

Where to Find Potential Members

A new academic term is beginning, and people are setting their sights on the term ahead. Stop for a moment and consider where your chapter stands. How many men will you recruit this year and who are your prospects?

Hopefully, your chapter is recruiting year-round, and you have the answers to the aforementioned questions. If not, now is the time to focus on recruitment and lay the groundwork for superior results. The first question to ask is, “Who are we going to recruit and how are we going to find them?” Generating names for recruitment is the most important aspect of the process. If you have no prospects, you will likely have no new members.

There are several ways to locate quality prospects. All chapters use the traditional method (i.e., rush), but those methods are not generating enough names these days to lead toward a high quality, quantity group of new members. Your chapter should be creative when looking for top prospects. Here are a few suggestions:

1. **Sorority Presentations** — Before the end of the semester/quarter, go to a sorority meeting and ask the women to recommend men they know who might be interested in joining. Stress to the women the kind of men you are seeking—balanced leaders. Tell them SigEp recruits the sharpest men on campus, and you know that the top women on campus (the sorority to which you are speaking) know who these men are. Some men will say this type of name gathering looks desperate. More often than not, these men are actually afraid of talking to women. Actually, it is anything but desperate. It is a bold tactic that will distinguish your chapter as an aggressive recruiter at the same time it will enhance sorority relations. (See example at www.sigep.org/recruitment.)
2. **Alumni** — In your alumni newsletter, include a section for alumni to recommend men they know who are attending, or will be attending, your university or college. If you do not have a standardized newsletter, send a letter updating alumni on the state of the chapter and stress recruitment and the need for the names of recruits. (See example.)
3. **IFC/Incoming Student Lists** — Contact the office of admissions and ask for the addresses of all incoming freshmen and transfer students. Tell them you are going to send an informational letter to the students. The best letters include a brief description of the chapter and national Fraternity. Then, explain the correlation of the Balanced Man and Sound Mind, Sound Body. Finally, include a way for recipients to respond. Examples include a chapter email address or pre-paid postcard which asks for the man’s name, phone number, email, mailing address, and the dorm where he lives.
4. **Balanced Man Scholarship Program** — Most chapters offer a scholarship to incoming freshmen. The awards range from \$100 to \$5,000. It is a great way to build a prospect list with accurate and plentiful information on each prospect. Contact the counselors in high schools around the state. Tell them that you are offering a scholarship to an outstanding incoming male freshman. Provide a written explanation of the scholarship, a professional cover letter, and an application for the award. Support from the high school counselors is crucial because they can be your primary source of marketing for the scholarship. Oftentimes, they will recommend students if you have built a good relationship with them. You can also send the scholarship cover letter and application

form to the list of incoming freshmen obtained from the IFC or admissions office. Be sure to include a self-addressed envelope to increase the response rate.

(Please refer to the Balanced Man Scholarship disk available by calling SigEp Headquarters or visit www.sigep.org/bms.)

5. **Student Survey** — Simply create a survey of the students at your university/college. Questions can be general but should be directed toward campus involvement and how people plan to spend their spare time. Of course, the purpose is to find out interest in recruitment, but you can include questions about popular hangouts, similar to a “The Best of...(your town)” survey. Report the results at a recruitment event.
6. **Meetings with Coaches, Deans, and Administrators** — Don’t forget to consult the people who come into contact with students on a daily basis. Contact coaches, deans, and administrators. Set up appointments with them to discuss their views on the Greek community. Offer information on your chapter’s Sound Mind, Sound Body programming and your recruitment efforts. End the meeting by asking for recommendations of men they feel would meet your objectives and benefit from the fraternity experience. Many people think coaches and administrators are “anti-Greek” and pass them off. **Do not make this common error!** If you take the time and show those men and women your chapter truly values the educational experience, you will surely win over most.
7. **Hard Work among the Brothers** — Recruitment will not be successful unless the entire membership is involved. Each brother should be responsible for submitting three names to the Vice President of Recruitment each term. Your members should be pushed for names. Most brothers don’t realize that any friend in class or on the athletic field or at work is a good prospect unless they are already a member of another fraternity. Offer incentives to those members who submit names.
8. **Campus-wide Contest** — Sponsoring a campus-wide contest is a great way to generate prospects and gain outstanding publicity, for example, North Carolina Gamma’s (Duke University) Dorm Wars (see www.sigep.org/recruitment for details). Other ideas include a fall move-in, March Madness, or Super Bowl contest. Award the winner at a recruitment event.

These are some basic ideas that help generate additional names for your recruitment program. Continue to implement the traditional techniques for your recruitment purposes. Remember, recruitment is a continuous six step process:

1. Identify him.
2. Make initial contact.
3. Meet him.
4. Become friends with him.
5. Introduce him to your friends, your Fraternity.
6. Ask him to join.

Sample Letters to Alumni

Letter #1

(Date)

(Name & Address)

Dear Brother (Last Name):

We at (Chapter Name) have been working on our recruitment plans for the coming year. Our first step is to compile a list of prospective members. We would appreciate your assistance in this effort. Your activities may have brought you into contact with young men who will be entering our university and who you believe to be prospects for Sigma Phi Epsilon.

Enclosed are a number of recommendation forms which you may use to inform us of potential members. We would like to contact these men as quickly as possible, for we feel that personal, extended contact is the most sincere way of recruiting members, or email me at (Email Address). Because of this, I would appreciate your quick attention to this matter.

We will be very grateful for any help you can provide.

Fraternally,

<Name>

Vice President of Recruitment

Letter #2

(Date)

(Name & Address)

Dear Brother (Last Name):

Thank you for your recommendation of (Name). As you know, we rely on alumni recommendations for many of our recruitment projects. The potential members that you and other alumni have introduced to the chapter have provided us with added incentive to have a successful year.

At this time, we have (Contacted, Bid, or Recruited) (Name). We agree that he will make a fine SigEp and thank you again for your interest.

We are always happy to hear from our alumni brothers. Please keep in touch.

Fraternally,

<Name>

Vice President of Recruitment

The Cold Call: An Opportunity for First Impressions

A solid recruitment program produces the top balanced leaders on your campus before other fraternities know they exist. Often, the first step in pursuing potential members is to cold call them and set up a meeting and/or invite them to an event. Once a list of potential members has been compiled, it is time to turn those quality men into quality members of the chapter.

If your chapter's reputation is strong and you have worked hard developing a prospect list, some of the names you receive will likely be friends of members. The initial contact with these men will be fairly easy. It is likely that the members will bring their friends to recruitment meetings or chapter events to meet the chapter members. An effective Vice President of Recruitment will have ample opportunity to get to know these prospects.

Many of the names on your prospect list may not be close friends or members. In fact, they may be perfect strangers who have come to your attention by way of a third-party recommendation or by way of a list of student leaders. Many of these "strangers" could eventually be your best and most active members, but you will never find out if you do not make the initial contact.

In reality, the "cold" call should really be a "warm" call, especially if a member, sorority member, alumnus, or campus administrator has recommended the prospect. A "cold" call is random, where the caller has no connection with or information on the person he is calling. In a "warm" call, the caller has a connection, the recommending party. You also have some information: you know that he is considered by the person who recommended him to be a Balanced Man.

Do not worry about the call. Keep in mind the worst thing that can happen during this "warm" call is the potential member can say, "No, I will not meet with you." Everything stays the same in your life and the person turning down the offer to meet with you will not get the chance to enjoy the SigEp experience that is making your college experience more enjoyable. On the other hand, if the prospect is open to new things and confident in himself, he will likely want to meet with a member of the chapter or attend a recruitment event. Approach the call as an opportunity to make a new friend.

Tips to Keep in Mind

- Understand that you are not trying to recruit him over the phone. The call is to set up an interview or invite the member to a recruitment event.
- Make sure that he does not feel like he is being asked to make a commitment to something over the phone.
- Build him up by telling him the qualities you described to the person who recommended him and by letting him know that you value his opinion.
- Don't take "no" for an initial answer. If he says he is not interested, tell him you want to learn why. He may have a good reason based on something factual or he may hold some common misconceptions. Either way, if you can show him another side during the interview, you may gain a valuable member.
- No matter how he responds to your comments, be cordial and polite. He may change his mind in the future or recommend the Fraternity to friends.

- Stay natural in your conversation. Practice sounding natural giving any response. Do not feel as if you have to adhere strictly to the script. Be personable and let the conversation run its natural course.
- Sigma Phi Epsilon represents balanced leaders, and he has been recommended as a person who represents these qualities.
- SigEp's recruitment program is very exclusive and based on recommendations of the very best men on campus.

Cold Calls — Sample Script

SigEp: “Hello. May I please speak with John Smith?”

Potential Member: “Hello. This is John.”

SigEp: “John, my name is _____ from Sigma Phi Epsilon Fraternity. You may have heard that we are contacting outstanding men about joining.”

Potential Member: “Yes.” (Find out where/from whom/etc.)

OR

Potential Member: “No.”

SigEp: ***If no***, “The reason I’m calling is because after speaking with _____ (Name of Sorority, Organization, Faculty Member, etc.) about SigEp and our Balanced Man philosophy, they suggested I speak with you.”

SigEp: I would like to meet with you and discuss the opportunities available to you with the nation’s largest fraternity.

Potential Member: “Okay.”

Set up a time to meet in the next 48 hours.

SigEp: “What’s your schedule like tomorrow? The next day?” ***Be sure you suggest times when someone on the recruitment committee is available.***

OR

Potential Member: “No.”

SigEp: ***Don’t give up.*** “We would still like to get your perceptions concerning Greek life and hear how you feel about SigEp more specifically. It will help us become a better fraternity. It will only take 10 minutes.”

Potential Member: “No.” (He is still not interested.)

SigEp: Can I send you some materials on SigEp and call you after you have a chance to look them over?”

Potential Member: “Sure.”

SigEp: ***Take down his address and mail him information immediately. Call him back seven days after mailing to set up an interview.***

OR

Potential Member: “No.”

SigEp: “Well, thanks for your time. Would you like my phone number in case you change your mind?” ***End the call accordingly.***