centers, religious institutions, career fairs, etc.

Many times bulk tickets are given away to organizations willing to help promote the event. The chapter is able to create a buzz about the event and rally students to attend. The RSVP's are added to the chapter's names list. The chapter gets valuable exposure and positive PR. The event itself becomes an opportunity to meet new people and highlight how your fraternity supports the school and/or local community.

Bonus: Be the chapter that organizes the carpool to "Away" college sports games!

#54. The Other 22 Hours

On most campuses, “recruitment” consists of a week or two straight of 2-hour events that take place from 8-10 p.m. each night. If your campus has something similar, be sure to make the most of those events... But what are you doing for the other 22 hours of each of those days?

The work you do TO GET PEOPLE TO THE EVENTS matters far more than the events themselves. Build a plan to maximize the hours of 8 a.m. – 8 p.m. (those daytime hours outside of the event time) to put names on your names list, and invite potential members to your Events.

Walk first year students from their residence halls.

Go through the dining areas asking people if they want to join you.

Put a sign around your neck and walk through campus letting people know what’s going on.

Go find all your RA friends and ask them personally to bring their 10 favorite students with them.

The work you do TO GET PEOPLE TO THE EVENTS matters far more than the events themselves.

#55. “Exploring Greek Life” Wristbands

Provide the little rubber “cause” wristbands to everyone who signs up for formal recruitment. Let them know that they should wear these wristbands during the formal recruitment period so that members can easily identify them and strike up conversations.

Bonus Tip: Provide each person who signs up for formal recruitment with 5 additional wristbands. Attach a small information sheet to each of the 5 additional wristbands that tells other people how to sign up for formal recruitment. Tell the potential members that it is their responsibility to hand these extra 5 wristbands out to 5 of their friends.

#56. “Missed Recruitment” or “Sneak Peak”

Think about a 3-5 day period called “Recruitment Sneak Peek.” Offer a preview opportunity for students considering membership in fraternities/sororities next semester. Or maybe after your primary recruitment period you can offer a “Missed Rush?” week to provide a second chance to people who missed out the first time.

Perhaps it includes highly visible marketing activities. Perhaps it includes a targeted push to get RA's, Student Government Leaders, Orientation Leaders, Cultural Student Organization Leaders, and other students in positions of influence to have lunches with your members.

No matter the details, make sure to create opportunities like this to gather names, start forging relationships, and driving interest in your organization (and show interest in non-members). It doesn't require a lot of planning. You don't have to wait for your organization's governing council to make it happen. It just requires effort. Go.

#57. Advocacy

Are you and your members passionate about making the world a better place in some way? Use that energy to build your names list.

Instead of “showing off your letters” or asking people, “are you interested in Greek Life?” Approach people who want to change the world with you in the same way. Ask them to help. Ask them to protest, to write letters, to do fundraising, to sign petitions, to march with you.

Whatever your cause, lead with it. It’s more authentic to “recruit” people to help you change the world than it is to “recruit” members and hope that they’ll help.

#58. Make It Easy To Sign Up

Is it simple for someone on your campus (or who might be interested in learning about your organization) to a) learn exactly what steps they should take next, and b) actually give you their name, contact information, and a little info about themselves?

Probably not.

Your website, your social media profiles, all of your marketing materials... pretty much everything... should point people to a super easy to find form on a website where they can tell you about themselves and indicate their interest (and suggest referrals).

This is often the most obvious overlooked strategy in the world!

#59. Make It Easy To Sign Up

Imagine your chapter displays posters, buys a billboard, rents space on the screens in the union, buys newspaper ads, chucks the sidewalk, etc. But this time you're not just trying to "get your name out there." You're trying to get contact information of non-Greek students.

Example:

Which Professor Is Changing The Most Lives?

"Text Your Full Name, Any Orgs You Belong To, and Your Vote To: 555-555-5555"

Or make it a game. Or make it a quiz. Or make it a raffle. You get the idea.

#60. Text for... Something

Imagine your chapter displays posters, buys a billboard, rents space on the screens in the union, buys newspaper ads, chalks the sidewalk, etc. But this time you're not just trying to "get your name out there." You're trying to get contact information of non-Greek students.

Example:

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"Text Your Full Name, Any Orgs You Belong To, and Your Vote To: 555-555-5555"

Or make it a game. Or make it a quiz. Or make it a raffle. You get the idea.

BONUS! Admissions, Orientation, and Housing

These three departments on campus have the most direct access to and influence over incoming students. For your chapter to build relationships with the key players, constantly offer to genuinely help with their efforts, and thoughtfully ask for referrals might be the smartest long-term strategic move you could make. Do you know all the key employees in these departments? Do you have members who work or volunteer regularly in these departments?

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



INTRODUCING YOURSELF

There are three main goals that we want to achieve in order to have effective conversations.

1. Recruit feels comfortable. Important, understood
2. Recruit understands Triangle
3. Recruit wants to be a Triangle

OPEN-ENDED QUESTION PRACTICE



INTRODUCING TRIANGLE

TOP 5 SELLING POINTS OR FACTS RELATED TO TRIANGLE

- 1.
- 2.
- 3.
- 4.
- 5.

FEATURES & BENEFITS

FEATURE	BENEFIT	SUPPORTING STATEMENT
Philanthropy	<ul style="list-style-type: none">• Makes you feel good• Help other people• Impact the community/world• Fun• Rally behind a cause	<ul style="list-style-type: none">• 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...

FEATURE	BENEFIT	SUPPORTING STATEMENT



SHARE YOUR STORY



DEALING WITH EXCUSES

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



RECRUITMENT EVENTS

- What are you currently doing for your recruitment events?
- How do you know if a recruitment event was successful?
- How do you determine what kind of events to have and when?

THE STAGES OF PROJECT MANAGEMENT

1. PROJECT INITIATION

This is the start of the project, and the goal of this phase is to define the project at a board level. This phase usually begins with a business case. So, is the project feasible and should it be undertaken? This is where you will want to outline the requirements and needs of the project (resources, people, money, time, logistics, etc.)

2. PROJECT PLANNING

This phase is key to successful project management and focuses on developing a road map that everyone will follow. This phase typically begins with setting goals.

If you want your organization to be successful, you need to set goals. Without goals you lack focus and direction. Goal setting not only allows you to take control of your organization's direction; it also provides you a benchmark for determining whether you are actually succeeding.

You want to set goals that motivate you and that are SMART.

3. PROJECT EXECUTION

This is the phase where deliverables are developed and completed. This often feels like the meat of the project since a lot is happening during this time, like the status reports and meetings, development updates, and performance reports.

TASKS THAT WOULD BE COMPLETED DURING THE EXECUTION PHASE OF MY EVENT/PROGRAM

4. PROJECT PERFORMANCE/MONITORING

This is all about measuring project progression and performance and ensuring that everything happening aligns with the project management plan. Project managers will use key performance indicators (KPIs) to determine if the project is on track.

5. PROJECT CLOSURE

This phase represents the completed project. There may still be things to accomplish like closing out the budget, doing an assessment, and recognizing contributors, but in general your project is complete.



RECRUITMENT 365

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 worked 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



ADDITIONAL RESOURCES

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 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.





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 of helping one another.

AA

67% of freshmen say "helping others in difficulty" is a "very important" or essential" personal goal.

PK

Triangle brothers provide close to 16,000 hours of community service and donate over \$47,000 every year to better those around them.

AA

On most campuses, fraternities rely on formal recruitment as the primary method of building their membership.

PK

Over 90% of Triangle leaders report being "anti-Greek" or "neutral" about joining a Fraternity prior to joining Triangle.



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?



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?





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?





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 to 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



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?



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?





CREATING A RECRUITMENT CULTURE

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



BUILDING A BRAND

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.



TARGETING POTENTIAL NEW MEMBERS

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

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)



BUILDING RELATIONSHIPS

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?

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

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

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?

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 the 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

ADVANTAGE

BENEFIT

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



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Triangle

Let Triangle Save You Money on Graduate School!

Serve Triangle as a Regional Leadership Specialist (RLS) and get back thousands in savings to pursue your graduate degree. Here's how it works:

- 1) You will train in the summer with HQ in chapter management, recruitment and health & safety education. Summer training will occur July 1-August 15. Triangle will provide costs of lodging and a weekly stipend during training.
- 2) After training, you will be based regionally in a Triangle chapter house to assist that chapter and to provide support and programs to other regional chapters. Chapters will provide room and board and some positions will provide stipend or scholarship money for graduate study. Total package will vary by chapter, depending upon grant funds available.

Our goal is to have more well-trained chapter advisory volunteers working directly with our campus chapters, living in and working weekly with their chapter leaders. This position is intended to be 20-25 hours a week, so that you will have time to pursue a graduate degree while also serving Triangle.

Who Should Apply: Ideal Candidates are former Presidents, Treasurers or Recruitment Chairs, or those who have attended LTW officer tracks, Scobie Leadership School or other leadership programs. However, any seniors with chapter/campus leadership experience are welcome to apply. Applications should be received by March 15.

Currently, we expect RLS positions in Fall 2020 for Iowa State, Marquette, Nebraska, Oklahoma, Penn State and Purdue. Other campuses will be added as we receive commitments from their housing boards. Each of these campuses have world-class STEM graduate programs.

Learn more and apply online at <https://www.triangle.org/gradform/> or contact Executive Director Tom Pennington at tom@triangle.org.

Those selected would need to be available for training in Indianapolis July 1-August 15 and will join Triangle staff at Scobie. Pay package during training includes monthly compensation, food and lodging while traveling and all necessary software licenses for staff access.

The Regional Leadership Specialist is a new option to provide trained live-in advisors for more chapters while also allowing more Triangle members to pursue graduate studies at a lower cost. Those chosen will be best qualified to serve their chapter later as alumni chapter officers or to serve Triangle as a regional or national officer or committee member.

Triangle

Fraternity Staff and Duties

Tom Pennington

Executive Director

Email | tom@triangle.org

Phone | 317.837.9640 x 2003

Contact Tom regarding Fraternity operations, National Council or Convention, Triangle Constitution & Bylaws or Regulations, campus situations, or risk management concerns.

Rhonda Halcomb

Director of Operations

Email | rhonda@triangle.org

Phone | 317.837.9640 x 2002

Contact Rhonda for assistance with all fee and membership related issues, including chapter accounts, the financial operations of the Fraternity, questions about jewelry, National Fees, replacement of ritual equipment, membership manuals, pins and badges, as well as address/phone/email changes, Chapter Eternal notification, and pledge and initiation reporting procedures.

Jeff Hughes

Director of Alumni Engagement

Email | jeff@triangle.org

Phone | 317.837.9640

Contact Jeff with questions about TriangleConnect, alumni communications, events and programs, Founders Day events, advisor/volunteer training and resources, and anything else related to working with alumni. Also, Jeff is our liaison with the national FIRST organization.

Drew Hopson

Director of Chapter Services

Email | drew@triangle.org

Phone | 219.928.8633

Contact Drew with questions about chapter operations, officer duties and transitions, chapter planning and goal setting, new member education and chapter risk management. Drew can also help with FHSI programming and the *Tightrope* online education program.

Jim Phillips

Growth Specialist

Email | jim@triangle.org

Phone | 812.719.8132

Contact Jim with questions about chapter recruitment/growth, the Triangle Recruitment Coaches (TRC) program and expansion opportunities or recommendations.

Contact HQ by phone at 317-837-9640 | by email at HQ@triangle.org | or by postal mail at 120 S Center Street, Plainfield, IN 46168. We provide ideas, programs and support for all areas of chapter operations. Call us for assistance before your challenges become overwhelming!

ENGAGE ALUMNI WITH EASE

Developing and implementing a comprehensive plan to communicate with alumni is daunting. Triangle now offers a solution to get better results with half the hassle.



triangle
fraternity
ENGINEERS | ARCHITECTS | SCIENTISTS

Strengthen Your Chapter

It's a known fact that chapters with strong alumni support excel. The reason is because alumni have the wisdom, resources and talent that a chapter needs. Whether it's through donations, volunteer time or opening the door to networking opportunities, alumni are an untapped asset for any chapter success.

Get More for Less

The alumni communication program allows chapters to receive more benefits without having to manage it. The chapter simply provides some content for chapter personalization and can sit back and relax because everything else will be in capable hands.

Services Include



Website Support

Allievates the need to be tech savvy when your chapter has a expert to rely on.



Consistent Delivery

Materials are sent throughout the year on your chapter's behalf.



Easy Customization

Share content that is unique to your chapter.

FOR PRICING AND TO LEARN MORE

CONTACT ALUMNI@TRIANGLE.ORG

ALUMNI COMMUNICATION

PACKAGE OPTIONS	BASIC	EXTENDED	PREMIUM
4-PAGE, FULL COLOR MAILING Send a 4-page, full color customized newsletter to all alumni with valid addresses on file.			
DIGITAL COPY EMAILED Send a digital newsletter version to all alumni with valid email addresses on file.			
CHAPTER DATABASE REVIEW Are your alumni records out-of-date? Get help with cleaning and improving your alumni database.			
CHAPTER WEBSITE SUPPORT Tech support for fraternity sponsored website services and other services (e.g. hosting event registration pages online).			
ANNUAL POSTCARD Send one (1) full color customized postcard to all alumni with valid addresses on file. Design services, available for an additional fee.			
ANNUAL FUND SOLICITATION Includes donation solicitation(s) each year to help fund your chapter's scholarship or other educational needs. (Extended - 1; Premium - 2)			
CHAPTER SPECIFIC GIVING WEBSITE Get a personalized chapter landing page that accepts alumni donations for local dues, your Chapter Endowment Fund (CEF) and more.			
EVENT CONSULTATION Plan an epic alumni event through a one-on-one consultation.			
FULL SERVICE EVENT PLANNING Planning a successful event can be daunting. Let us handle all the heavy lifting for you, from marketing to registration to collecting funds.			
SOCIAL MEDIA STRATEGY & CONSULTATION Speak with our social media experts to help you design a social media strategy that fits your chapter's needs.			
SPEAKERS BUREAU Have an appropriate, well-regarded speaker for your event such as an alumni brother, national councilman, board or staff member.			
	<div>2</div> newsletters per year	<div>3</div> newsletters per year	<div>4</div> newsletters per year

FOR PRICING AND TO LEARN MORE

CONTACT ALUMNI@TRIANGLE.ORG

About FIRST

FIRST (For the Inspiration and Recognition of Science and technology) is a group of robotics programs designed to get K-12 students interested in STEM and develop their skills through mentorship and hands-on learning. FIRST is one of the largest and most successful organizations in the world dedicated to STEM education and careers. More than 480,000 students around the globe participate in FIRST's four programs. Triangle Fraternity is honored to be one of the newest Alliance Partners with FIRST



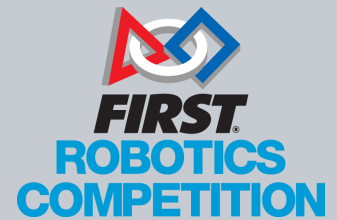
For ages 6-10, FLL Jr. is designed to be a first taste of STEM. Students build LEGO models and create posters to present what they learned at exposition-style competitions.



For grades 4-8, FLL introduces robotics and develops research skills. Students build a LEGO robot to complete challenges and complete a research project to develop a solution to a problem based on the challenge theme.



For grades 7-12, FTC provides a more complex challenge for participants. Students build a mid-size robot using design skills and participate in outreach to grow the FIRST program.



For grades 9-12, FRC is the "Sport of the mind." It combines intense competition and robotics. Students design and build large robots under strict time constraints and are leaders in the outreach efforts of FIRST.

How to Get Involved

FIRST robotics is made possible by its many volunteers. Competitions are run entirely by a volunteer staff and team mentors volunteer their time to work with students. There is always a need for more volunteers and mentors. For someone without prior FIRST experience, the best way to get involved is by volunteering at a competition.

As Alliance Partners of FIRST, Triangle is working to connect our members with FIRST events near them so they can get involved. There is a focus on FRC events because Triangle provides scholarships which FRC students are likely interested in. There are several options for Triangle members to get involved, and sign-up instructions as well as contact information can be found on the next page.

How to Sign Up

1. Visit FIRSTinspires.org and click “register” in the top right corner.
2. Fill out your information to set up your account.
3. Login to your account and view your dashboard. From the top right corner, view and update your profile, Select Triangle as your employer under the “my information” page.
4. From your dashboard, go to the Volunteer Registration tab and select “Volunteer at an event”
5. In the event search portal you can either enter your zip code or search for your event by name.
6. Select your event. Then fill out your availability.
7. Choose your preferred roles. (Recommended: Field reset, Team Queueing, Media, or choose “assign me as needed”)
8. Unless you mentor an FRC team, leave the Team Affiliation page blank.
9. Click the Complete button. On the next page, click “Begin Youth Protection Screening” (this will automatically appear if you are over 18 years old)
10. Complete the screening process as instructed. This may take some time to process, especially for out-of-state or international students. **Register early** so this doesn't become an issue.



More Information

Please reach out with any questions about events, volunteering, tabling, mentoring, or anything else you want to know about FIRST. FIRST also has a lot of great resources on their own website, including some fantastic promotional videos.

Email: Hailee@triangle.org

FIRST website: FIRSTinspires.org

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
2021 - 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 or

www.triangleef.org/scholarships

DEADLINE TO APPLY IS MARCH 1, 2020



Triangle
Education Foundation

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?



Chapter Endowment Funds

Triangle Education Foundation

Triangle Education Foundation Chapter Endowment Fund Program offers a Tax-Deductible way to financially support your chapter!

To address individual chapter needs, the Triangle Education Foundation has developed the Chapter Endowment Fund Program. This program was originally developed by members of local chapters wishing to support the educational and leadership needs of their local chapter. The Chapter Endowment Fund Program is looking to extend this service to all our chapters. The program will give potential donors the opportunity to make a significant gift to the educational programs of your chapter and a charitable tax deduction on your Federal income forms subject to the Federal Tax laws.

Your chapter can now establish its own Chapter Endowment Fund (CEF) with the Triangle Education Foundation. All gifts to the CEF will be held by the Foundation as restricted gifts for the benefit of your chapter for any of the following educational purposes:

1. Scholarship grants to members of your chapter.
2. Educational grants to cover portions of the registration travel and accommodation expenses of members of your chapter attending leadership conferences of Triangle or another accredited leadership development program.
3. Grants for educational resources in your fraternity structure, such as desks, bookcases, books, computers and software in the educational areas and for the construction, renovation, maintenance and equipment of Designated Educational Areas of your chapter home.
4. Educational grants to cover portions of the registration, travel and accommodation expenses of members of your chapter attending professional society meetings and education events.
5. Educational grants to underwrite portions of your chapter's Leadership Advantage session.
6. Educational grants to cover portions of the registration, travel, accommodations, supplies and equipment for academic competitions in which the chapter is participating.

Assets held by your CEF within the Foundation an individual account must reach \$25,000 in principal balance within three years from the date a fund agreement is executed. This exciting program provides opportunities to fund the educational purposes of your chapter and the educational and leadership needs of its undergraduate brothers. The Foundation Directors and staff look forward to hearing from you.

Triangle Chapters with Chapter Endowment Funds

Armour	Cal Poly Pomona	Clemson	Colorado State	Illinois
Iowa State	Kansas	Kansas State	Louisville	Marquette
Michigan	Michigan State	Michigan Tech	Missouri Mines	MSOE
Ohio State	Oklahoma	Penn State	Penn State Behrend	Purdue
Pittsburgh	Rose	South Dakota Mines	Toledo	Utah
Washington				

For information on how to contribute to your chapter's CEF or how to start a CEF for your chapter, please contact Foundation Vice President, Aaron Girson at agirson@triangle.org or call (317)203-4510.

Triangle Chapters with not yet complete Chapter Endowment Funds

The chapters listed below have Chapter Endowment Funds in the process of being funded. If you want to contribute to one of these funds please contact Foundation Vice President, Aaron Girson at agirson@triangle.org

Kentucky Nebraska UCLA

Chapters with a Chapter Endowment Fund via the Young Chapter Program

The chapters listed below do not have fully funded Chapter Endowment Funds, but the Foundation is providing these chapters with \$1,250 a year in CEF funds. In return they are asked to encourage alumni, friends and family to make donations to their fund and grow it over time. This program is open to chapters you are 15 years or younger from the date of their original chartering. To get more information on this program, contact the Foundation's President, Scott Bova at sbova@triangle.org.

Charlotte Virginia Tech

A great way to boost your Chapter Endowment Fund balance is to participation in the Garatoni Building Better Men program.

The Judy and Larry Garatoni Building Better Men Chapter Endowment Fund initiative is a program to recognize outstanding Triangle chapters that are making scholarship, service, leadership development and being a positive influence on their communities a priority. Each year \$100,000 is awarded to the top chapter, \$25,000 runner up chapter and \$25,000 to a young chapter (Rattle Award). Chapter Endowment Funds may be used by the chapters to fund educational programming, leadership development initiatives, academic achievement programs and scholarships.

The 2020 Judy and Larry Garatoni Building Better Men Chapter Endowment Fund competition is underway; all Triangle chapters and colonies are eligible to participate.

For more questions on the Garatoni Building Better Men program or general Triangle Education Foundation questions, please contact Scott Bova, CFRE, President of the Foundation at sbova@triangle.org or at 317- 837-9641.

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!





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.





Triangle Building and Housing Corporation Property Improvement Contest

Does your chapter want extra money to help improve your chapter house? Apply for your share of the \$10,000 awarded annually to chapters as part of the TBHC Property Improvement Contest!

Previous projects have included building workshops, replacing doors and windows, planting gardens, replacing driveways, improving bathrooms, rennovating rec spaces, and more!

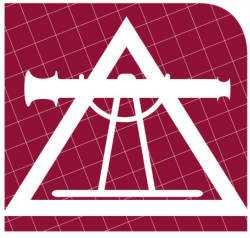


For 2019-20, the maximum individual grant award is \$1,000. There is \$10,000 available for all grants. All proposals will be considered against the following criteria:

1. We encourage alumni participation. Points will be awarded for including alumni, with maximum points for 4+ alumni participating in the project.
2. We encourage chapter members to be involved. Maximum points are awarded for 90% of the chapter being involved in the project.
3. We encourage members to take a hands-on role in projects whenever feasible. Maximum points are awarded for no third parties completing the work.
4. We believe that while functionality is important, so too are project appearances. Points will be awarded for aesthetic value.
5. We encourage the improvement of things that will impact the most people. Points are awarded for improving or adding items that are significantly used. For example, a common room improvement for a chapter house will earn more points than a single bedroom.
6. We encourage chapters to improve safety and well-being. Points will be awarded for projects that may have a positive effect on safety or on insurance rates.
7. We all strive to make the world a better place. Points will be awarded for improvements that impact the greater community beyond the chapter.
8. All project proposals will also be evaluated for their overall organization and "wow" factor.

To apply, scan the QR code to be taken to the application form or go to <https://www.triangle.org/activities/property-improvement-contest/>. After applying your proposal will be evaluated and grant money will be awarded to winners. If awarded funding, you must submit photos of the completed project as well as a short summary of how the project went to pic@trianglebhc.org. Please direct any questions to pic@trianglebhc.org or mfouts@trianglebhc.org.





TRIANGLE BUILDING & HOUSING CORP.

BUILDING TRIANGLE'S FUTURE

Fall 2019

Oklahoma's Friendship Extends Beyond Their Walls and Into the Community

The men of the Oklahoma Chapter have transformed a turbulent history with their residential neighbors into a great example of how to reach out and serve the surrounding community.

The historic, architecturally significant chapter house was originally built in 1930 for another fraternity. A couple of years later, it was sold to a sorority. Purchased in 1959 by a religious organization, it was then transitioned

for use as a retirement home and served as such for more than 40 years.

Triangle acquired the property at auction in 2000, with help from the TBHC. With 22 bedrooms, a commercial kitchen and other useful common spaces, this was viewed as a good investment for a fraternity of modest size. Its location close to campus engineering facilities was seen as a convenient plus.

Since the house sits in a residential area composed largely of single-family dwellings, the local neighborhood organization objected to Triangle's purchase from the very beginning. The neighbors had hoped that the house would be converted to a



The Oklahoma Chapter Home.

Contact Mike Fouts at mfouts@trianglebhc.org or (317) 203-4506

Check out triangle.org/tbhc for more info

Oklahoma's Friendship Extends Beyond Their Walls and Into the Community (cont.)

private residence. The concerns associated with the purchase eventually led the neighborhood group to bring suit, attempting to prevent the fraternity from occupying the property. The TBHC helped to fund the legal defense of our property rights.

Attorneys for Triangle based their response to the suit on the argument that use of the structure as a fraternity was essentially the same as its prior use as a retirement home. Additionally, they pled the case for its original 1930 zoning exception to operate as a fraternal organization [see Property Wars article in last TBHC newsletter, and Supreme Court case *Euclid v Ambler Realty* 272 US 365 (1926)].

Despite their efforts, the City of Norman declined to continue the zoning exception. The case then proceeded to progress through several courts.

In the first two years after Triangle's purchase of the house, it was occupied by the maximum allowed number of three brothers. Because that did not produce enough income to pay expenses, the building was temporarily leased out to another organization. The legal case finally reached the Oklahoma Supreme Court in 2002.

In a surprising turn of events, the state supreme court rendered a decision in favor of Triangle Fraternity (*Triangle v City of Norman* 2002 OK 80). By overturning previous decisions, a judgement was entered against the City of Norman to allow occupation of the house by the fraternity. Thus it happened that, in January of 2003, a total of 12 men moved into the chapter house. Plans were put into place for necessary renovations to the 73-year-old property.

As one might imagine, relationships with the long-standing residents of the surrounding neighborhood were rough. The community



A farewell cookout for one of the neighbors .

Contact Mike Fouts at mfouts@trianglebhc.org or (317) 203-4506

Check out triangle.org/tbhc for more info

Oklahoma's Friendship Extends Beyond Their Walls and Into the Community (cont.)

association was not happy about the fraternity utilizing their property, fearing that a Greek organization might make modifications to a historic landmark cherished by the neighborhood. Triangle men, all too aware of their neighbors' opposition to the presence of a fraternity, kept to themselves and their own interests while seeking to recruit and build the Oklahoma Chapter.

It turns out, Maintaining a Chapter Home has a way of healing wounds.

Neal Helfrey, a transplanted alumnus, has lived in the Oklahoma house as superintendent for the past two years. He describes his first contact with a neighborhood homeowner. "I was working hard at the house when I assumed the role of superintendent. Gutting some of the interior areas for renovation, painting outside and in, cleaning and so on. It was a big job! A lot had been neglected for quite a while. I loved it, but it was hard work." As he toiled outside the building one day, a neighbor ambled over to chat and compliment him on the effort he was making to improve the property. That conversation was a beginning. "That was Lee Hall, president of the neighborhood association. She had only lived across the street for a couple of years, but was aware of the troublesome history between the residents and the Chapter. We started talking and hit it off right from the beginning! That conversation opened up the opportunity to continue speaking to each other occasionally."

When people start talking, things change. It wasn't long before Hall reached out to the chapter president with an idea. She tells the story with great enthusiasm. "I asked if he (the president) would be interested in hosting a neighborhood get-together at the house. They have a big front yard which I thought would make a great gathering place for everyone. He was very willing!" The event was scheduled and the neighbors turned out in good number, along with many of the Triangle men. Hall adds, "And the fraternity was so gracious. They provided ice cream for the event. It was a wonderful time."

The next thing that evolved from those first



Pumpkin carving event for the neighborhood.

Contact Mike Fouts at mfouts@trianglebhc.org or (317) 203-4506

Check out triangle.org/tbhc for more info

Oklahoma's Friendship Extends Beyond Their Walls and Into the Community (cont.)

steps toward reconciliation was a Halloween event for the neighborhood children. Helfrey recalls the conversation when Hall broached the idea. "She came to us and asked if we would mind them doing a pumpkin-carving party on the lawn. Our

answer was 'Yes. Can we help?' " Hall nostalgically remembers the involvement of the Chapter at that event. "It was fun for the neighbors, a safe place for the kids to trick-or-treat. When we reached out to the men, they were – once again – very willing. They helped get pumpkins ready for carving, they set up tables, they played with the kids. It felt like we were really building a relationship."

The Active President to whom Hall originally reached out with her idea for neighborhood events was Trevor Cooper ok15. He echoes her sentiments regarding those early gatherings and the subsequent impact of bringing everyone together. "The men of Triangle and I believed that having and supporting the neighborhood events was a great way to show our neighbors that we could have a positive influence on the community. The biggest influence



Lee Hall, Chautauqua
Homeowners Association

in our relationship is our neighbors Lee and Rick Hall. In reality, the only steps I had to take were to support the neighborhood programming and encourage Triangle members to assist at these events. Due to this, most of the neighbors who were originally against us occupying the house eventually seemed content to have us live there..."

Those first couple of neighborhood gatherings proved to be the launch pad for additional events. In 2017, Triangle opened up the house for a tour and a hamburger cookout on that big front yard. Local families from 15 different households showed up, along with most of the active members and several alumni who had been actives during the court cases. The event was successful at shedding light on both sides of the earlier issue, and brought everyone together.

Hall said, "Because the old house had not been properly maintained, Neal did a lot of interior renovations, selling off lots of stuff that had been left behind, replacing old stuff with new furnishings, refinishing the floor, painting. There were lots of updates to increase membership. He did everything under the sun to create a good environment. It was a wonder to watch! Everyone was very impressed. We all loved what he tried to do.

"Neal was just such a positive representative of the chapter. Great guy, so responsible in trying to take care of the house and model that for the guys. The neighbors now try to support all of them during finals week with snacks. We make a concerted effort to get to know the Active Presidents and the guys

Contact Mike Fouts at mfouts@trianglebhc.org or (317) 203-4506

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Oklahoma's Friendship Extends Beyond Their Walls and Into the Community (cont.)

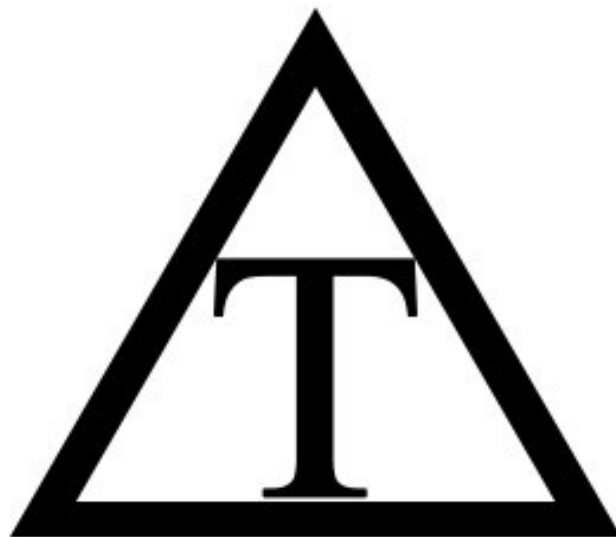
we've worked with. We all make great neighbors now! It is truly an intergenerational, very diverse neighborhood."

There are more necessary improvements and upgrades needed for the house, and the chapter continues to work with the TBHC to accomplish those goals within a fiscally responsible and budget-conscious timeline. It is a journey that includes investment from the National level, a belief in the sustainability of the chapter, and open lines of communication every step of the way. Even long-term observers of the process freely acknowledge the impact of a good relationship between all parties involved.

Cooper, now serving as president of the Alumni Board, sums up the past

experiences and the impact those have on the future. "I see the relationship continuing to grow, moving forward. It is my goal as Alumni Board President to express the importance of building these relationships. I am still very local, in graduate school at the University of Oklahoma. Since I am a five-minute drive from the house, I have made it a point to be there multiple times a month, if not multiple times a week. I am definitely planning on joining them for their now-annual pumpkin-carving event later this month! Whenever my time as Chairman is complete, I plan on educating my successor about the importance of these relationships."

The feeling of friendship and mutual support within a group is certainly a good definition of a fraternity. In the case of Triangle Oklahoma, it also defines an entire neighborhood.



Contact Mike Fouts at mfouts@trianglebhc.org or (317) 203-4506

Check out triangle.org/tbhc for more info

National Convention 2019 – Indianapolis

The Triangle Building and Housing Corporation hosted dinner at Victory Field during the National Convention on July 19. Traditional baseball stadium fare was provided, along with tickets for the ball game: the AAA Indianapolis Indians, the farm team for the Pittsburgh Pirates, played against the Durham Bulls. We hosted this event to do our part during the Convention, as well as expose more people to the services of the TBHC. As a bonus, everyone received an extra serving of Brotherhood as well.



Contact Mike Fouts at mfouts@trianglebhc.org or (317) 203-4506
Check out triangle.org/tbhc for more info

The TBHC Strategic Plan

Many don't know or understand the Triangle Building and Housing Corporation's role. To this end, we formed a Strategic Plan as we converted from a fund within the Fraternity to our current, separate organization.

Some years prior, we were challenged to do more. We foresaw not only to do more, but to do something that no other branch of Triangle could do.

Owning a Chapter Home is far more difficult than being a homeowner, and to make it worse is now fraught with legal issues as well. This complexity distracts Alumni and Actives from concentrating on their Brotherhood.

In response, we developed a simple four-point Strategic Plan which we have operated under since before our formal recognition as the TBHC. As the Fraternity, the Education Foundation, and the Building & Housing Corporation work together to develop a new Strategic Plan, we believe these points are still appropriate :

- **Ease or remove burden on actives/alumni for housing**
(This allows Chapters to refocus resources on mentoring, personal development and Brotherhood.)
- **Provide an enhanced role for management of fraternity housing**
(To improve the Chapter's environment, safety and appeal to actives/alumni/future actives.)
- **Increase Services to enhance Chapter Life**
(We help support services to Alumni through the other branches of Triangle)
- **Reposition Triangle Assets to improve liability exposure**
(To avoid keeping all your "eggs in a single basket")

We help with the housing business.

You can focus on your Chapter's business!

Contact Mike Fouts at mfouts@trianglebhc.org – (317) 203-4506

Check out triangle.org/tbhc for more info