

RECRUITMENT ORIENTATION

Ten Commandments of Recruiting

1. Think like a prospective member -- And you'll act like a good rusher. Remember, he is probably a graduated high school senior and is most likely leaving home for the first time, knows nothing about college and especially fraternities. Your assumption is that he knows of nothing. MAKE HIM FEEL AT HOME.
2. Assume a prospective member knows nothing -- Because he doesn't know any more than he's read in the papers and been told by "somebody who knows" who's given him a list of the best fraternities on campus (probably invalid). He doesn't know the terms you use and he doesn't even know the Greek alphabet. Explain everything.
3. Sell the fraternity system first -- He has to be sold on the idea of a fraternity before you can sell him on your chapter.
4. Spectacle is cheap -- Not cheap to pay for, but it's cheap in effect. Personal contact is paramount; spectacle can supplement it, but it cannot replace it.
5. Keep in mind what you are selling -- You're selling a group of friends. Diverse and varied in interest, yes, but who share the same values. That's what he's buying, so...
6. Make friends -- Most prospective members join where they have the most friends and believe the other brothers to be the best group they can find. Be yourself, put your best foot forward and try to present yourself as a good example of your chapter, but be honest, straightforward and friendly.
7. You get what you recruit -- The trouble with most recruiting and "rushing" techniques is they attract the more casual, insincere types, and worse, they frighten away or disgust the highly motivated men who will do something for the chapter, and in return, improve themselves.
8. What's the competition? -- Is it the other fraternities or the residence halls? In either case, do not knock the competition. You show and explain why your chapter is better than the competition.
9. Keep good records -- If you talk to a great guy, it is to your advantage to be sure he doesn't get lost in the "rush." If you find a successful recruiting approach, give it to the recruitment chairman. Don't trust your own memory, WRITE IT DOWN.
10. Plan ahead, think, try -- Only the individual can do the job of recruiting. Be positive in your approach and don't pass the buck. Everybody has a job to do, and they must all do it for recruitment to be successful.