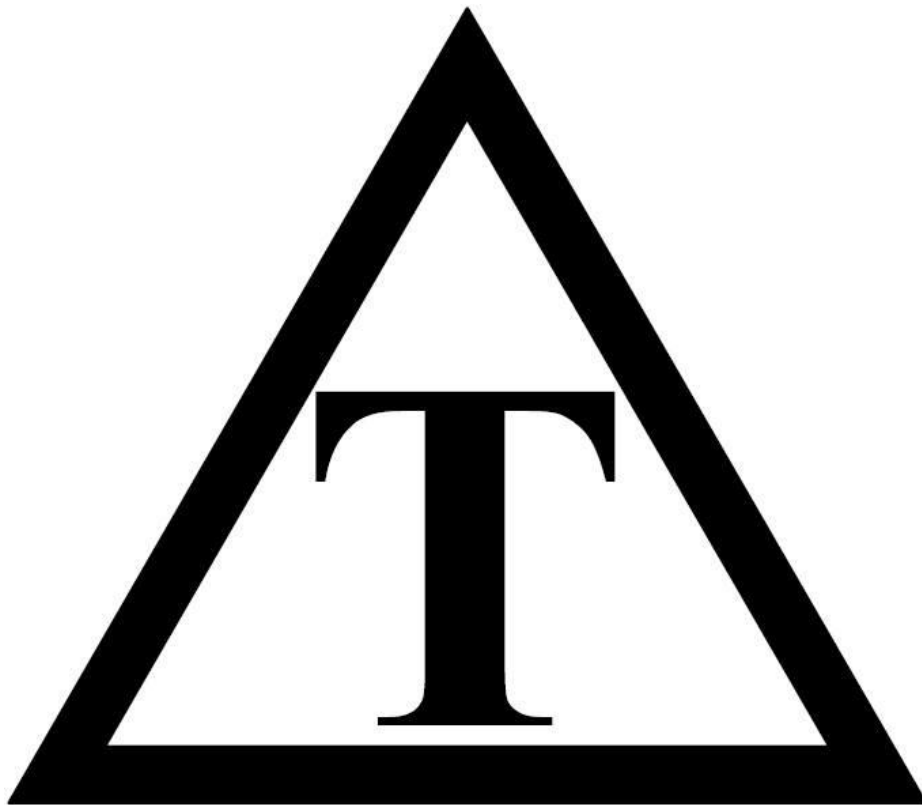


# **Chapter/Colony Recruitment Plan**

Triangle Fraternity



Prepared by

## DEVELOPING YOUR RECRUITMENT PLAN

When developing your recruitment plan, there are ten different components to consider.

- 1** | Understand Your Recruitment Structure
- 2** | Reflect on Previous Recruitment Efforts
- 3** | Create Recruitment Teams
- 4** | Complete the Pre-Recruitment Assessment
- 5** | Set Recruitment Goals
- 6** | Identifying Your Strategy and Planning
- 7** | Create a Budget
- 8** | Solidify Recruitment Training
- 9** | Identify your brand and create a marketing plan
- 10** | Create Your Calendar

Each of these components will help you create a plan that meets your current and future recruitment needs. Having a systematic way to ensure you are meeting the right people will increase both the size and quality of your brotherhood.

### Information About the Plan

Your Name:

Your Position:

Your Chapter:

What semester is this plan for?

## COMPONENT ONE | UNDERSTAND YOUR RECRUITMENT STRUCTURE

As every Triangle chapter is different from each other, so is every campus. Think about what kind of recruitment occurs on your campus.

### Types of Recruitment Structures

- Formal Recruitment: Typically occurs as the start of the semester and involves all the chapters in a particular governing council. PNMs might need to register to participate. There is some sort of formal structure to recruitment events or bid distribution.
- Informal Recruitment: typically occurs every semester. The chapter/colony can implement recruitment tactics and hold recruitment events whenever they choose during the academic year.
- Deferred Recruitment: Can be Formal or Informal. Chapter's cannot recruit first year students during their first semester on campus (typically Fall).
- 365-Recruitment: The governing council/university allows chapters to recruit and distribute bids all year long.

### What is the recruitment structure on your campus?

Mark the boxes below to get a holistic view of recruitment norms on your campus. This will help you determine when your chapter/colony can and should be implementing your recruitment plan.

	Fall	Winter	Spring	Summer
Formal Recruitment				
Informal Recruitment				
Deferred Recruitment				
365 Recruitment				

**COMPONENT TWO | REFLECT ON PREVIOUS RECRUITMENT EFFORTS**

<p>What has worked well in the past?</p>	
<p>What has not worked well the past? Why?</p>	
<p>What are the opportunities we have to be more effective in our recruitment efforts?</p>	

## COMPONENT THREE | CREATE RECRUITMENT TEAMS

Recruitment teams can help increase the effectiveness of your recruitment plan because they involve everyone in the process. Each team should have at least 3 but no more than 8 members (including the team captain). Consider placing brothers into teams within similar qualities and interests. That way you can pair PNMs with a recruitment team that have similar interests and personality types.

### Team 1

Team Captain:	
Team Members:	

### Team 2

Team Captain:	
Team Members:	

### Team 3

Team Captain:	
Team Members:	

### Team 4

Team Captain:	
Team Members:	

### Team 5

Team Captain:	
Team Members:	

## COMPONENT FOUR | PRE-RECRUITMENT ASSESSMENT

<b>Chapter/Colony Pre-Recruitment Assessment</b>	
Average Chapter Size on Campus:	
Triangle Chapter Size:	
How far above or below is your chapter/colony the average size on campus? (+/-)	
Number of Active Members:	
Number of Current Associate Members:	
Number of Seniors Graduating this Semester:	
Number of Seniors Not Graduating this Semester:	
Number of Juniors:	
Number of Sophomores:	
Number of Freshmen:	
Number of Members Studying Abroad/Internship/Co-Op This Semester:	
Number of Members Remaining Active this Semester (estimate if needed):	

### Qualities in a Potential New Member

<b>Qualities We Want</b>	<b>Qualities We Don't Want</b>

## COMPONENT FIVE | RECRUITMENT GOALS

Recruitment Goals	
Ideal Chapter Size After Recruitment:	
Number of New Members Do We Need to Reach the Ideal Chapter Size:	
Number of Freshmen We Should to Recruit:	
Number of Sophomores We Should to Recruit:	
Number of Juniors We Should to Recruit:	
Number of Seniors We Should to Recruit:	
Minimum GPA New Members Need to Have:	
Majors We Should Focus On:	
Clubs, Honors Societies, and Organizations to Target:	

Next, set three S.M.A.R.T. goals. These goals should be specific, measurable, attainable, realistic, and timely. Here are good examples of goals:

- By September 30, our chapter will have 12 new members who have signed their bids.
- Our chapter's fall 2020 recruitment plan will be finished by August 1, 2020.
- Our fall 2020 will have at least 200 names on it by September 15, 2020.

**Goal #1:** \_\_\_\_\_

\_\_\_\_\_

**Goal #2:** \_\_\_\_\_

\_\_\_\_\_









## COMPONENT NINE | CHAPTER/COLONY BRAND AND MARKETING

When you know your chapter/colony brand, you should use it to your advantage to market Triangle.

What is your chapter/colony brand?	
What are three words you would use to describe Triangle on your campus?	
What are three words others would use to describe Triangle on your campus?	
What are three words to describe your target audience for PNMs?	

When thinking about what to use for marketing your organization, consider the following:

- Social media is a great way to keep PNMs engaged. Keep your social media platforms up-to-date with cohesive posts and designs.
- Be intentional with your printed materials. Most people will throw a flyer away as soon as they get it, but they may keep a business card or something similar in size.
- Look for long-term marketing opportunities on campus. Spending your recruitment dollars on something that will get a lot of life and bandwidth throughout the entire year will help with you 365-Recruitment approach.

Marketing Material	Where	Date(s)
Example: Business Cards	Hand out at events	Aug. 5

**PRO TIP:** Use ideas from other chapters on your campus and other Triangle chapters across the nation.

## COMPONENT TEN | CREATING YOUR CALENDAR

Your recruitment calendar should include recruitment events, trainings, workshops, bid distribution, and social media posts. When creating your calendar, you should consider the *Recruitment Funnel* and how many events and exposure points you need to reach your intended goals.

**PRO TIP:** Make sure include any campus events (such as Meet the Greeks, Student Organization Fairs, STEM Info Nights, etc.) that your chapter/colony can participate in.

Date	Event	Location & Time	Supplies Needed
Example: Aug. 9	Capture the Flag	Pierce Hall @ 8 PM	28 flags, 2 cases of water

*How is this calendar being shared with the members?*

---

---