

Sigma Phi Epsilon National Recruitment Program

Recruiting to Win

50 Steps to Successful Recruitment

1. **RECRUITMENT STANDARDS.** Set high standards for joining. Keep standards articulate and quantifiable. Strong chapters recruit men smarter than the “average” student. Set your GPA standard higher than the all-student GPA for upper classmen and above the average incoming student GPA, SAT, and/or ACT for freshmen. SigEp is not an “average” fraternity experience, and is intended for outstanding men. Increase standards over time to ensure the chapter’s strength is improved. Be sure all brothers know chapter recruitment standards.
2. **ASK QUESTIONS FIRST.** Get to know a potential member by asking questions about him before talking about SigEp. Find out about his attitude. Is he committed to getting the most out of college? Does he value academics? Athletics? Fitness? Diversity? The more you find out about him, the better you can talk about SigEp in a way relative to what he finds valuable.
3. **BE ARTICULATE.** Make sure all brothers know **HOW** to talk accurately about the SigEp experience. Does everyone in your chapter know how to discuss Sound Mind, Sound Body? SigEp’s cardinal principles? The activities your chapter has accomplished or is planning that men may find attractive? Don’t allow SigEp to be just like everyone else. The things your chapter **VALUES** and **DOES** sets you apart from competitors. Talk about what makes you different, a cut above.
4. **ELECT A RESPONSIBLE VICE PRESIDENT OF RECRUITMENT.** He should be highly motivated, competitive, and a good organizer. He need not be the chapter’s best recruiter.
5. **SET UP A RECRUITMENT BUDGET.** Prepare a budget with the Vice President of Finance, Chapter President, Chapter Counselor, etc. The budget will help avoid excessive spending and coordinate the recruitment effort. Recruitment defines your future; therefore, the recruitment budget should be one of the largest items on the chapter budget.
6. **DEVELOP A WRITTEN RECRUITMENT PLAN.** This will define the step-by-step process of recruitment to the brothers and the recruitment committee.
7. **HOLD A CHAPTER RECRUITMENT CLINIC.** At least once a year, on a night, weekend or other appropriate time, teach the recruitment plan, its technique, role-playing, what to say and how to say it. New member development should also include recruitment skills education. Talk to your Regional Director about how to set up a skills education workshop.
8. **FORM AN OUTSTANDING RECRUITMENT COMMITTEE AND GIVE THEM TIME TO LEARN**—four to six brothers who will devote the necessary time, and who have the necessary commitment to excellence. Appoint at least one experienced brother to the committee. If the team is inexperienced, name them far enough in advance of the “big” recruitment time to enable them to gain the knowledge they need to compete against your rivals. Be sure to include adequate transition.
9. **SET RECRUITMENT GOALS.** Make them high, but attainable—with a winning effort. Determine your target by striving to be at least 110% the size of the next largest fraternity. Reaching “stretch”

builds chapter morale. Hit the recruitment mark and watch brotherhood, participation, excitement, and many other chapter characteristics take off.

10. CHAPTER INCENTIVES. Can be used to stimulate support and reward hard work. Small discounts on house bills, recruitment awards and recognition may encourage brothers to work harder.
11. PRACTICE FORMAL RECRUITMENT (aka RUSH). Plan a dry-run of what is to take place at the house during rush. Every brother should have a specific role to play in the formal recruitment effort. Rehearsal is important.
12. NAME SOLICITATION. Seek out as many leads as possible and screen them early. Read “Where to Find Potential Members” at www.sigep.org/recruitment. Places to look:
 - a. Honoraries, clubs, independent intramural teams, and varsity squad rosters, professors, ROTC, IFC, sororities, female friends, etc.
 - b. Admissions Office
 - c. High school counselors
 - d. Alumni recommendations
 - e. Younger siblings and friends from high school
13. MASS MAILINGS. Should not be depended upon to do the leg-work, but to assist in spreading the word about SigEp. Have your chapter use a bulk-rate permit.
14. SCHOOL NEWSPAPER ADS. Can cover certain markets that were missed, but should not be used in conjunction with “invitation only” events. Newspaper ads generally do not motivate people to attend an event. Use it as an advertisement, and rely on personal contacts to attract men to events or one-on-one meetings.
15. MAKE THE CHAPTER AWARE OF THE RECRUITMENT PROGRAM. This should be done during the recruitment clinic or retreat. In-house posters or calendars help, and reinforce confidence in the program’s organization.
16. CHAPTER MOTIVATION. Keep morale high by concentrating on positive aspects and by having the officers set the example. Do not spend time trying to get apathetic brothers involved. They will want to get involved as the chapter finds recruitment success. Utilize brothers who are excited about building a dominant chapter.
17. TRACK POTENTIAL MEMBER TRAITS. Enables the Vice President of Recruitment to know the status of every recruit. Inexpensive database or spreadsheet software program can track this data and generate mailings, labels, envelopes, etc.
18. BUILD A POSITIVE ATTITUDE. Convince the chapter that the recruitment goals are possible and will be achieved. Strong recruitment results drive strong chapter morale.
19. SELECT YOUR TARGETS. Identify and go after the best, the ones that everyone else wants, the “Blue Chips.” This means starting early. Recruit men who have the potential to make a difference in your chapter and after graduation.
20. RECRUITMENT PUBLICATIONS. Brochures and calendars provide an excellent opportunity for the chapter to promote itself as a top-drawer organization. Include material on the prominence of the national Fraternity, its alumni, and Balanced Man Ideal.

21. UTILIZE HEADQUARTERS SERVICES. For example, staff, publications, videos, etc. Use the national recruitment brochure for recruits and their parents. Order supplies early.
22. FAMILIARIZE OFFICERS WITH NATIONAL RECRUITMENT STRATEGIES. This will help create the proper environment and attitude.
23. MAKE A LIST OF AND DISTRIBUTE CHAPTER ACHIEVEMENTS TO BROTHERS. This will enable the members to consistently discuss the specific achievements of the chapter and its members. It should include: chapter awards, manpower, campus leaders, athletic achievements, scholastic achievements, varsity athletes, ways the chapter lives the Balanced Man Ideal of Sound Mind and Sound Body, etc.
24. RECRUITMENT EVENT ENVIRONMENT. Should be conducive to recruitment. No excessively loud music, little distraction from the recruitment effort. Recruitment table with information cards, name tags, etc.
25. POTENTIAL MEMBER PICK-UP. Assign brothers to pick up and drive the recruits to the events. This is especially necessary when there is no formal recruitment held by the IFC. Use your best cars, recruiters, guests, etc.
26. PROPER DORM RECRUITMENT. Observe proper dorm hours, not too early and not too late. Be low-key and cordial. No rowdiness or horseplay.
27. ONE-ON-ONE APPROACH. This develops a friendship between a brother and a potential member. It works very well in all types of recruitment, particularly in a summer recruitment effort. Recruits are often intimidated to come by themselves to a recruitment event with a large number of people they do not know. Once a recruit has a friend in the chapter, he is more likely to attend events.
28. ENLIST THE HELP OF WOMEN IN RECRUITMENT. Keep it simple; make sure they look their best. This helps create a more stimulating social atmosphere. **Important:** Make sure brothers pay attention to recruits first and women are dressed and act appropriately.
29. PHONE CALLS FOLLOWED BY PERSONAL CONTACTS. Great way to approach the summer recruitment effort. Let strong candidates know you were impressed with them and be specific about why they would make a great fit in SigEp.
30. BE PERSISTENT. Recruit to win and do not fall short of your goal.
31. FOLLOW THROUGH ON RECRUITS WHO DO NOT JOIN. Keep working on them until they do. Make them feel that you are sincere in your effort to recruit them. Often, a list of men not joining is available from the IFC or Greek Life Office following rush.
32. "INVITATION ONLY" EVENTS. Can only be used with a personal contact approach. Helps defray costs and keeps out undesired guests. Always custom print invitations for quality!
33. PROPER WAY TO HANDLE THE UNWANTED RECRUIT. Be tactful and treat him with respect. He may have sharp roommates or friends. Do not lead him toward disappointment. This situation can be avoided by having invitation-only events.

34. **SUMMER RECRUITMENT.** Organize a team early in the year. Start gathering names in March. Invite high school seniors to a pre-recruitment weekend during the spring term and/or host events during summer orientation.
35. **ORIENTATION RECRUITMENT.** Gives large-scale coverage with few members actually doing the work. Helps maintain good public relations with the school. Employ such tools as booths, displays and orientation leaders.
36. **RECRUITING THE PARENTS.** Convince them that their son has joined a responsible, mature group, and that he will benefit greatly from the SigEp experience. Reach them during Parents Day/Weekend, etc. Parents like to hear from other parents. Gather a list of current brothers' parents who are willing to call parents of potential members to talk about the benefits SigEp has brought their sons.
37. **RECRUIT TO WIN.** Do not settle for second best. Seek and attain the top spot. Get the best new members and the most new members. Many SigEp chapters across the nation are doing it.
38. **UTILIZE YOUR RESOURCES.** Promote your best assets: athletics, scholarship, national prominence, alumni contacts, leadership training, etc.
39. **APPROPRIATE DRESS AND GROOMING.** Look your best; utilize a polished look. Always put your best foot forward. First impressions are created in the initial 20 seconds of meeting someone—dress up, not down.
40. **“ALL FUNCTIONS ARE RECRUITMENT FUNCTIONS.”** A potential member can be invited to virtually all chapter functions. **REMEMBER:** Recruitment is 24/7, 365.
41. **YEAR-ROUND RECRUITMENT.** Recruitment should continue all year. Locating top prospects and marketing SigEp year-round leads to recruitment victory.
42. **EXTENSION OF THE BID/INVITATION.** Make sure the members of the recruitment committee know how to properly present a bid. Practice this skill.
43. **GET THE BEST RECRUITS TO COMMIT AS SOON AS POSSIBLE.** Recruitment is fast-paced and highly competitive. Reliable studies show that most recruits narrow their choices fairly quickly. Recruits lost to other fraternities will come back to haunt you on the intramural field, in campus leadership positions, etc. Don't get beaten to the punch on top prospects!
44. **UTILIZE THE NEW MEMBERS.** These men will provide new names and also encourage other recruits to join with them. At the first new member meeting, ask each of them to provide names and contact information of men who may be great SigEps.
45. **DO NOT FORGET TRANSFER STUDENTS.** Many schools offer special orientation classes for transfers. Make sure a chapter member is involved as an orientation leader.
46. **OFFICER PRESENTATION TO RECRUITS.** Can be done by the Chapter President, or any other officer with good public speaking skills. Stress chapter goals, strengths, etc.
47. **ENLIST THE SUPPORT OF AREA ALUMNI.** Coaches, faculty members, administrators, community leaders and other SigEp alumni can be effective in the recruitment effort.

48. DO NOT DENIGRATE OTHER FRATERNITIES. This makes your chapter look weak. A truly great chapter need not degrade others in order to gain a competitive advantage.
49. MAINTAIN THE ENTHUSIASM OF THE NEW MEMBERS. Do not forget the men who first accepted a bid. They will feel left out if the chapter neglects them while recruiting other men. Use them to help reach recruitment goals by asking for new member recommendations and involving them in the recruitment process.
50. BE AGGRESSIVE. Beat competitors to the punch. Convince the recruit that joining SigEp is the best decision for him.

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Consult www.sigep.org/recruitment for ways to implement many of the above principles.