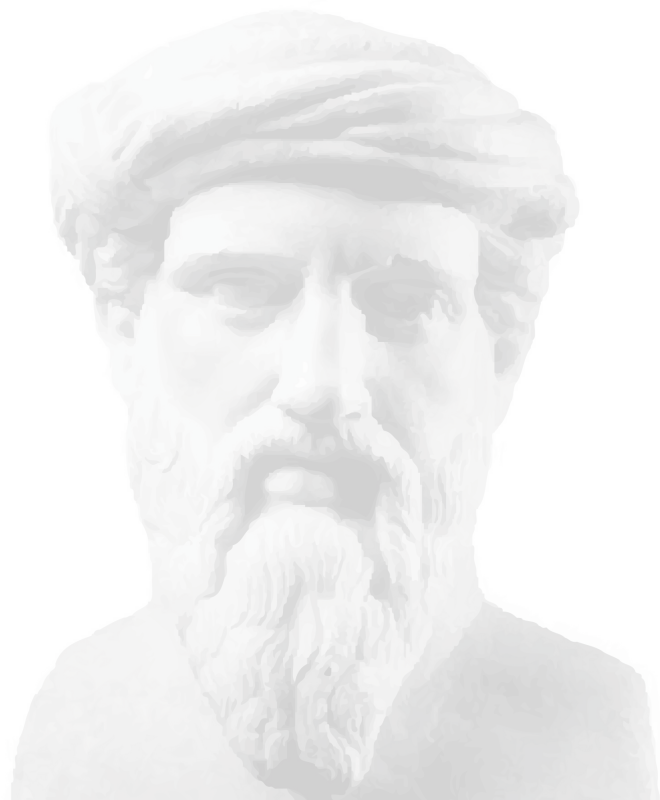


ACACIA FRATERNITY  
GOLD BOOK SERIES



# MEMBERSHIP RECRUITMENT



2008 EDITION

Gold Book Series  
Acacia Fraternity International Headquarters

# Membership Recruitment Gold Book



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## **About Acacia Fraternity**

Acacia Fraternity, founded in 1904 at the University of Michigan, is a non-profit organization headquartered in Indianapolis, Indiana, with chapters across North America. The headquarters staff serves as the pleasure of the International Council of Acacia Fraternity, which is elected by the International Conclave which meets every two years. Representatives from the local chapters of Acacia Fraternity constitute the International Conclave - each chapter represented by the undergraduate chapter president (Venerable Dean) and the alumni advisor (Chapter Advisor).

Acacia Fraternity has been the vehicle by which many young men have learned and improved their leadership skills, participated in human service activities, and prepared for a role of great importance in their communities.

The core values of Acacia Fraternity are Virtue, Knowledge, and Truth.

The mission of Acacia Fraternity is :

- A - Academic achievement and betterment of ourselves through participation in student activities
- C - Community service to better the lives of everyone who comes in contact with the Acacia Fraternity
- A - Acquire leadership skills to become more involved with and have a greater influence in society
- C - Character building experiences which bring about maturity, integrity, and a sense of responsibility
- I - Individual development which instills personal confidence in every social arena, and
- A - Ability to attract and retain people who represent and believe in these Acacian values

The vision of Acacia Fraternity is : “Preparing Tomorrow’s Leaders”

The motto of Acacia Fraternity is “Human Service”

## **About This Book**

This book provides the guidelines that are necessary for an undergraduate Recruitment Chairman to plan and execute a successful recruitment plan at the local chapter level. This guide is a work in progress, so if there is anything that is not included herein that you need to achieve success with the program, please contact Patrick McGovern Director of Membership Development, at [pmcgovern@acacia.org](mailto:pmcgovern@acacia.org). Acacia Headquarters welcomes all comments or questions.



## Dedication

This new edition to the *Acacia Gold Book* series, **Membership Recruitment** is dedicated to the 87 Leadership Consultants who have served Acacia so admirably since John C. Erwin started with the Fraternity in 1941.

Year	Consultant	University	Year	Consultant	University
41-46	John C. Erwin	Northwestern	83-84	H. Price Mounger III	L.S.U.
'47-53	George Croyle	California	'84-85	Scott J. Houston	Indiana
'49-49	Donald Bengard	Illinois	'84-86	Darold W. Larson	Washington State
'48-54	Edgar R. Kelly	Illinois	'85-87	Jeffrey J. Eller	Washington State
'49-52	Edwin L. Lemmon	Illinois	'86-87	Alexander Taylor	Iowa
'51-55	Walter E. Dahl	Ohio	'87-88	George R. White	New Hampshire
'54-54	Richard Poppel	Northwestern	'87-88	Jeffrey A. McQuarrie	Washington State
'54-56	Dudley C. Johnson	Vermont	'88-89	S. Kreg K. McCollum	Oregon State
'55-58	Roger W. Pearson	Iowa	'89-90	Michael D. Bolinger	California
'56-61	Robert E. Jepson	Kansas State	'89-90	Erik C. M. Church	Carleton
'57-58	Thomas D. Cox	L.S.U.	'89-90	Barrett K. Byrne	Washington State
'58-58	Jay M. Humburg	Kansas State	'90-91	Douglas G. MacCraw	Nebraska
'58-59	Larry J. Kelly	Indiana	'90-91	George M. Masswohl	Carleton
'58-59	Stanley A. Shaw	Southern California	'91-92	Andrew Jee	Oregon State
'59-61	Vernon L. Garrison	Oklahoma State	'91-92	Christopher G. Martin	Carleton
'59-61	Norman Saatjian	Long Beach	'91-93	George A. Levesque, Jr.	Carleton
'61-63	Edwin P. Kohler IT	Penn State	'92-93	Mark R. Zerba	New Hampshire
'61-62	David J. Bolger	Texas	'92-94	Martin T. McKnight	Oregon State
'62-63	John O. Bronson Jr.	Mississippi State	'92-94	David M. Lemke	Wisconsin
'62-63	Willard L. Fuller	New Hampshire	'94-94	Matthew P. Lathrop	Iowa
'62-65	Philip W. Cramer	Ohio State	'94-95	Gary J. Haag	Kansas State
'63-66	Harvey L. Logan	Long Beach	'94-96	Patrick A. Smith	Colorado
'65-66	Calvin O. Hultman	Iowa State	'95-96	Danny R. Beagle	Shippensburg
'65-67	Willard L. Fuller	New Hampshire	'96-97	Matthew O'Doherty	Indiana U. of PA
'66-68	Barry J. Lyerly	Colorado	'97-98	Michael O'B. Keating	Indiana
'67-69	Ron D. Hill	Washington State	'98-99	J. Matthew Warnock	Indiana U. of PA
'67-69	Thomas E. Bolman	Miami	'98-99	Robert R. Gallagher	Indiana U. of PA
'69-70	Chuck Stewart	Kansas	'00-01	Donald G. Rolfe	Oregon State
'70-71	Thomas Unternahrer	Oregon State	'01-02	Chad L. Dimmick	Central Oklahoma
'70-73	W. Thomas Nelson Jr.	Purdue	'01-02	Phillip R.P. Gushulak	Carleton
'71-72	Dallas M. Gandy	Central State	'02-03	Nicholas J. Churchill	Indiana
'71-74	Richard G. Shiffer	Penn State	'02-03	Blake J. Hutchison	Wisconsin
'72-74	Rodney K. Gangwish	Nebraska	'03-04	Morgan M. Kaufman	St. Cloud State
'74-75	James L. Bifano	U.P.J.	'03-04	Patrick W. McGovern	Indiana
'74-75	Stuart L. Warren	Illinois	'04-05	Timothy A. Phillips	C.U.P.
'75-76	Kenneth B. Harwood	Kansas	'05-06	Steven D. Meyer	Central Oklahoma
'76-77	Kevin T. Ryan	N.E. Oklahoma	'05-06	Jared N. VanZant	Central Oklahoma
'79-80	Thomas E. Piemik	Penn State	'06-07	Daniel G. Ross	Central Oklahoma
'79-80	R. Allen Gilstrap	Kansas	'06-08	Matthew L. Hamrick	Central Oklahoma
'80-81	John W. Swisher	Penn State	'08-09	Eric D. Wheeler	NW Okla. State
'80-81	Jose' R. Sanchez	U.C.L.A.	'08-09	Ryan M. Allen	Central Oklahoma
'81-83	Douglas D. Schmidt	Iowa State	'08-09	Jonathan A. Janoski	C.U.P.
'81-83	Scott M. Valley	Washington State			
82-83	Brett C. Thomas	Washington State			
'83-85	Bradley D. Colerick	Nebraska			

## Introduction

Fraternities have entered a new phase of development. Relying on “formal rush” as a complete recruitment strategy is not sufficient. Young men are growing more restless with house tours and views of the trophy case. They don't want to be rushed ... they need to be recruited. They want to know what a fraternity is really all about .

The previous version of this gold book stated, “It is time for Acacia to stop ‘rushing.’ It is time to start ‘recruiting’ new members.” As the fraternity continues to evolve, the focus of this version of the gold book will be, “It is time for Acacia chapters to stop utilizing a ‘static recruitment model’ and start utilizing a ‘dynamic recruitment model’.”

The purpose of this Gold Book is to help chapters implement best practices identified by the Headquarters Staff along with the “dynamic recruitment” model that Phired Up! Productions is teaching to fraternities across North America. If you've been to an Acacia Leadership Academy or Conclave in the past several years, you already know what “dynamic recruitment” is about. It is strongly recommended that you purchase and read, “Good Guys: the Eight Steps to Limitless Potential for Fraternity Recruitment” by Phired Up! Productions. The book will be referenced several times in this manual, and we provide some of their documents in the appendix (and they are available for free online at [www.phiredup.com](http://www.phiredup.com) ).

The days of “static recruitment”, when chapter members sit back and wait for prospective members to eagerly walk through their doors and believe everything we tell them about how great our scholarship, athletics, and campus involvement are over. Today's college freshman does not want to be force-fed how great our fraternity is and why they should join, they want to make friends and gain a feeling that belonging to Acacia will help them grow during their undergraduate years and beyond

The desired outcome of reading this manual is that you are able to plan and execute a recruitment strategy that aligns with Acacia Fraternity's Recruitment Philosophy. This document will help by providing knowledge about recruitment, by identifying ways to build skills at the local chapter level, and by identifying ways to cultivate the right attitudes about the recruitment process. Specifically, you will be provided with: examples of recruitment calendars, guidelines for a seminar to educate chapter members, steps for building a master names list, and strategies for following up with potential members. The Headquarters Staff expects that you will read this manual and create a recruitment strategy on paper that can be emailed to HQ for review and consultation. This strategy should be sent to HQ at least three months in advance of any recruitment efforts.

This manual is broken into five main chapters, including the supplements. The Headquarters Staff has done our best to reduce redundancy in this manual. Many times we list a specific page reference for a core concept. It is our hope that this manual will aid you in your recruitment efforts. If Acacia is to continue to prosper each chapter will have to become more skilled and organized recruiters. We hope this manual helps you to do so.

The international staff wishes you the very best of luck with your recruitment efforts.



## Chapter 1 - Recruitment Philosophy of Acacia Fraternity

Building a recruitment strategy for your chapter will require you to have a fundamental understanding of the following concepts. At first glance, you may not recognize the importance of one of these ideas, but trust in your fraternity leadership that these are the most critical to your overall success. Each concept is explained, and one or two suggestions are offered that will help you to implement the concept.

1. Recruitment is a learned science
2. Recruitment must be natural and spontaneous, or “People don’t join organizations, people join other people.”
3. Recruitment is effective only when members are personally motivated
4. Recruitment is year-round and dynamic
5. Recruitment is successful when the chapter has consistent talking points
6. Recruitment must always be proactive, not reactive
7. Your recruitment program must be organized
8. A Recruitment Chairman should be devoting about 50% of his time to personal follow-up
9. The character of your chapter is determined by who you recruit
10. First impressions last, and especially during recruitment
11. A chapters recruitment success isn’t just defined by this year, it is defined by the next several years
12. Acacia chapters should be focusing on recruiting the “maybe joiners”

\*Explanations of these elements of the philosophy on following pages





## Explanation of Recruitment Philosophy

### 1. Recruitment is a learned science

It is important to educate the chapter on how to recruit, and that will take some time. Do not assume that a member “understands recruitment” just because he got initiated, or “seems like a cool guy”. There are specific skills and attitudes that must be taught and understood to guarantee success.

- a. Each pledge class should participate in a recruitment seminar, presented by the recruitment chairmen; make this a part of your standard pledge education program.
- b. The entire chapter should participate in a recruitment seminar, including role plays, at the start of each semester to keep everyone’s skills sharp.

### 2. Recruitment must be natural and spontaneous, or “People don’t join organizations, people join other people.”

Even though it is a learned science, recruitment is no more complex than making a friend and then sharing with him something you believe in. Recruiting by building friendships is easy!

- a. Just invite him to participate in everyday activities that you would normally do with a friend. The difference is that you are considering him as a potential brother, which takes friendship to another level. But during the early stages, you are simply making friends.

### 3. Recruitment is effective only when members are personally motivated

As recruitment chairman, one of your roles is to verbalize the benefits that the chapter will enjoy if everyone participates in executing a successful recruitment effort. The most important ingredient in successful motivation is confidence, which is gained from both education and experience. You will lead the way in educating the members during the recruitment seminar, but the individual himself must participate and practice to gain experience and confidence.

- a. For each member of the chapter, and especially the ones that aren’t motivated to recruit, do your best to illustrate what benefits they will enjoy “if we sign 25 pledges” as opposed to signing 10.
- b. Remind each member of the importance of recruitment and show him where he personally fits into the picture. If he feels he’s an essential part of the team – indispensable to the total recruitment effort – he’ll produce. This feeling can be achieved by simply getting each active member involved in building the chapter’s recruitment strategy – a member will put more into something he helps build.

#### 4. Recruitment is year-round and dynamic

Don't make the mistake of filling up your recruitment calendar with large-scale and expensive "rush" events throughout the year. Focus on doing normal, everyday, smaller-scale activities with prospective members throughout the year. By doing this, you are making friends and friends are more likely to join your chapter than a complete stranger who came to a few large events.

The best chapters utilize a dynamic recruitment strategy every day of the year, and are able to recruit a potential new member at any time; there should never be a time when "we're not recruiting right now". The best chapters also plan for three distinct formal recruitment periods - summer, fall, and spring.

- a. Emphasize the importance of utilizing the full arsenal of strategies suggested in "Good Guys: the Eight Steps to Limitless Potential for Fraternity Recruitment" by Phired Up Productions. These include: Referrals, Summer Recruitment, Member Positioning, Membership Drives, Marketing for Names, and Formal Recruitment
  - i. If you are a Recruitment Chairman reading this manual, and you have not yet read "Good Guys: the Eight Steps to Limitless Potential for Fraternity Recruitment" by Phired Up Productions, please visit [www.phiredup.com](http://www.phiredup.com) to purchase a copy of the book. Reading this book will tie together many of the concepts discussed in this manual. Acacia Headquarters strongly endorses the methodology presented in "Good Guys", and challenges our chapters to implement dynamic recruitment.

#### 5. Recruitment is successful when the chapter has consistent talking points

We all know the list of benefits which chapters traditionally cite: scholastic development, leadership opportunities, service projects, social activities, athletics, etc. This may all be true, but in order to verbalize consistent messages, the chapter should sit down and discuss how to sell the benefits of membership.

- a. Contrast the "features" of being a member with the "benefits" of being a member.
  - i. Features - academic assistance, leadership opportunities, networking, social activities, intramural involvement
  - ii. Benefits - (different for everyone) living in the fraternity house motivates a member to excel academically; knowing the history of the fraternity makes a member feel a link to the past; having an alumni mentor means that I have an experienced brother looking out for my best interests
- b. The Ritual of Acacia should be a part of the recruitment process. Before the chapter will know how to recruit based on the values of the organization, they will need to review this document to ensure their own understanding. Acacia Headquarters strongly recommends that the Recruitment Chairman reads through the Ritual once per semester to remind himself of our founding principles, and that he incorporates this into the recruitment seminar for all members.

## 6. Recruitment must always be proactive, not reactive

While structured tours and open houses remain the norm in a few systems, informal recruitment is rapidly becoming universal. This is good but it involves a major adjustment. It is now necessary to actively recruit members away from the fraternity house. Those chapters that are able to “think beyond the walls of the chapter house” will be well-equipped to recruit a prospect from within his comfort zone. If you’re meeting up for dinner, take the extra step to go pick him up rather than just “having him meet you at the house.”

- a. Collect the schedules of all of your active members, and use them to identify open time slots that the members have during the week. Then look at your existing master names list for prospects, and try to schedule a lunch meeting between the active and the recruit. Follow up to get feedback

There are plenty of good potential members – in hometowns, residence halls, campus activities, classes. Small activities should be in place throughout the year to meet new people and to establish better relationships with those whom you have already made contact. Your chapter knows where to make the contacts – it’s just a matter of actually doing it.

## 7. Your recruitment program must be organized

Don’t be insulted by this “obvious” statement. You can probably remember how your last recruitment effort could have been more effective had there been better organization. You can’t be too organized.

Organization involves a lot more than throwing together a program and appointing a committee to carry it out. It entails hours of analyzing, developing, innovating, anticipating and motivating. The whole process can be broken down into three essential stages:

1. Planning – Every move, every operation, every last detail must be thoroughly planned beforehand. Don’t assume anything, don’t leave anything to chance. You can’t expect smooth or effective execution of a poorly planned program.
2. Educating – It is important to establish the goals of the program and to make sure that every active member has a good understanding of the goals. Each member must have a clear understanding of the program and know exactly where he fits in. If you haven’t convinced every last man that the program will fail without his input don’t expect much in the way of results.
3. Executing – You have to make sure that every member is contacting and following through on each and every potential member. This requires a fair amount of legwork and paperwork but the minute you aren’t on top of everything you can count on the recruitment effort paying off.

## **8. A Recruitment Chairman should be devoting about 50% of his time to personal follow-up**

Inadequate follow-up has been the downfall of many recruitment programs even though the program was otherwise effective. One potential problem is that a number of prospective members are met and befriended, but somehow no one writes down their contact information and passes it along to the Recruitment Chairman, and then rely on the Recruitment Chairman to follow up with that prospective member until he connects with them.

There are only two excuses for losing a prospective member: (a) You're not interested in the man, or (b) You've exhausted every reasonable means of getting him to pledge. Anything else constitutes neglect.

## **9. The character of your chapter is determined by who you recruit**

Any chapter that is struggling with members that don't seem to "get it" can trace their problem back to the expectations that are set during recruitment. If your chapter's recruitment strategy is to throw several big parties and "see who shows up", then recruit the men that come to the party, it should be no surprise that those same members are not very enthusiastic about some of the more challenging aspects of fraternity life – like values-based decision-making, treating the Ritual of Acacia with proper respect, or participating in the Cornerstones program.

The good news is that this kind of pattern can be broken in one semester! Using the guidelines in this manual, a recruitment chairman can implement a dynamic, values-based recruitment program to begin to attract men that will live out the values of our organization – Virtue, Knowledge, and Truth.

## **10. First impressions last, and especially during recruitment**

One of the most critical elements to understand is that you should treat every conversation with a prospective new member as "the one and only chance to have a meaningful conversation with this young man". It is easy to fall into recruitment routines and have a scripted answer for every possible question that may come up from a recruit, and that's not necessarily a bad thing. However, the recruiter must remember that the way he replies to a question from a recruit may be the largest determining factor of the impression that the recruit takes away from the experience.

So slow down, listen closely to what is being asked, and reply thoughtfully and passionately. Even though you may have stated the exact same thing 50 times to 50 different recruits, each time is your one and only chance with this one recruit.

## 11. A chapters recruitment success isn't just defined by this year, it is defined by the next several years

One of the most important aspects of your role as Recruitment Chairman is that of transition to next year's chairman. First, you need to maintain an up-to-date Officer Binder (guidelines for this given in the Officer Transition Gold Book, available from Acacia Headquarters). Second, you need to make note of every single aspect of this year's recruitment that didn't quite go as planned, and save that document. Third, you need to sit down with the new chairman and discuss every piece of advice that you have for him. It is now your responsibility to pass along any and all pertinent information to future generations of Recruitment Chairmen – do it well.

## 12. Acacia chapters should be focusing on recruiting the “maybe joiners”

In analyzing the pool of men on campus, three types emerge.

- 1) First is the “always joiners” group. These men will join fraternities with very little effort on the part of either the chapter or the Interfraternity Council.

These men are legacies, friends of current members, or acquaintances of alumni, and have been positively influenced on the benefits of Greek affiliation. They know on day one that they are going to join a fraternity. This pool represents about 15% of the incoming freshmen males on any campus.

- 2) The second type is the “never joiners” group. Men in this category philosophically do not agree with Greek organizations or have no interest in campus involvement. No matter what the chapter or IFC effort, these men will not join the Greek community – they also represent about 15% of the incoming freshmen males on any campus
- 3) The third type is “maybe joiners”, and on most campuses, it is the largest group, up to 70% of the male population. These men do not have complete information on the Greek experience, nor do they have positive acquaintances in chapters.

This is the population that Acacia chapters should be spending most of their time recruiting.

When fraternity men develop individual personal relationships with these men, fraternity is no longer an abstract concept but an organizational opportunity with a name and face. These men generally don't seek Greek membership, but many are ideal candidates for membership. The IFC and chapter recruitment effort must be personal, one-on-one, and active. These men will gain a favorable impression of Greek life only through meeting current members; handing them a publication will not cut it.



## From Rush to Recruitment to Dynamic Recruitment

When undergraduates are asked, “Where did the term rush come from?” most students shrug their shoulders and say, “It’s tradition, we’ve always called it rush.” Rush is defined for incoming students and prospective members in most Interfraternity Council (IFC) publications as “a series of events designed to give both chapter members and prospective members a fair and equal opportunity to become acquainted as friends.”

Most of our members don’t realize the term rush comes from the 1930s. New students would arrive on campus by train and the fraternity men would rush to the train station to “spike” or “pin” ribbons bearing the fraternity colors on prospective members’ lapels. These ribbons designated the fraternity’s interest in recruiting them into the chapter. Sure, the members wanted to meet new friends but they were mostly concerned about filling the bed space in the houses to maintain their finances. This urgency of rushing to the train station and claiming prospective members as our own stayed with us.

Rush	Recruitment
<p>RUSH is associated almost exclusively with the ALWAYS joiners. The typical prospect is a freshman.</p> <p>Being new to college life, away from home for the first time, they tend to focus on the more superficial aspects of fraternity membership ... parties and drinking. Because of the short, compressed and hectic rush period, fraternities tend to inadvertently sell the wrong things ... parties and drinking. Because of the artificial atmosphere of rush and time pressures, there is little inclination to focus on values, i.e., academic performance, self-development, service learning, etc. As a result, a lot of mistakes are made.</p>	<p>RECRUITMENT focuses on the MAYBE joiners all year long without the time pressures of rush. MAYBE joiners are the largest pool of potential new members.</p> <p>“Recruitment” is defined as the process of finding the MAYBE joiners, making them a friend, introducing them to others in the chapter, introducing them to a fraternity, asking them to join a fraternity.</p> <p>We go to them; they do not come to us. Recruitment is a process of inviting these new acquaintances to activities: intramural games, dinner, chapter service project, to the library to study ... to the many things we do every day.</p>
<p>Rushing on many campuses is frequently very expensive.</p>	<p>Recruitment of the MAYBE joiners is not expensive. Just do normal, everyday activities.</p>
<p>Words associated with RUSH are: urgent, hurried, hectic, short and compressed.</p>	<p>Words associated with RECRUITMENT are: planned, friendship-based, process, and ongoing.</p>

The recruitment model recommended by Acacia Fraternity follows the model created by Phired Up Productions – “dynamic recruitment”, which differs from “static recruitment”.

Static Recruitment	Dynamic Recruitment
<p>Static Recruitment is defined by <b>relying on the “same old bag of tricks as we always have”</b>, meaning a chapter that thinks that because they host a “big event”, they will be able to recruit the right men. It is also <b>defined by a chapter that thinks a witty or off-color t-shirt is going to help them recruit</b>. A static recruitment chapter only argues if a recruit is a “good guy” or not, <b>having low expectations for future members</b>.</p>	<p>Dynamic Recruitment is <b>defined by a continuous manner of recruitment</b>, 365 days per year, that relies on <b>befriending prospective members, inviting them to normal, everyday activities, and eventually asking them to join</b>. A dynamic recruitment chapter will have a strategy that hits all <b>“6 cylinders of recruitment”</b>, they will have established some <b>“values-based selection criteria”</b>, and they will <b>rely on their Names List to stay organized</b></p>

## Three Steps to Dynamic Recruitment

- Step 1 - **Evaluate** the most recent recruitment period:
  - Did the chapter discuss the profile of an ideal brother (values-based selection criteria)?
  - Does the chapter have a strategic plan for targeting and recruiting specific individuals who would positively contribute to the chapter?
  - Have members invited non-members to everyday fraternity activities (service-learning activities, intramural sports, workshops, study breaks) so they could sample fraternity life and observe the broad experiences one could gain as a result of fraternity membership?
  - Examine the process of new member orientation. How does the current program inhibit year-round recruitment? How can those activities be altered to increase the probability of a successful change from rush to recruitment?
  - What does the chapter do well in relation to recruitment?
  - What is the chapter challenged by in relation to recruitment?
  - Does the chapter have a strategy for addressing all “6 cylinders of recruitment” identified by Phired Up Productions?
  
- Step 2 - **Educate**
  - Schedule a Recruitment Seminar and teach all of the recruitment skills
  - Concentrate on developing life-long skills such as social interaction and conversation skills. Invite respected alumni brothers to talk about how their experience is helping them in their professional work. Consider inviting alumni members who are professional recruiters for companies to talk about the skills needed to recruit competent, valued individuals.
  - Hold a social event with a sorority and ask the women to talk with the members about expectations regarding etiquette, entering into conversations with someone you don't know, and exiting conversations so the individual can meet more members of the fraternity.
  
- Step 3 - **Execute**
  - Talk about the values of the fraternity during recruitment
  - Challenge the brothers to complete a “5 for 5 Challenge” - each member of the chapter would walk up and greet 5 total strangers on-campus during the week and get their contact info, then turning it in to Secretary to log on Names List.
  - Take advantage of the experiences and skills of fraternity volunteers and staff members. They can be available for educational recruitment programs. Request a model recruitment workshop during chapter visits.
  - Look for opportunities to update alumni volunteers in the chapter newsletter and other publications. Provide materials and other support pieces so they can assist the chapter with this change. Print alumni testimonials highlighting the benefits of recruitment. Invite them to share why recruitment is important to the continuity of the chapter.

## Roles and Responsibilities

The role of the Recruitment Chairman varies slightly at each chapter, depending on the personality of the officers. However, there are some specific roles and responsibilities that each Recruitment Chairman is accountable for.

### Roles

- **Hospitable Host** – as Recruitment Chairman you should be more prepared than anyone else in the chapter to play the role of a host to any prospective members. You need to be organized enough that at any given moment, you could stop what you’re doing to meet a prospective member and talk to him about Acacia.
- **The One Who Seeks Clarity** – as the chairman, you will often be the one advancing the conversation toward either offering the prospect a bid or a disqualifying him from consideration. You will need to be well-versed in the Recruitment Philosophy of Acacia Fraternity, and prepared to ask direct questions in order to ascertain the true feelings of a prospect.
- **Deliverer of Bids** – this process actually starts the moment you engage in conversation with a prospect. You will learn later in this manual how to use the “pre-close” strategy in an effort for 100% bid acceptance (meaning you should never offer a bid unless you are 100% sure that the prospect is going to accept.) You should be the official representative of the chapter for this delicate process, because you will have the skills and the trust of the chapter.

Areas of Responsibility	Actions in this Area
Create the Annual Recruitment Strategy	Establish budget, calendar, and goals
Establish values-based selection criteria	Lead discussion to establish criteria
Educate the Chapter on the necessary fraternity knowledge, skills, and attitudes	Plan and lead a Recruitment Seminar
Be main point of contact for prospective members up until the time of them signing their bid, at which point the Senior Dean becomes responsible	Ensure that your contact information is available in multiple locations. Manage all recruit contact information on a spreadsheet. Notify Senior Dean as you gain commitment
Maintain all information on the Names List, including contact information, which you will hand off to the Senior Dean as the beginning of their membership experience approaches	Create Names List spreadsheet. Oversee the maintenance of Names List. Ensure that every man on that list is contacted and considered, or disqualified from consideration.

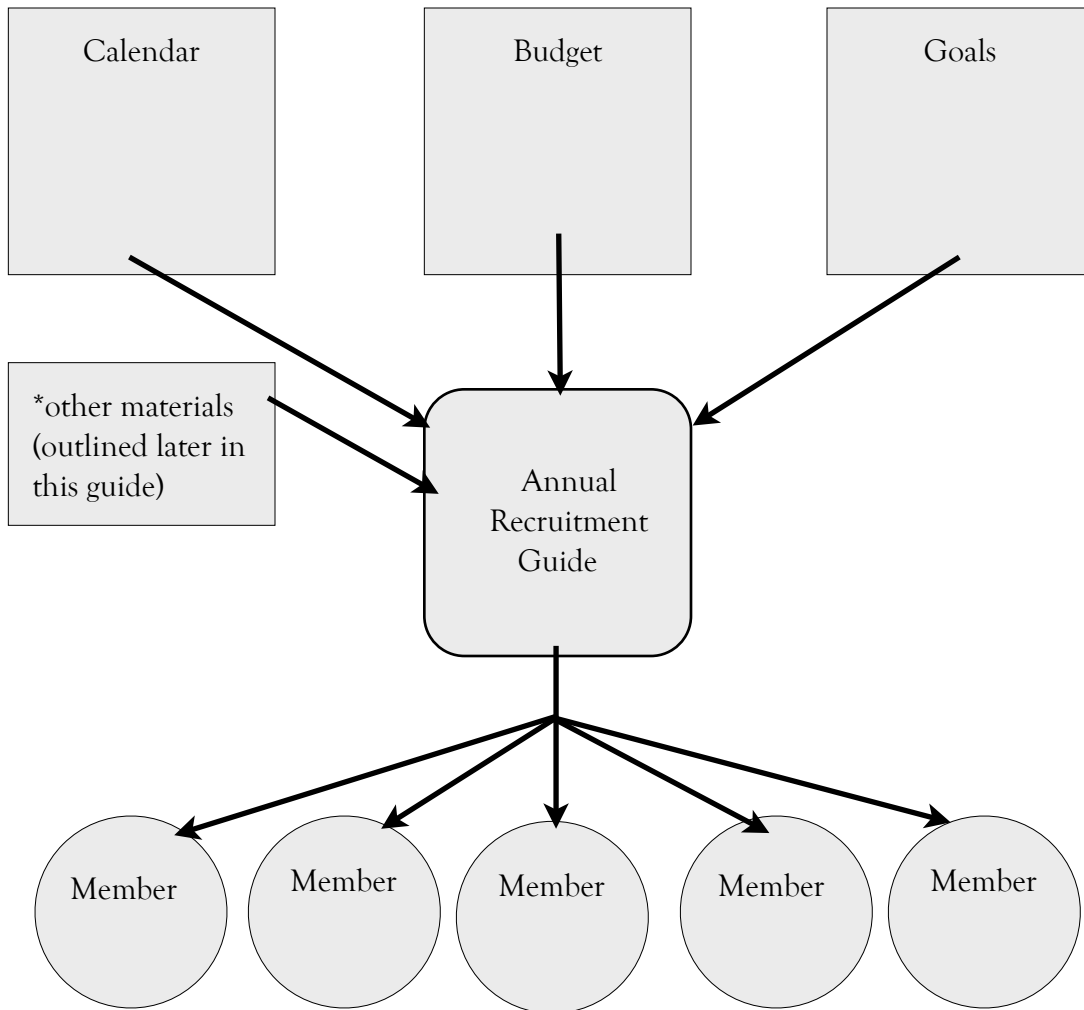


## Chapter 2 - Planning Your Chapters Recruitment Strategy

### Part 1 - Documentation

As you prepare for recruitment, there are a few things that will require some careful planning in order for the strategy to be well-executed. During this portion of your strategy process, you will create some documentation that is relevant and replicable. With consultation from your fellow chapter officers, you will create the following documents:

1. A calendar
2. A budget
3. Goals
4. Annual Recruitment Guide



## Building a Calendar

Your calendar must meet the following requirements to be effective:

The calendar must:

- integrate with chapter operations
- integrate with the host university calendar
- be public and accessible
- be communicated to local alumni and Acacia HQ

**Integrate with chapter operations** - meaning that you should be taking every other chapter event into consideration, including any service events, social events, chapter meetings, etc. You must inform your members enough in advance so they can plan their academic schedule to fit the chapter's recruitment needs.

• *Ask yourself:* When is the exact date that these pledges will be initiated? Then, count backward on the calendar for the amount of weeks that pledgship will fill. You will then have your "last possible day to sign a bid." Then, look at the calendar to identify today; and figure out how many days you have between today and the "last possible day to sign a bid".

**Integrate with the host university calendar** - meaning that you should take any on campus events into consideration.

• *Ask yourself:* Are there any campus events scheduled that would prevent members from being able to participate? Is there a mandatory freshman seminar on alcohol abuse on a Tuesday night? If there is a fun campus event going on, find out which brothers are going and try to organize a group of them to meet up with any prospective members at the event.

**Public and accessible** - meaning that it needs to be communicated to every brother through multiple mediums. Make weekly announcements at the chapter meeting. Post a physical, tangible calendar in a conspicuous area of the chapter house, and create an online calendar as well, with reminders for activities.

• *Ask yourself:* Does every member of the chapter know when the crucial recruitment events are scheduled? Have I done everything I can to encourage every brother to attend?

**Communicated to local alumni and Acacia Headquarters in advance** - meaning that you will inform local alumni (Chapter Advisor, Recruitment Advisor, House Corporation Board) and Acacia HQ of your calendar of activities, at least two months in advance.

• *Ask yourself:* Do local alumni and Acacia HQ know our plans, and do they have enough time to offer advisory guidance based on their expertise?

### Next Actions: Calendar

- ✓ Fill out the Calendar Worksheet in the back of this guide
- ✓ Send a copy to local alumni and Acacia HQ (acacianat@acacia.org)

## Setting a Budget

Your budget must meet the following requirements to be effective:

The budget must:

- be approved by the Venerable Dean and Treasurer, 6 months in advance
- not be focused on large events (partying), but rather focused on small activities
- give you the authorization to spend funds without needing approval for every item

**Be approved by the Venerable Dean and Treasurer, 6 months in advance** - It is important that the leadership of the chapter knows how and why we are spending funds, and to have a long-term focus on cash flow. It is your responsibility to forecast how much money it will take to reach the chapters recruitment goals.

• *Ask yourself:* Based on experience from previous years (and hopefully some notes from previous recruitment chairmen), what is a realistic figure for “the cost to recruit one new member”? What is that cost when multiplied by our goal? Are there any areas that I think we can do something differently to save money and improve results?

**Not focused on large events (partying), but rather focused on small activities** - A fundamental part of our Recruitment Philosophy is that “recruitment is year-round and dynamic”, which means that the chapter should not be focused on spending a large percentage of your budget on “three huge parties”, but rather spending your budget on “smaller, more individual activities” like going out to dinner, bowling, or a poker game at the chapter house.

• *Ask yourself:* If we spend our funds on hosting large parties with the hope of attracting members, can we truly be upset when those future members don’t want to participate in anything but the parties? Is having a large party the best way to meet our future brothers on a personal basis? Do we really get to know someone better at a party, or in a smaller group while doing normal, everyday activities?

**Proper authorization** - As the Recruitment Chairman, you are undoubtedly very busy, especially during some peak times of the year. For the sake of efficiency, you should have access to funds (or a credit card) that have been specified for recruitment. Having to coordinate with the Treasurer every time you want to have lunch with a potential member, or buy refreshments for a cookout at the chapter house, can waste precious time. The chapter has put their faith in you to screen and select new members, they need to also give you full authority to spend funds efficiently.

• *Ask yourself:* Have I presented a “request for funds” to the Treasurer, and fully justified all of the funds to be spent? Is it detailed enough so that the chapter will trust me to use the funds wisely? What do I need to do to gain proper authorization?

### Next Actions: Budget

✓ Create some initial budget projections and present them to the Treasurer

## Establishing Goals

Your goals must meet the following requirements to be effective:

Your goals must:

- be based on a set of “values-based selection criteria” (quality)
- be based on future chapter needs (quantity)
- fulfill the SMART goals guidelines
- take “failure” into consideration and plan to be resilient

**Values-based Selection Criteria (quality)** - This term simply refers to the process by which a chapter identifies potential members who meet the personal standards of the chapter, in terms of their quality. This process ensures that a level of dialogue is happening at the chapter level about “what kind of men we want to invite to join our brotherhood.” See next page on “values-based selection criteria”.

*Ask Yourself:* If I had to describe an ideal member of Acacia Fraternity, what values would be most important? What standards would an ideal member demonstrate to make him a prime candidate for membership?

**Future chapter needs (quantity)** - It is a simple fact that the fraternity needs at least a certain number of men to operate, and that number can be driven even moreso by the financial burden of living in a chapter house. Complete the Quantity Worksheet in the back of this guide.

*Ask Yourself:* How many men do we need to recruit?

**SMART goals guidelines** - Any time you write out a goal, it should meet certain criteria. Working through this mental process will help you focus your goals and increase the likelihood that you will achieve them.

*Ask Yourself:* Is this goal “specific”? Is it “measurable”? Is it “attainable”? Is it “relevant”? Have I applied a “timeframe”?

**Take failure into consideration, plan to be resilient** - No chapter of Acacia can claim to have pledged and initiated every single man that they have tried to recruit. One of the most important mindsets to have is that “we’re going to hear a lot of people say ‘No’, and that’s okay”. If you talk to any salesperson in the world, they will tell you that a “successful sales ratio” would be to close to one sale out of 200 or more prospects. They expect to hear “No”, and it doesn’t phase them to hear it over and over. Set this expectation with the members of the chapter - “Guys - we’re gonna have to contact several hundred men, at least, to get to our goal of pledging 20 men. Don’t get discouraged when we hear a “Not interested” reply. We’ll get the next guy!”

### Next Actions: Goals

✓ Complete the “values-based selection criteria” form and the “quantity worksheet” in the back of this guide

## Establishing Values-based Selection Criteria

One of the most clear trends today in the greek world is the movement toward what is referred to as “Values Congruence”. Simply stated, values congruence is a measure of how well the actions and behaviors of our members align with our stated values. Over time, there is a general feeling that many fraternity and sorority chapters have not lived up to their stated values. As alumni of the fraternity, and especially during a new colony expansion, it is critical that we can verbalize our values and determine which potential members align with those values.

You may remember from the Acacia Ritual that our “three guiding principles”, or values, are Virtue, Knowledge, and Truth. We can use these as a baseline and expand upon these values as we prepare to seek out new members for the colony. These criteria should be displayed during recruitment events, used to determine who is qualified to receive a bid, and help make new members aware that they were chosen based on their achievements and character within these standards.

### Next Actions to Establish Values-based Selection Criteria:

1. During a Chapter Meeting (or Recruitment Seminar), hold a discussion with all brothers to establish the criteria (or standards) by which you will identify potential members whom you want to invite to join.
2. Establish which Values are most important to the members of the chapter - be very specific here, and write those down on one side of the paper.
3. Establish the Criteria (standards) that will clearly indicate that a recruit is qualified to receive a bid - these need to be observable by the brothers so we know it when we see it.
4. Create a one-page document that states the Values and Criteria, and provides a space in which each new member can be rated
5. Use this one-page document to rate each potential new member

Values	Standard	Rating (out of 5)
Academic Excellence	3.2 High School GPA, 3.0 College	
Community Service	Demonstrated history of community service, passion for helping those in need	
Sociability	3 brothers speak on his behalf, but not just brothers from one clique in the chapter	
Leadership	At least 1 high school or extracurricular leadership position, Has joined at least one campus organization	
Athletics	Some routine of physical activity, Desire to be in good physical condition	
Desire to succeed	Has future goals and aspirations, Willing to listen to others	

## Two Fallacies of Recruitment Goal Setting

There will be times when your chapter brothers may try to bog down the recruitment process by saying that the chapter shouldn't set goals - but rather just "try to get as many of the best guys as possible." They do this because they don't want to be accountable - so try the following responses.

### #1 - "We shouldn't set a goal because we focus on quality, not quantity".

Response - Quality and quantity do not oppose each other, but rather, they complement one another - it's important to have goals in both categories. If your chapter has worked through establishing "values-based selection criteria", you should have a clear idea of who you are looking for (quality), therefore making your selections about who to bid more efficient, which means that you can potentially recruit even more men (quantity). We have a responsibility to not only recruit the highest quality men, but also to recruit enough of them to fulfill our financial obligations, our campus involvement goals, and other expectations that go along with being an Acacian.

### #2 - "Setting a recruitment goal will lead to a compromise in quality, because we'll be so focused on getting to that number - that we'll sacrifice the quality of the men."

Response - That is an irrational thought because it assumes that "instead of working hard to find the best men, the chapter will ultimately settle for anybody to satisfy a quantity goal, and move on to the next project." Easy answer - don't do that. The chapter is not "working to satisfy a quantity goal", the chapter is "working to identify and initiate men that hold the same values that we do as an organization", and that process should be quality-driven every single time, thus giving you the opportunity to drive your quantity as high as you possibly can.



## Publishing an Annual Recruitment Guide

As you prepare to move into the next stage of your recruitment strategy (educating the chapter), it is important that you create a document to physically hand off to every member of the chapter that contains all relevant information that they need to know in order to execute a successful recruitment strategy.

<p>This guide should include:</p> <ul style="list-style-type: none"><li>• Calendar</li><li>• A statement of the expectations of every brother in the chapter, as related to recruitment</li><li>• Values-Based Selection Criteria</li><li>• Goals</li><li>• Facts about Greek life at your university</li><li>• Facts about Acacia Fraternity (local and international)</li><li>• Famous alumni</li></ul>	<ul style="list-style-type: none"><li>• The Five F**n Ways to Master Conversation</li><li>• Quality Response Guide</li><li>• Small Activity Ideas</li><li>• A visual representation of your Names List and Progress Chart (War Board)</li><li>• Instructions for how to submit names for the Names List</li><li>• Copy of Prospective Member Info Sheet</li><li>• A copy of all recruitment publications (brochures, flyers, posters)</li></ul>
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## Part 2 – The Recruitment Committee

Before you get started on your recruitment strategy, it is wise to appoint a committee of brothers to assist you in the process. This team should be comprised of brothers that will “do all of the small things” to keep recruitment flowing.

It is recommended that the committee be comprised of the following members (and you can add committee members as needed - the important thing is not the specific brothers that are on the committee, but that the responsibilities get taken care of.

Role	Responsibility
Recruitment Chairman (Chair of Committee)	Create Annual Recruitment Guide
	Educate the Chapter
	Deliver all Bids (Invitation to Join)
	Oversee the Names List & all Communications
Secretary	Maintain Names List
	Establish priority level for contacting each potential new member
	Inform other committee members about who needs to be contacted
Junior Dean/Social Chairman	Maintain and plan the Schedule of activities
	Communicate the Schedule to the Active Chapter
At - large Member #1	to coordinate on-campus marketing, dormstorming, etc.
At - large Member #2	to ask the Recruitment Chairman “What else needs to be done?”





## Chapter 3 - Educating the Chapter

It was stated in the Recruitment Philosophy that the chapter must learn how to recruit (it is a learned science) and must have a clear understanding of the program. To accomplish this your chapter must have a plan to ensure a proper level of understanding and skills.

There are many ways to approach this educational program and it is up to each chapter to decide what type of program best fits its needs. In whatever fashion the chapter approaches it, however, there are a few areas that must be covered:

1. **Knowledge/ Fraternity Education** – Each member must have a strong working knowledge of the campus's Greek system and Acacia Fraternity. Remember...knowledge increases confidence.
2. **Attitude/ Motivation** – The educational program should instill a positive and willing attitude in the members of the chapter. The program should help them remember why they joined Acacia and give them the tools to recruit confidently.
3. **Skills/Abilities** – Each member must be able to demonstrate the fundamental skills required for membership recruitment.

These three elements can be thought of as a pyramid- with knowledge being the base, attitude being the middle portion (which connects the base to the top), and skills being the top of the pyramid. We start with building up the knowledge of each member, then instill them with the proper attitude, then provide a time and place for them to hone their skills.



## Part 1 – Knowledge, Fraternity Education

**Purpose:** To provide each member of the chapter with all relevant knowledge that they will need to be a successful recruiter.

*Note: The elements on the following list should be discussed, and the Recruitment Chairman should provide a handout of information for each member to take away from the discussion.*

- Core Values of Acacia Fraternity: Virtue, Knowledge, Truth
- Motto: “Human Service”
- Mission:
  - **A**cademic achievement and betterment of ourselves through participation in student activities
  - **C**ommunity service to better the lives of everyone who comes in contact with the Acacia Fraternity
  - **A**cquire leadership skills to become more involved with and have a greater influence in society
  - **C**haracter building experiences which bring about maturity, integrity, and a sense of responsibility
  - **I**ndividual development which instills personal confidence in every social arena, and
  - **A**bility to attract and retain people who represent and believe in these Acacian values.
- Vision: “Preparing Tomorrow’s Leaders
- Facts about Acacia Fraternity at your university
  - Number of initiated members
  - History of the local chapter
  - Famous alumni members
  - Majors of active members
  - Typical weekly schedule
- Facts about Acacia International Fraternity
  - Number of chapters and colonies, and their locations
  - History of Acacia Fraternity (inter)nationally
  - Famous alumni members
  - Acacia Leadership Academy & Conclave



**Knowledge, Fraternity Education continued**

- Understand “The product” - The chapter must decide and the members must be reminded what the chapter has to offer prospective members. Furthermore, the chapter needs to understand its own purpose. An organization without a purpose is simply a group of people.
- Know the difference between “features” and “benefits”, and focus on “benefits”

Features	Benefits
In-house kitchen with scheduled meals	Convenient meal schedule is convenient; I don't have to think about where to eat dinner each evening
Great alumni involvement	We get to know successful men in various industries that want to see us succeed as well
Basketball court	The chapter house facilities make it convenient for brothers to have fun together
Renovated bathrooms	Updated living conditions means that brothers take pride in living space, and want to see it improve
Wifi throughout chapter house	Our members can conveniently access the internet, get work done in the privacy of their rooms
Part of an international fraternity	Brothers all around the continent that are bonded through our Ritual, and would welcome me if I was traveling or relocated

- Understand “The competition” - Is the primary competition the other fraternities on campus, or the newly-renovated townhouses popping up around campus, or is it an overwhelming anti-greek sentiment at the university? Either way, our members should know the way that the competition thinks, what they have to offer, and how to respond to their presence.

## Knowledge, Fraternity Education continued

- **Terminology:**

**Rush** – an old term that is not used anymore because it reflects an old school model of attracting members by literally racing to meet freshmen as they arrive on campus and “hard-selling” them on the benefits of joining a chapter; rush only touches the tip of the iceberg when it comes to a successful recruitment strategy

**Static recruitment** – a stale recruitment model that focuses on “hosting big events”, giving a bid to anyone that is a “good guy”, and simply hoping that the chapter does well with recruitment

**Dynamic Recruitment** – the year round proactive process of seeking high quality men through a system built for success

**PNM** – Potential/Prospective New Member

**Deferred recruitment** – an anti-Greek policy that some university administrators advocate for, which states that new students at the university may not join a fraternity for a specified period of time during their first year on campus; many in the fraternity world see this as a violation of the first amendment right of “freedom of association”; if this is the policy on your campus, you need to let Acacia Headquarters know as soon as possible

**Bid** – a piece of paper that states that a chapter is inviting a potential new member to join the brotherhood

**Pre-close** – a strategy for 100% bid acceptance; using this strategy, a chapter should never give a bid to a potential new member if they aren’t 100% sure he is going to accept the bid; it puts the hard work on the front end of the recruitment interaction and eliminates ambiguity for the chapter

**Quality responses** – scripted responses to the most commonly stated objections to joining a fraternity

**Always joiners** - These men are legacies, friends of current members, or acquaintances of alumni, and have been positively influenced on the benefits of Greek affiliation. They know on day one that they are going to join a fraternity. This pool represents about 15% of the incoming freshmen males on any campus.

**Maybe joiners** – on most campuses, it is the largest group, up to 70% of the male population. These men do not have complete information on the Greek experience, nor do they have positive acquaintances in chapters. This is the population that Acacia chapters should be spending most of their time on.

**Never joiners** - Men in this category philosophically do not agree with Greek organizations or have no interest in campus involvement. No matter what the chapter or IFC effort, these men will not join the Greek community – they also represent about 15% of the incoming freshmen males on any campus

## Part 2 – Attitude/Motivation

**Purpose:** To challenge each member of the chapter to develop a winning, positive attitude regarding recruitment.

The most important part of this section is to ensure that everyone in the chapter understands the Recruitment Philosophy of Acacia Fraternity, and has the attitude that they will participate as such.

1. Recruitment is a learned science
2. Recruitment must be natural and spontaneous, or “People don’t join organizations, people join other people.”
3. Recruitment is effective only when members are personally motivated
4. Recruitment is year-round and dynamic
5. Recruitment is successful when the chapter has consistent talking points
6. Recruitment must always be proactive, not reactive
7. Your recruitment program must be organized
8. A Recruitment Chairman should be devoting about 50% of his time to personal follow-up
9. The character of your chapter is determined by who you recruit
10. First impressions last, and especially during recruitment
11. A chapters recruitment success isn’t just defined by this year, it is defined by the next several years
12. Acacia chapters should be focusing on recruiting the “maybe joiners”

Additionally, it is critical that members of the chapter have the following mindsets:

- “We have a great opportunity to present to this potential member - the promise of lifelong brotherhood.”
- “I will not dis-qualify any potential member until he has told me explicitly that he is not interested.”
- “Just because our chapter has some issues that are not perfect, does not mean that I am going to be lazy during recruitment, or try to make excuses for not being actively recruiting.”
- “If we don’t recruit in a timely manner, we’re effectively closing the chapter down ourselves - it is our responsibility to ensure the continued viability of this chapter.”

Some ideas to reinforce the right attitudes:

- The Recruitment Chairman should guide the chapter through the “Build Your Dream” exercise outlined on pages 64-66 in “Good Guys”. Post the results of this exercise in public areas of the chapter house.
- Assign an “accountability buddy” for each member of the chapter to keep each other motivated.
- Realize that each brother is motivated by something entirely unique – but based on either “the pursuit of pleasure” or “the avoidance of pain”. Develop a spreadsheet listing each brother in the chapter, with a column that states whether they are primarily motivated by pleasure or pain, and a third column that states any specifics related to that person. Then survey every brother in the chapter to find out the best way to motivate them. Rely on this information to drive results.

### Part 3 – Skills/ Abilities

**Purpose:** To provide a time and place for each member to develop usable skills that will be helpful during the recruitment process, and to establish how each members efforts are coordinated with the overall recruitment strategy.

The following skills are outlined later in this guide, and represent the full set of skills that each member of the chapter need to exhibit:

- a. Know Your Product
- b. Skill: The Introduction
- c. Skill: Remembering Names
- d. Skill: The Conversation
- e. Skill: Responding to Objections
- f. Skill: The Goodbye
- g. Skill: Follow-up
- h. Skill: Telephone Contacts
- i. Skill: Successful Dorm-storming
- j. Skill: Maintaining the Names List (Progress Chart)





## Goal Setting Form

Personal Goal #1

Goal:

Timeframe:

Next Actions: 1)

2)

3)

4)

5)

Personal Goal #2

Goal:

Timeframe:

Next Actions: 1)

2)

3)

4)

5)

Personal Goal #3

Goal:

Timeframe:

Next Actions: 1)

2)

3)

4)

5)



## Chapter 4 – Executing Your Recruitment Strategy

This chapter of the manual will focus on the execution of your recruitment strategy. For the purposes of this manual, we will primarily discuss “informal” or “continuous open” or “dynamic” recruitment. In the past, the Headquarters has provided detailed guidelines for both Formal Recruitment and Summer Recruitment. In this version of the manual, we will not spend time duplicating the information for each of these areas, but rather assume that the chapter is operating a “dynamic recruitment” model year-round, and that as a part of their overall strategy, the chapter develops specific strategies for both Formal and Summer Recruitment at the appropriate times of the year.

Continuous open recruitment is characterized by little or no control on the chapter by any outside organization, be it IFC or some other body associated with the university and the Greek system. Continuous open recruitment (or dynamic recruitment) is probably best characterized by comparing it to free enterprise. It is up to the individual chapters to go out and recruit new members. No one will do it for you.

After the membership has been educated about how to recruit (via the seminar) there are seven major steps to successful continuous recruitment:

1. Getting Organized
2. Building a Names List
3. The Control System
4. Contacting Prospective Members
5. Activities
6. Follow-up
7. The Bid

Acacia Fraternity Headquarters would recommend that you as a Recruitment Chairman read the book, “Good Guys: the Eight Steps to Limitless Possibility for Fraternity Recruitment”, by Phired Up! Productions; and use that book as a guideline to implementing “dynamic recruitment”. However, the following section of guidelines are recommended as a bare minimum for a chapter to build a successful recruitment program.



## Step 1 - Getting Organized

This step consists of some of the things you've already been working on, including:

- Calendar
- Budget
- Goals
- Annual Recruitment Guide

The next step to take here is to schedule and execute the Recruitment Seminar. The chapter should walk out of the seminar with the following:

- a. A list of recruitment activities listed on a calendar
- b. An increased ability to perform the necessary skills for successful recruitment
- c. A list of names of potential new members and,
- d. A high level of enthusiasm

## Step 2 - Building a Names List

If you do not have a pool of names to draw from it stands to reason that you will not recruit new members. Obviously it is important that you contact many more men than you wish to pledge.

The statistics vary on this point. Some say that for every twenty men you contact you will pledge one. Others say is more like five to one. Either way - many more men must be contacted than you wish to actually pledge. The first step in contacting people is developing your list of names.

Phired Up! Productions teaches that a successful chapter will be “hitting on all 6 recruitment cylinders” to build their Names List. Any chapter that misses even one of these areas are not giving themselves the best opportunity for a successful year of recruiting.

1. Referrals
2. Summer Recruitment
3. Member Positioning
4. Membership Drives
5. Marketing for Names
6. Formal Recruitment

**Note:** More in-depth information about “Building your Names List” - see Skill section.



### Step 3 - The Control System And Preparation

Before your chapter will be ready to contact prospective members it is necessary to build some areas of responsibility into your program.

#### **Recruitment Teams**

The first step is to form recruitment teams. These teams should consist of two members, preferably members who complement each other. Then divide the master list into groups of no more than 10. Try to do this in some organized fashion, i.e. group the names by dorm or by area of campus. Then give each recruitment team a list and inform them that they are to contact each person on their list and get back to the recruitment chairman with the results. A deadline should be built-in to insure that contacts are made. It is up to the Recruitment Chairman to motivate the members to make these contacts. A few signs around the chapter house and subtle reminders at meals will work wonders.

#### **Control System**

It is obvious that the Recruitment Chairman will have a large number of names to keep track of during the recruitment process. He needs a control system. A good control system will insure that you will not lose a prospective member due to neglect. If used correctly a control system will allow the Recruitment Chairman to know exactly where the chapter stands with each prospective member.

A control system is made up of:

- Prospective Member Info Card
- Names List
- Status Sheet
- Digital Status Sheet
- web contact form

#### **• Prospective Member Info Card**

Info cards will be turned in by each team on every person they contact whether the contact is made in person or by phone. Three by five (3" x 5") index cards work fine for this purpose. Each card should contain:

1. Candidates full name
2. His campus address
3. His cell phone number & email address
4. A brief physical description
5. A brief list of his interests
6. Any comments the team members have
7. The initials or roll number of the team members
8. A rating of the man (1 to 10 ascending)

It is not mandatory that all this information be obtained during one visit. These cards will be used

throughout the recruitment process.

After a team has contacted a potential member they should give the completed card to the recruitment chairman. This will be the only paper work the team has to do. Make sure they do it.

The Recruitment Chairman should then create a file containing all of the recruitment cards filed alphabetically. The cards should be updated as each person is contacted a second and third time: This is very valuable and will aid the chapter greatly when it comes time to bid people. It is imperative that the recruitment chairman keeps meticulously good care of the file. It is the core of the recruitment effort.

• **Status Sheet (a part of the Names List)**

Just as every brokerage firm utilizes “the big board” to note changes in the status of various stocks the chapter should have a system for displaying the continuing activity of each team and every prospective member. The status sheet does exactly that. If maintained properly the status sheet will reveal defects and deficiencies in the recruitment process as they occur. Immediate action can be taken before it is too late...before prospective members are lost.

One status sheet should be made for each recruitment team and the names of all the men they are to contact should be entered on the left hand side of the chart. As each team submits recruitment cards to the recruitment chairman and before the cards are filed the information should be transferred to the appropriate progress chart. Entries should be made in the appropriate contact slot.

Name	1st Contact	2nd Contact	3rd Contact	Bid Date	Accepted Bid? or Objections
Bill Schultz	met him at Informational Session	dinner with PM & MP @ Mac's Grill	attended cookout at chapter house	9/1	Parents, money
Steve Sanders	met him at football fields	dinner with PM & MP @ Mac's Grill	attended service event	9/2	Accepted Bid!
Dan Reese	friend of M. Riley, attended cookout	basketball w/ brothers	dinner with PM & MP @ Mac's Grill	not yet	Grades

This information then becomes the core of a chapter's recruitment efforts – the brain. Everything pertaining to recruitment is clearly shown – what each team is doing, what progress is being made,

who is producing and who is not. Use this information to inform the chapter of progress being made. It can also be used to motivate unproductive members.

As prospective members are pledged and dropped and new contact responsibilities are assigned to the teams the progress chart can become cumbersome and confusing. To keep the chart clear and uncluttered affix a strip of paper (poster board works fine) over the entire horizontal column of each person who is no longer being recruited. (He has pledged or has been dropped from your list.) The strips will clear the charts of old and useless information and create space for the addition of new people to contact. If the charts are not kept in order they will fall into disuse. They must be kept up to date.

When the control system is ready to be put into use the chapter is ready to start contacting prospective members.

- **Digital Status Sheet (Excel Spreadsheet)**

It is also important to keep a digital version of this status sheet. This can be achieved by simply putting together an Excel spreadsheet of the same information. While the physical status sheet should still be maintained and kept in a visible area for active members to use, the digital version can serve as a very organized and efficient complement to the “war board.”

Sometimes a digital status sheet can serve host to much more detailed information on each prospective member. Information in a quality selection process such as GPA, leadership roles, etc. can be kept in the digital names list to give active members a better idea of who the interested candidates are.

- **Web Contact Form**

The chapter should also set up a form on the chapter website by which interested members can submit their contact information for the Recruitment Chairman. This is a great way to allow men who are doing their fraternity research online to get involved.

## **Step 4 – Contacting Prospective Members**

The initial contact with a prospective member should be informal and personal. If at all possible it is recommended that this initial contact be made in person. We must remember that the top-quality members we want will most likely need to be recruited, as opposed to them “just coming to us.” We must contact them if we expect them to be interested in us.

**Purpose of making contact:**

1. To make a friend
2. To make a good impression of yourself
3. To allow the prospective member to get acquainted with you
4. To invite him to a small activity (or stuff normal friends do...)

### **Outline for Contacts**

1. Introduce yourself and anyone with you.
2. Allow the conversation to flow at first. Talk about any commonplace event. (Friends, Family, Fun, Firsts, From)
3. Talk briefly about fraternity life. Be positive. Mention the strong points of the greek community: scholarship, leadership, intramurals, human service, social, etc.
4. Explain how Acacia fits into the community. The chapter's strong points should be mentioned here.
5. Ask him to an activity. Remember, inviting him to an activity is the purpose of the visit. Always offer him a chance to bring his friends and give him a time when you will pick him up. Don't ask him he needs a ride; let him know when you'll pick him up.
6. Provide for him any materials on Acacia, such as the recruitment calendar, a brochure about Acacia or the Cornerstones program, a link to the chapter or international website.

**Note:** The most important part of the contacts is reporting the results to the chairman. Each team must report the results of each contact whether by phone or in person to the Recruitment Chairman. It is then the Recruitment Chairman's job to transfer the information to the 3" x 5" card that was created for each person contacted. This must happen so that time can be spent with the right prospects and time will not be spent on prospects who are not at all interested. The Recruitment Chairman should then transfer this information to the Names List and Status Sheet

### **Step 5 – Recruitment Activities**

Recruitment activities are most effective when they don't appear to be recruitment activities. They should be as natural as any other activity that normally happens amongst the brothers. Remember when you are recruiting someone you are simply trying to make a friend. The best way to do that is to make him feel relaxed and at home in your chapter house.

The best way to make a guest feel at home is to get him involved in some type of activity. Plan functions with this in mind. The best way to make a guest feel at home is NOT to give him a nickel tour of the chapter house and ask his home town and major. That kind of information will come up in a normal evening's activities.

It is not necessary to spend exorbitant sums of money on activities. Guests want to see how the chapter lives on a day-to-day basis. The following is a short list of activities that can be put on at a nominal cost. Most of these the chapter already uses all you need are guests and they become "recruitment activities."

For a more complete list, visit [www.phiredup.com](http://www.phiredup.com), and go to "Free Resources", and download "Small Activity Ideas"

### Some Guidelines for Recruitment Activities

1. The purpose of the recruitment activities is to:
  - a. Allow prospects to meet members and vice versa.
  - b. Demonstrate to the prospects what our fraternity is like.
  - c. Allow the prospects to get involved with some sort of interactive activity.
2. *Don't force a house tour* – When a prospective walks in your front door, the first step should be to introduce yourself to the man. Then ask him to fill out a Prospective Member Info Sheet and ask him to the living room to sit and talk. You will learn more about a man and make him feel more at home by doing this than by immediately giving him the tour. Let it happen naturally after getting to know him a little better. By asking some good open-ended questions you will be able to identify what is most important to him about the fraternity that he will join.
3. *Talk fraternity, focus on benefits* – Remember to focus on “benefits” as opposed to “features”. There’s nothing wrong with features, but our members typically focus too heavily on listing the features as opposed to explaining the benefits. A “feature” would be that the chapter is made up of members from diverse geographic regions. A “benefit” would be that the diversity of backgrounds represented by our members provides a lively forum for discussion in which different viewpoints are expressed. A “feature” would be that the chapter house is located very close to campus. A “benefit” would be that because of the proximity to campus, our members spend less time commuting and therefore have more time for their studies and personal lives.
4. *The house tour* – When you finally do get to the tour of the house try to make it as memorable as possible. Every chapter house has its own set of stories. When you’re touring the house and you come across a room with a story, share it with the prospective member. It is a good idea to share these types of stories with the chapter during the educational recruitment seminar to ensure that everyone knows them.

### Step 6 - Follow-Up

Once you have made initial contact with a prospective member, it is the chapters responsibility to follow up with him. There should never be a time when a Recruitment Chairman says, “Well we called him once, and never heard back, so we just figured he wasn’t interested.” You should be following up until he literally tells you that he is not interested. Until then, he is to be considered a very important prospect, and you should be thorough in your communications with him. Remember, you are the fraternity man, so you need to take the first step.

## Step 7 - The Bid

This is the area in which so many chapters fall down. Not because they are unable to do it but because they don't do it. You must ask a man to pledge before he will. Don't assume that he is not interested if you haven't asked the question, "Knowing what you do now about Acacia Fraternity, is there anything that would prevent you from joining if I offered you a bid to membership right now?"

Delivering a bid is a very important moment for the potential new member and for the chapter. It should be a time of excitement, and a time for you to emphasize all of the reasons why you want him in your chapter.

More complete guidelines for delivering the bid are in the Skills section in the back of this guide.

### Summary

Informal Recruitment is rapidly becoming the system of recruitment. It is hoped that all chapters are actively recruiting informally. If not it is time you started.

Hopefully you and the chapter now have more complete understanding of how to effectively recruit quality men informally. We advise that the Recruitment Chairman keep a notebook of his own during the Informal Recruitment process for there are obviously items that this manual cannot begin to cover.

We wish you good luck in your Informal Recruitment efforts.

### Formal Membership Recruitment

Formal membership recruitment is characterized by some outside control of the fraternity recruitment process. Most likely, if your campus utilizes a formal recruitment model, one or both of the following statements may apply:

1. If each man interested in fraternities must sign up at the Dean's office and visit a set number of fraternities
2. If there is a formal recruitment week

Formal recruitment in the past has consisted of giving house tours, showing the potential member the trophy case and drinking a beer with him downstairs. That does not show fraternity life. Fraternities are groups of men with a common bond and a feeling of brotherhood. It is this feeling that we must convey to others.



## Chapter 5 - Appendixes

1. Recruitment Seminar Guidelines
  - a. Sample Recruitment Seminar Agenda
  - b. Know Your Product
  - c. Teaching the Skills
  - d. Skill: The Introduction
  - e. Skill: Remembering Names
  - f. Skill: The Conversation
  - g. Skill: Responding to Objections
  - h. Skill: The Goodbye
  - i. Skill: Follow-up
  - j. Skill: Telephone Contacts
  - k. Skill: Successful Dorm-storming
  - l. Skill: Maintaining the Names List (Progress Chart)
  
2. Recruitment Chairman Skills
  - a. Sample Prospective Member Info Sheet
  - b. How to Build a Names List
  - c. Calendar Worksheet, Quantity Worksheet, Budget Worksheet
  - d. Skill: Extending the Bid, Pre-Closing
  - e. The Five Stages of a Great Ask - on pages 121-125 (“Good Guys”)



## Sample Recruitment Seminar Agenda

*NOTE: This is simply an outline of a very basic recruitment seminar. Your chapter should add to it as the situation demands.*

- I. Know Your Product
  - A. List Positive Points of Chapter
  - B. List Benefits as opposed to features
  - C. List Why YOU Pledged Acacia
- II. Teach Recruitment Skills
  - A. Introduction
  - B. Remembering Names
  - C. The Conversation
  - D. Saying “Goodbye”
  - E. Telephone Contacts
  - F. Successful Dorm-Storming
  - G. Managing the Names List
  - H. Extending the Bid
- III. Set Recruitment Goals
- IV. Develop Initial Names List (“mind joggers” exercise)



## Recruitment Seminar Guidelines

### Know Your Product

The first thing that must be decided upon even before a chapter can actively recruit new members is how the group is going to sell itself. Each chapter has several selling points and it is up to the chapter to decide what these are and how to present them to guests.

For a guest there is nothing more confusing than to hear several different stories about what Acacia is like. If he asks the question he wishes to know something about the character of the group and it is your job to give him a concise answer. Questions like “*What is the fraternity like?*” and “*Why did you pledge Acacia?*” should be easy questions for all members to field. After the personal side of the story is told there should be some consistency in the answers the question receives.

Develop a list of the positive qualities that the chapter sees in Acacia. Use this list to develop your sales pitch. Having this knowledge will help your members field many questions that prospective members may ask and will also help them see the strong points of your chapter.

For some chapters this will be very easy to do and should take only five or ten minutes. For other chapters the process may be a little more tedious. In either case, however, after it is completed you should know what Acacia has to offer, how to sell Acacia and again realize why you pledged Acacia

### Teaching The Skills

The chapter must then be familiarized with recruitment skills. Remember, recruiting is simply the art of talking with guests and making a friend, don't under emphasize the skills. The skills are broken up into two categories: conversational skills and operational skills.

Conversational	Operational
The Introduction	Successful Dorm Storming
Remembering Names	Extending the Bid: Inviting Him to Join
The Conversation	Establishing Values-Based Selection Criteria
Saying Goodbye	Building a Names List
Telephone Contacts	

## The Introduction

This is probably the simplest part of recruitment but also one of the most important. Remember that a guest to your fraternity will rely heavily on first impressions when he decides which fraternities to visit for a second time. Whenever there is a stranger in the chapter house, for recruitment or any other reason, he should be made to feel at home as soon as possible. If there is a stranger in your house always walk up and introduce yourself. A firm handshake and a cordial greeting will go a long way in making a friend.

After you have introduced yourself and gotten his name ask him to come in and have a seat, or if you can help him find someone in the house. Just use a simple *"Hello I'm Pete Mahoney, a member of Acacia, may I help you?"* This will not only impress recruitment guests but also alumni or other

## Remembering Names

visitors. Never walk by a stranger in your chapter house without introducing yourself. Part of carrying on a conversation with a guest is making him feel that you are interested in him as a person. Remembering his name will help. The following 8 steps should assist chapter members in this process.

- 1) Concentrate on what the prospect is saying. Turn your head away when you hear his name and immediately repeat. Do not worry about what your first sentence will be – concentrate on his name.
- 2) Do not be afraid to ask the prospect to repeat his name if you did not get it the first time. This will show him that you are concerned with him as a person and not just another prospect.
- 3) Associate the name with something you are familiar with, someone in your family, your chapter or someone else you know. Make a connection between the two, some physical similarity or speech pattern and make note of it.
- 4) Use the name several times in conversations with him. This will show him you have made the effort to remember him and it will help you to remember the name. Everyone loves to hear his name. Example: *"Pete, what did you think of the football game last Saturday?"*
- 5) Make sure to introduce the prospect to others during your conversation, using his full name. Follow up the introduction with something about the prospect (John is an avid skier). This will stimulate conversation and help you to remember him.
- 6) If nametags are being used try not to rely on them. Nothing looks worse than staring at a name tag during conversations.
- 7) Make sure to use his name when saying goodbye. This should add some sincerity to your goodbye as well as help you to remember the name.
- 8) After you have finished the conversation walk off by yourself and jot down his name, description and something about him in the little note pad that you are, of course, carrying. This will help in cut sessions as well as with follow-up contacts.

## The Conversation

The easiest way to make a friend is to be interested in what your guest has to say. Ask him questions until you come up with a topic that he is interested in. Then let him do the talking. The key to holding a good conversation is being a good listener. Initially no guest wants to hear you tell stories about yourself, he wants to tell his stories. Remember that he is a guest and that you want to find out more about him. By being a good listener you will help him relax and you will have taken the first step toward making a friend and possibly a new member.

It is also helpful to ask open-ended questions. Questions that require a simple “yes” or “no” answer are not good when trying to stimulate conversation. For example do not ask “Do you play football?” This requires a “yes” or “no” answer and the conversation may cease.

Instead, ask something like “What did you think of Saturday’s game?” You will be able to tell from his answer if this is a subject of interest to him. If it carry on, if not drop it and move to another subject until you find something of interest to him.

The seminar is a good opportunity to develop a list of possible questions for your members to use in recruitment situations. These should not be viewed as the only topics of conversation your members can use but if some of your members have trouble starting a conversation it is nice to have a set of “canned” questions to fall back on.

## Responding to Objections

*Idea:* Practice the “Five F\*’n Ways to Master Conversation” on pages 111-112 in “Good Guys” As you discuss joining the fraternity, you will undoubtedly hear a number of objections to either fraternity life in general, or any number of other areas. Luckily, that list is finite. There is a list of the most common objections, and these largely stay the same year-in-and-year-out. Most of us will hear them over and over, but the responsible brother will internalize these responses to prepare himself to answer these questions completely and calmly. Only after you have identified and isolated their specific concerns can you begin to gain commitment from a potential member. For an excellent, one-page guide to the most commonly stated concerns, please visit [www.PhiredUp.com](http://www.PhiredUp.com), visit the “free resources” link, and download a copy of the “Quality Response Guide & Pre-Close”. If you know these responses by heart, you will be unstoppable during

## Saying Goodbye

recruitment.

This can be crucial in making an impression on a guest especially if you would like to see him back for another function. When saying goodbye, always use the guest’s name. Again, people love to hear their names and it shows that you are interested in him. Also be honest and sincere. Tell him that you enjoyed having him over and would like to see him back. Use this time to set up a second meeting or tell him that you will contact him in the near future to set the meeting up.

If he is a guest in your chapter house the least you should do is walk him to the door to say goodbye. If you are very impressed with him don't be afraid to offer him a ride home or at least

## Telephone Contacts

walk him part of the way.

Obviously, it is important to make a good first impression. Demonstrate a sincere concern for the prospective member and an interest in what he says. Let the conversation flow naturally and spontaneously. Don't feel you have to run the conversation. Remember what you learned about being a good listener.

Try to avoid opening the conversation by grilling the prospective member on his personal data. Open by talking about college life, football, current events or any other commonplace subject. Remember to get him talking by asking open-ended questions about him – focus on friends/family, where he is from, etc.

One word of caution...don't get so wrapped up in other topics that you lose sight of your main purpose in seeing a man, i.e. to inform him of the opportunity to join Acacia. Remember the time-honored guidelines: 1) sell yourself 2) sell the Greek system 3) sell Acacia and allow your tone throughout the conversation to show this.

### The Initial Phone Contact

Remember that the purpose of this phone call is to ask the man to attend a fraternity activity. Don't lose sight of this singular purpose of the call. One of the best ways to insure that people make these phone calls is to set up a time and place for everyone to meet and make calls at the same time. This will make it more fun and members won't be so afraid to make the calls if they see everyone else making them.

Here is an example of a good phone contact:

Example:

*“Hello, Larry? This is Pete Mahoney with Acacia Fraternity here at Oklahoma. I am calling to invite you to a function at my fraternity so you can see what it's like. We're having a basketball tournament on Saturday night. Would you like to come over then or would you rather come over Sunday for dinner?.....  
Well great Larry. I'll be by your dorm room about 5:05 Saturday to pick you up.  
Thanks for your time Larry and I'll see you Saturday at about 5:05. Oh, again, my name is Pete Mahoney.”*

### All Subsequent Telephone Contacts

Hopefully you were able to coordinate with the potential new member and meet him after the first phone contact (or any other kind of initial contact). Maybe he visited the chapter house for dinner or an activity with the brothers. Most likely, you (or another brother) was able to ask some open-ended questions of the recruit to find out if you were interested in pursuing him.

If the chapter is interested in continuing to recruit him, you (or someone you appoint) will need to stay in close contact with him. Without getting too detailed, the main focus of all subsequent telephone contacts should be to build the relationship and bring him closer to being able to say “Yes” to a Pre-Close. Take note of his objections or questions about Greek

### Successful Dorm-Storming

life and Acacia, and build your strategy for how to address those concerns.

Establish teams. Groups of two usually work out best. It often proves effective to put an older, experienced member with a new member. It can also help if you can match your quieter members with someone who is more outgoing. If the quiet member is afraid to rush sometimes being with a more outgoing person will build his confidence and help him to learn the science of recruitment. Then divide the campus into areas and assign each team a specific area. They are now ready to proceed.

Introduce Yourself. You are selling Acacia and to do so you must get your audience’s attention. When you knock on the door, be prepared to introduce yourself *“Hello my name is Pete Mahoney and we would like to talk to you about the Greek system. Could you spare a few minutes of your time?”* If he says “yes,” proceed. If he says “no,” say thank you and move on.

Try to make your introduction as casual and friendly as possible. Remember you must get the man to listen to you. Know How to Sell the Greek System. First ask him if he is familiar with the system and Acacia. Regardless of his answer you should briefly explain the system to him. Then ask him to a fraternity function. Even if he doesn’t seem very interested but you think he is worth considering, ask him to attend. It never hurts to ask. At worst he will say “no.” At best he will accept.

If he accepts offer him a ride to the chapter house. Many people will say “yes” but never show unless you help them to get there. It also pays to tell him you will pick him up at an odd time, say 5:35. This will help him to remember the time, as it will sound strange to him!

You should also leave him something to remember you by. A calendar with all your house functions listed has been proven very effective here. He can post it in his room as a constant reminder. Also, leave any other recruitment material your chapter may have (recruitment brochures, house statistics, etc.).

It is also effective to print up flyers for each function and distribute them on your visits. Not only does this remind him of the functions but it also serves as a credible premise for your visit. When you are leaving make sure you thank him for his time and tell him that you will get back to him before the function. Follow up is very important.

Take down pertinent information. Once you leave his room take out your small recruitment notebook and write down his name, phone number and room number. Physical description and something about him that help you remember him. This will help you in your follow up and in your hash sessions.

In summary, Dorm-Storming requires the chapter to be:

1. Educated on campus activities
2. Able to introduce themselves
3. Able to sell the system
4. Able to sell Acacia
5. Willing to invite him to a function
6. Carrying a calendar of chapter events or individual function flyer
7. Carrying a small note book
8. Be very polite, courteous and sincere

When your members have returned from their visits the Recruitment Chairman should have each person report to him with all pertinent information.

1. Which dorms were contacted
2. Which floors and room numbers were contacted (Repeat visits are bad.)
3. Who was not interested
4. Who was interested and would like to attend a function
5. For each of the interested people a 3 x 5 recruitment card should be created and placed in a master recruit me. These cards should contain:
  - a. Name
  - b. Dorm, Room and Phone number
  - c. Physical description
  - d. Any comments the members in contact had on him

It is then up to the Recruitment Chairman to assign people to make follow up contacts with these people and to provide transportation to the functions. This is critical. If theme is not created you will have no record of who was contacted and who is interested.

Dorm-storming should be used solely for generating a list of names. It is not a substitute for informal recruitment rather a step in a very involved process.



## Extending the Bid

You cannot expect a man to keep coming to activities indefinitely. If the chapter wants this man to be a part of the chapter he must be asked.

A typical bid would be as follows:

*“Jim, you have made some good friends in Acacia and I am speaking for the entire chapter. We feel you have a lot to offer our fraternity and we feel the chapter has much to offer you. If you feel you can accept the responsibilities of membership we would like to extend to you a bid to pledgship.*

*Jim, we are asking you to join Acacia Fraternity.”*

Then **BE QUIET!** If you speak too soon you will startle the prospective member and sound defensive. Wait for his answer ... wait as long as it takes.

After you have extended a bid, the man can do two things:

1. He can accept the bid, or
2. He can tell you why he is not ready to join. This is fine as there are no questions of this sort that cannot be handled.

One of the most common is, “I’d like to think it over.” The usual response is “Ok, we’ll get back to you in a couple of days.” Often when we get back to him he has decided not to pledge.

A good response to this would be:

*“Jim, that’s fine. We wouldn’t want you to pledge if you weren’t absolutely sure. We want you to be as sure of your desire to join as we are of asking you. Obviously you wouldn’t want to think about joining if you weren’t really interested, is that right?”*

Almost assuredly his answer will be “Yes.”

*“Jim, just to clarify our thoughts what is it you’d like to think over?”*

1. *Are you not sure whether Acacia will help you in your college education?*
2. *Is there a conflict with study obligations?*
3. *Will work be a problem?*
4. *Are your parents concerned about your joining a fraternity?*
5. *Are finances a problem?*
6. *Do you feel comfortable with the members?”*

You must reduce his reluctance to join to a specific objection. Once we understand the problem, it can be dealt with. We cannot deal with generalities.

This is not applying undue pressure. If you believe enough in what you have to offer a man you should be anxious to pinpoint his reluctance. If you believe he will be a benefit to the chapter and the chapter to him you will be doing both parties a disservice if you do not try as hard as possible to pledge him.

If he has questions or objections, field them as honestly as you can. Some common questions and objections that the chapter should be ready to field are:

1. My parents would rather I waited.
2. I should check with my parents.
3. What does pledgeship entail?
4. What about hazing?
5. What will it do to my grades?
6. How much time will the house take?
7. I don't want to leave my friends in the dorm.
8. How much will it cost?



## How to Build a Names List (Status Sheet)

### Part 1 – Creating a Spreadsheet

Step 1 – Choose which spreadsheet software you will utilize (*NOTE: This list should be kept in Microsoft Excel, Mac Numbers, or an open-source spreadsheet for maximum ability to modify and track large amounts of information.*) Make sure that anyone else that is going to have access to this list has the correct software to use and modify the spreadsheet. If you do not have spreadsheet software on your computer, you can utilize a free version online at <http://www.openoffice.org/>

Step 2 – Open up your spreadsheet software and create a new document. The document will need to have five (5) separate worksheets to navigate between:

- Potentials – these are men that are “active” in the system - men that have expressed interest or who have been referred to the chapter, and who are still actively considering joining the chapter. This list should reflect everyone that “hasn’t said they’re not interested.” Depending on your strategy for communications (marketing), you can build the columns of this worksheet to suit your needs. It is also recommended that you use color-coding to identify different levels of interest for each pnm (very interested, somewhat interested, not interested)
- Priority – these are the “top candidates” that the chapter is interested in, and should be the first recruits contacted to invite them to an activity at any given time.
- Status – these are the men that either the chapter has “pre-closed” to identify objections: and/or that the chapter has given a bid to. This sheet should also list the men that have accepted their bid so that the Recruitment Chairman can keep track.
- Data – this worksheet should have a row assigned to each pnm throughout the process and will be the worksheet that holds most of the information about each individual recruit. This sheet will contain all contact info, hometown, major, activities/interests, gpa; as well as the answer to any particularly important questions, such as “Why are you interested in Acacia Fraternity?”
- OffList – this worksheet contains the list of men that “are not interested in Acacia Fraternity” for whatever reason, and that the chapter has stopped recruiting. It might seem unnecessary to track the men that are not interested, but this will actually help you keep the “Potentials” list clean, which makes it easier to work with.

Step 3 – Prepare all other tools that will help you operate the Names List, including “prospective member info sheets”, recruitment calendars, and “Acacia bizcards”.

Step 4 – Prepare a portion of your Educational Recruitment Seminar to explain how the active chapter is to collect information and submit to you. Ensure that all chapter members know how to fill out the “info sheet”, and the process for turning it in to you. Also, ensure that all chapter members are equipped with “Acacia bizcards”, which should have a recruitment calendar printed on the back.



Step 5 – Utilize your Names List to “not allow anything to slip through the cracks”. This list should be your most-used resource to help you operate a successful recruitment strategy. You may be thinking, “How is a spreadsheet supposed to help us recruit members?” The answer is that it actually isn’t – it is supposed to help you stay organized during recruitment so that you can pledge as many high-quality brothers as possible. Having a system within which you operate will make it much easier to keep your mind relaxed and confident, which will make you a stronger recruiter.

On the following pages are some examples of what your worksheets should look like, but of course feel free to modify for your specific needs.

## How to Build a Names List (Status Sheet)

### Part 2 – Where to Find Names to Populate List

Phired Up Productions teaches that a successful chapter will be “hitting on all 6 recruitment cylinders” to build their Names List. Any chapter that misses even one of these areas are not giving themselves the best opportunity for a successful year of recruiting. (See “Good Guys” for more info)

1. Referrals
2. Summer Recruitment
3. Member Positioning
4. Membership Drives
5. Marketing for Names
6. Formal Recruitment

For a complete explanation and ideas for how to utilize each of these “cylinders”, visit <http://www.phiredup.com/freeresources> and download the document entitled “Six Cylinders Worksheets and Examples

#### Referrals – Who to Ask

- A. **The Chapter** – Each active should be able to give you at least a small list of names to contact. You will find that older members say they simply don’t know anyone interested. They’re not thinking – everyone can come up with at least one name and if approached properly will be glad to do so. For ideas to generate names from active members or pledge members, please utilize the Mind Joggers exercise on page in “Good Guys.”
- B. **Alumni** – can be asked for names of young men planning to attend your school in the near future. Alumni also like to be asked for contributions other than money. This is a nice way to go about it. This can be done in several fashions but the two most common are:

- a. Through your alumni newsletter by simply including a form requesting the names of possible candidates and asking alumni to return the form to the chapter house.
  - b. Send a separate letter or email, with form included, to every alumnus asking for the same information.
- C. **Masonic** – The Acacia Fraternity as we all know was founded by 14 Master Masons. It is true that we no longer have official ties with the Masons but most Masonic organizations are willing to help Acacians when the situation presents itself.

Ask your local lodge for names of possible new members who do or are planning to, attend your institution. Use the same information sheet that was used for your alumni. In most cases the Masons are more than willing to help and it may be a good step toward improving relations with the local lodge.

- D. **Friends** – ask your friends. A gold mine if it is tapped correctly.
- a. Ask each sorority for names of possible candidates – There are several ways to do this, but perhaps the simplest is to distribute a sheet to each sorority asking for names of anyone who might be interested in joining a fraternity. Some sororities may choose to hang it somewhere in the house for a week or so and others may simply pass it around at a chapter meeting. Either way is fine. When you take the sheet to the house tell them when you would like to pick it up and ask them to have it completed by that day if you are polite in doing this, most sororities are more than willing to help.
  - b. Ask your friends in the dormitories – This will be extremely effective where your younger members are concerned. There are several ways to go about this.

One is to use one good friend (possibly a pledge) who is currently living in each dorm or dorm floor, to function in this capacity. Have him keep a list of names, phone numbers and room numbers of anyone worth contacting from his specific area of concern. The recruitment chairman should make sure to pick these up at least once a week and make sure he assigns people to follow up on them.

Another is to simply put a sign-up sheet on each dorm floor. On some campuses this proves very effective on others it is not. However anywhere this has been tried some kind of list has been developed. Be sure to check with the person in charge of the dormitory before doing this.

- c. Ask your high school friends – this will be extremely effective where your younger members are concerned.

Toward the end of a school year ask each freshman and sophomore to find out who will be attending the university from his high school. This can be partially done by word of mouth within the chapter. Contacting high school counselors, teachers and high school administrators through the mail has also proven to be productive.

Make sure the older members of your chapter go back to their favorite teachers, coaches and administrators and ask for names of possible candidates.

- E. **Master List** – On many campuses a Master List of all incoming freshmen can be obtained by contacting the appropriate university administrator. This varies from campus to campus but a good place to start looking is with the person in charge of Greek Affairs. This person should be able to tell you where to obtain this information or at least where to start looking.

Do not be afraid to go to the source, the registrar's office. If you approach them in a professional and courteous fashion the worst that can happen is to be told that you cannot obtain this information.

On many campuses there are ready-made lists of this type but your chapter may not even realize it. Most campus directories have all the names of people on campus and many also denote year in school and give an address. Use your directory.

Many campuses also have what is called a "Freshman Book" which lists most freshmen and tells a little bit about them. This can be a very valuable source.

- F. **Club Rosters** – On all campuses there are various clubs all of which have members. These groups vary from sports clubs to clubs in specific academic areas. All of these clubs have rosters with names and phone numbers of their members. Get a copy of these rosters and use them to develop your names list. This may take membership in certain organizations in order to get the roster – so get involved! Often times members of this type of organization are worth contacting as they are not afraid to get involved and committed.
- G. **Honoraries** – Honoraries also may give some valuable names to contact. By obtaining the roster of any freshman honorary you have all of a sudden a whole list of names of people who have shown they can stand the academic pressures of college life and may be possible fraternity members. Go find out!
- H. **Intramurals** – When your house team is competing on the athletic field notice the people you are competing with. They may also be interested in fraternities. At most schools the officials of the sporting event will have a roster. Ask to copy it or if all else fails go talk to the person after the game.

- I. **Newspapers** – Notice names in your school paper that keep reappearing for positive reasons such as involvement in campus politics, athletics, etc.
- J. **Dorm Storming** – This should be a last resort. If you have followed up on all the other sources mentioned this would not be necessary. That does not mean this tactic does not work. It does, but it must be handled correctly. The term “dorm storming” refers to the practice of rushing through an entire dorm ... floor by floor, room by room, person by person. This practice can prove to be very effective but must be handled very professionally. For a complete outline of the dorm storming procedure please refer to the back of this manual.
- K. **Small Activities** – anytime you are going out with your brothers, invite someone along who you feel would be a good fit for Acacia. These are normal small (friend) activities like ultimate Frisbee, soccer, pick-up basketball, studying, going to the movies, going to parties, etc. For more ideas on small activities visit [www.phiredup.com](http://www.phiredup.com).
- L. **Facebook and Other Networking Sites** – Facebook is a valuable asset in further developing your names list. Simply sending someone a quick message after meeting them or using the events and group applications to get the word out about some upcoming events can help a lot. The use of networking sites is encouraged, but do not rely solely on them for an increase in numbers – personal contact and follow-up is key.

# Worksheets

## Calendar Worksheet: (fill in dates)

1. The Recruitment Chairman will be appointed/elected by \_\_\_\_\_ , and will serve until \_\_\_\_\_.
2. The Recruitment Committee will be selected by \_\_\_\_\_.
3. The recruitment calendar will be set by \_\_\_\_\_.
4. All recruitment publications will be ready for print by \_\_\_\_\_.
5. A recruitment manual will be created by \_\_\_\_\_ and will be distributed to all members and new members.
6. Sorority presentations will be complete by \_\_\_\_\_.
7. Each member will be required to submit \_\_\_\_\_ referrals for recruitment by \_\_\_\_\_.
8. We will collect \_\_\_\_\_ referrals for recruitment by \_\_\_\_\_.
9. Local alumni will be contacted, solicited for recommendations, updated on the recruitment process, and asked to host and attend recruitment events. An alumni recruitment letter will be sent by \_\_\_\_\_.
10. An educational recruitment seminar for chapter and pledges will occur on \_\_\_\_\_. A more in-depth discussion with pledges will occur on \_\_\_\_\_.

## Quantity Worksheet: (fill in numbers)

1. In terms of size, our chapter currently ranks \_\_\_\_ on a campus that has \_\_\_\_ fraternities. Our goal is to rank \_\_\_\_ by May 30, 200\_.
2. Each year, we will increase annual recruitment by no less than \_\_\_\_ men.
3. Our goal is to be one of the largest fraternities on our campus by \_\_\_\_\_.
4. By fall 200\_, our chapter will be \_\_\_\_ men strong.
5. Our goal will be achieved by recruiting year-round, utilizing fall, spring, and summer recruitment.
  - a. \_\_\_\_ men will be pledged in the fall.
  - b. \_\_\_\_ men will be pledged in the spring.
  - c. \_\_\_\_ men will be pledged in the summer.
6. The total from number 5 (above) is \_\_\_\_ men joined during the 200\_ -200\_ school year.
7. Current chapter size = \_\_\_\_ men
  - Minus \_\_\_\_ men leaving at the end of the fall term
  - minus \_\_\_\_ men leaving at the end of the spring term
  - = \_\_\_\_ men returning after the 200\_ - 200\_ school year
  - + \_\_\_\_ goal of men joining during 200\_ - 200\_ school year
  - Minus \_\_\_\_ (small percentage for resignation or expulsion)
  - = \_\_\_\_ is the projected chapter size after 200\_ - 200\_ school year

