



DELTA TAU DELTA

RECRUITMENT MANUAL

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INTRODUCTION

The office of recruitment chairman is vital to the future of your chapter. Good recruitment chairmen not only return a good new member class, they inspire the rest of their chapter to think toward the future. There is no better way to leave a legacy in your chapter than through good recruitment.

Likewise, poor recruitment chairmen can cripple a chapter for generations. One poor recruitment chairman may deal a death blow to a struggling chapter by recruiting the wrong men, crafting the wrong message, or giving up on the process altogether. Likewise, a successful recruitment chairman can change the future of the chapter for the better. Your chapter has elected you to set a vision, inspire others, and recruit the very best unaffiliated men on your campus. You can do this!

This guide will not be a solution to every possible recruitment question. As you will discover later in this text, there are many different recruitment systems and every campus is slightly different. What this guide will do is give you a general background to the position of recruitment chairman, hopefully arming you with the ideas, inspiration and practical know-how to leave your own legacy in your own chapter and the Fraternity at large. With hard work, a strict adherence to our timeless Delt values, and the help of your brothers, you will be on your way to rapid growth that will mark a new era in your chapter's success.

YOU HAVE BEEN ELECTED, NOW WHAT?

TAKING STOCK OF CURRENT PRACTICES

When one is elected recruitment chairman, the best first step is to take stock of the chapter's current recruitment practices. How were you recruited? What tactics were particularly successful? Is there anything your chapter does that might be wasteful or even harmful toward your desired outcome?

Approach this process like an auditor. Challenge yourself to be brutally honest. Take into account everything your chapter does to add new members. Ask yourself these questions:

- Does the activity help build better one-on-one relationships with potential new members?
- Does the activity help close the deal on potential new members?
- Is the activity something that will attract the type of men we are looking for?
- Is the activity in line with our Delt values?
- Is this activity in line with campus policy?

If you struggle to answer "yes" to these questions, the activity may be a waste of time and resources. Everything your chapter does for recruitment should advance your process. Think for a second about the last big party you attended. Were you able to have many deep or meaningful conversations? Or was it like every party...dark, loud, sweaty and completely unacceptable for introducing new members to your brotherhood? Think of the resources spent on things like this and how they might be better spent on other, more meaningful activities. For a list of small-group activities that could work to foster relationships with potential new members, please refer to Phired Up's List of Small Activities for Recruitment (Appendix I).

Catalogue everything your chapter does. Keep anything that advances the recruitment process and scrap anything that might be a distraction. There are plenty of creative ways to add names to your names list, create positive relationships, and close the deal on new members. Wasteful spending on an arms race with other chapters will get you nowhere. So why do chapters still follow the herd and throw big events? It comes down to fear. It takes courage to be different. The very best Delt chapters overcome this fear, refusing to try to one up other fraternities. They move past the knee jerk reaction of, "this will never work on my campus." Instead, they redefine fraternity for themselves, and in doing so become the recognized leaders of their communities.

CREATING A LONG TERM VISION

Take a minute to dream about what you want the chapter to look like 10, 15 or even 20 years from now. What would you like to bring your kids back to during homecoming weekends? What will the chapter have accomplished? What type of members would make you proudest? Now think about the immediate future. What type of members do you need NOW in order to achieve this vision? Do they currently exist in your chapter? What will you need to do to surround yourself with the type of people who will make Delt the recognized leader in the fraternity world?

As recruitment chairman, it is your job to recruit the next generation of leaders for our chapter. Before you do that, you must gather the support of your current chapter leadership. At the first meeting of your new executive board and in partnership with your newly elected president, challenge your team to create their own personal vision for the future. After everyone has had a chance to share, combine those visions into a one year, five year and 10 year vision everyone can agree upon.

Explain to the group this vision for the chapter will guide henceforth every recruitment decision you make. The days of recruiting warm bodies are over. Instead, every man targeted for membership will bring us one step closer to achieving our goals. This systematic process is how legacies are made. In creating a long term vision you are ensuring buy-in. People work hard for what they help to create. Give your brothers the opportunity to build the future with you.

IDENTIFYING PASSIONS

Your chapter will never really take flight until they have developed a core purpose. This is true for every chapter of any fraternity and indeed, any business in general. If your actions are inconsistent with your purpose, you will flounder. So how do we go about identifying our passions and purpose?

Try this for yourself first and then with the rest of the executive board. Think of the ideal version of your chapter. Imagine you are the recognized campus leader in just one thing. That one thing can be anything. Perhaps your chapter is the recognized leader in service. What does that look like? Maybe you prefer to be known as the leader in intramurals. Whatever it is, focus on one thing. Repeat this process with your executive board until you have consensus. What is your one thing?

When you have identified your chapter's passion and purpose it is an incredibly liberating feeling. Suddenly you can pursue a goal with a singularity of purpose without all the noise of day to day chapter management. Let petty politics slip to the side for a moment and think of what your chapter could accomplish if it focused all its energy on being excellent at one thing.

Now that you have identified your passion, think of what must be done to truly become the recognized leader in that arena. What resources are needed? What type of participation will be required from your chapter? This is where you must walk the walk. Be real with yourself and do not be afraid to challenge the status quo.

Why is this relevant to recruitment? It becomes nearly impossible to recruit quality men without clarity of vision. Try explaining to a top recruit the value of fraternity without first explaining your direction as a chapter. When somebody asks about your purpose, will you commoditize yourself by repeating the old tired lines used by every other chapter on campus? Or will you instead discuss your dreams, challenging others to build upon your achievements?

When we engage people in a dialogue about the future of Greek Life, we establish a foothold that will gain us further ground. Allow your potential new members to dream big, and then help them make those dreams a reality through your chapter's excellent programming.

BUILDING COALITIONS

In order to achieve anything within the chapter, we must become coalition builders. What does it mean to build a coalition? Surely you have noticed the brother who seems to stand and argue his point at every meeting. The man is largely ignored, marginalized by his assertive style. This type of brother is known as "The Crusader".

The chapter soon becomes weary of the crusader. He may have outstanding ideas, but they are largely ignored, lost in the mess of other ideas pouring out of him. Perhaps this man is you. Have you ever been frustrated that your chapter never seems to follow your ideas even though you care deeply about them and arrange well thought out arguments? If this sounds familiar you may be a crusader.

Instead of "crusading" for causes near and dear to your heart, would it not make more sense to build support for your ideas amongst brothers before you step into a committee or chapter meeting? A skillful leader will cultivate relationships with individual brothers and discuss important chapter moves with them before ever introducing them on the floor. In doing this, one slowly builds support for ideas and enters meetings or votes already sure of his support. Using this tactic often results in the quick and easy adoption of an idea and puts an end to lengthy chapter discussions that seem to go nowhere.

PARTNERING WITH OUTSIDE ORGANIZATIONS

Once your chapter has taken stock of its current practices, identified its needs, created a vision, and identified its passions, it is time to find other organizations with which you might ally yourself. These organizations will form the base of your recruitment names list, as their members share a common purpose and are likely interested in the same things your chapter is interested in. These may be service organizations, sports teams, academic groups, values societies or any other student group out there.

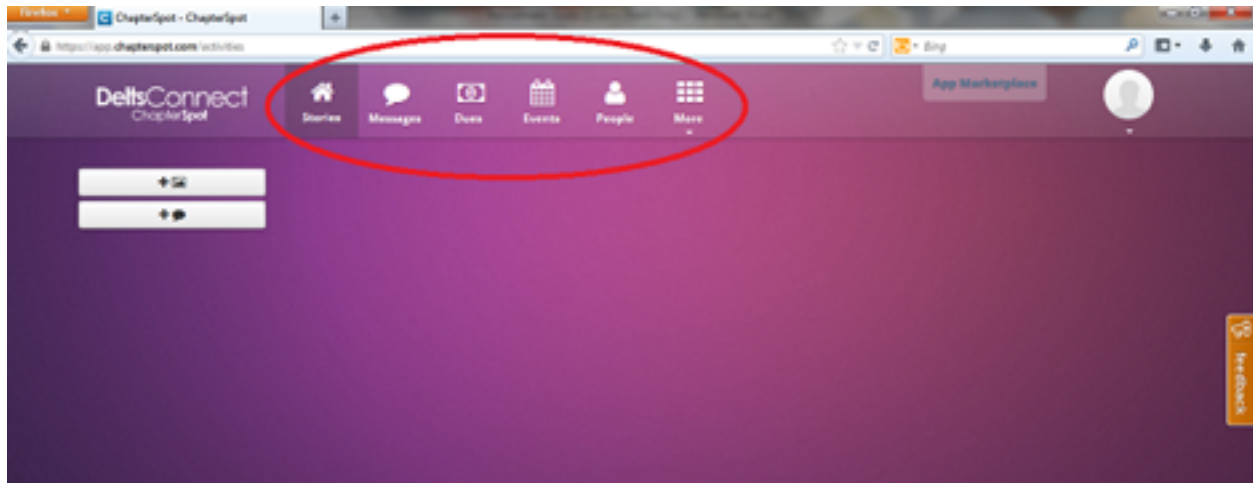
Once these organizations are identified, encourage your members to participate in their activities. Help these student groups achieve their mission and they will help you. Recruitment is essentially the art and science of making friends and inspiring a shared vision. When we partner with outside organizations, we build relationships with people who may not be Greek but might consider joining if they were approached with the right situation. It's a good idea to reach out to the leadership of those organizations. Set up a meeting to discuss how you can support one another and build an open dialogue.

BUILDING YOUR RECRUITMENT MACHINE

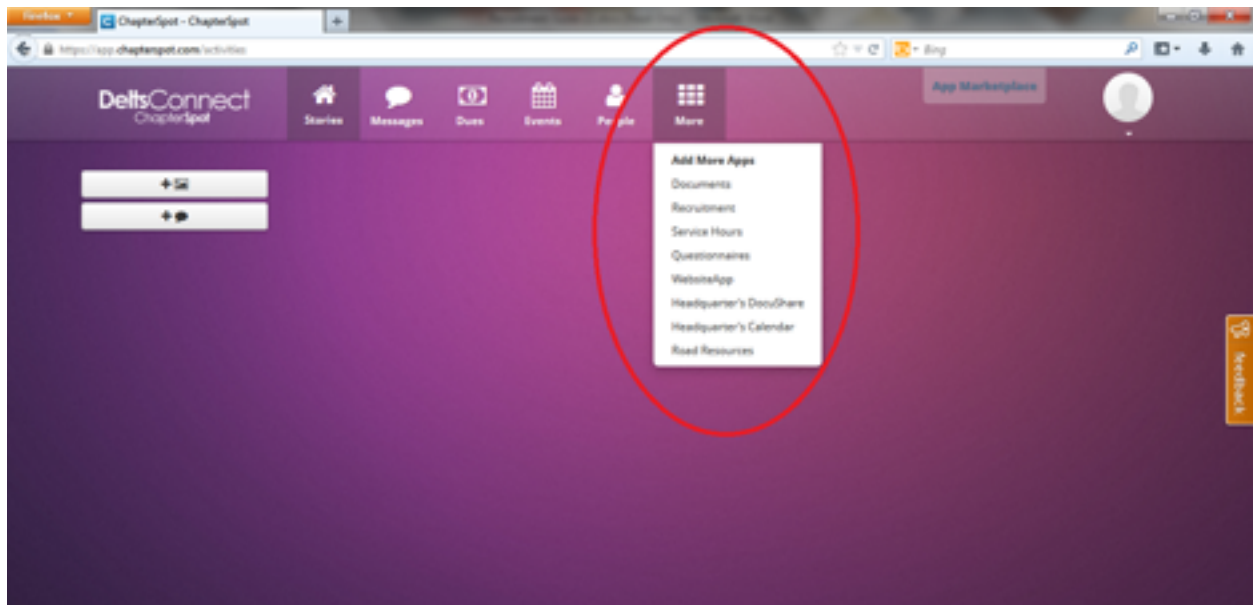
DELTSCONNECT

For this section you should log on to DeltsConnect, so the manual can walk you through the tools this website has for recruitment. DeltsConnect is the Fraternity's chapter management system. Upon being officially enrolled as a new member, one receives an invitation to join DeltsConnect. The platform is helpful in a number of ways, allowing chapters to budget effectively, communicate more efficiently, and make decisions more quickly. We have also created a customized recruitment tool to help your chapter organize its recruitment efforts. Here is how it works.

When you log onto DeltsConnect you will see six tabs at the top of the page.

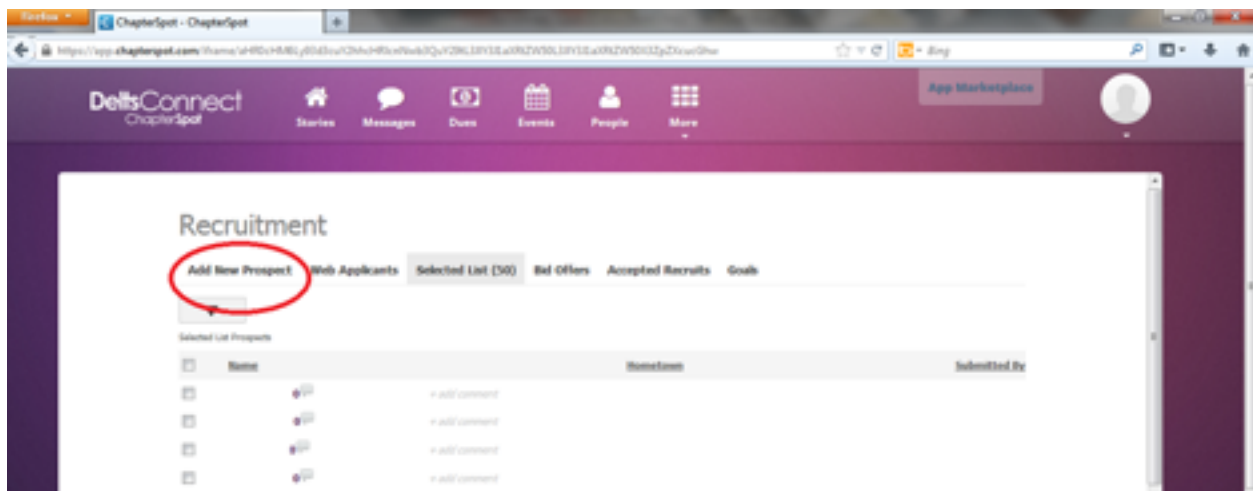


- The “stories” tab acts as a newsfeed for your chapter’s activity.
- Using the “messages” tab, the chapter may communicate via message board or within designated groups such as executive or administrative committees.
- Next, you will see a section designated for your personal financial balance within the chapter, labeled “dues”, and a calendar feature to keep track of important Fraternity events.
- The “people” section provides a full roster and contact info for every member.



- Under the “more” tab is a bushel of additional features including “DocuShare” used to access National Fraternity documents and resources, a service hour tracker, and links to the Fraternity’s leadership experiences. Also notice the “Recruitment” section located in the second tab down the menu bar.

Clicking on the recruitment tab opens the recruitment tool. Within this tool one may create and manage a names list, take virtual chapter votes on prospects, and even link Facebook profiles to prospect profiles. When bids are finalized, the tool has been optimized to make assimilating the new members into the chapter registry a seamless process.



Add potential new members in the “Add New Members” tab. When you create their profile, be sure to link it to their Facebook by simply placing a link in the “Facebook” field.

Recruitment

[Add New Prospect](#) [Web Applicants](#) [Selected List \(50\)](#) [Bid Offers](#) [Accepted Recruits](#) [Goals](#)

Add New Recruitment Prospect

First Name

Last Name

Profile Image *Must be direct link to the picture ending in *.jpg or *.gif

Email *Optional

Phone Number


Carrier
*Required to send SMS notifications

Previous School (High School/University)

Home City

Home State

Graduation Year

Facebook Link
 

[Add Prospect](#)

Recruitment is part science and part art. The names list is the science part. We know the average Delt chapter will close on approximately 10 percent of its names list. Thus, when creating a new recruitment campaign, plan on adding 10x your recruitment goal to your names list. In other words, if you need twenty members this fall, plan on cultivating a 200 person names list.

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CHAPTER MEMBERSHIP: _____	-	AVG. CHAPTER SIZE ON CAMPUS: _____	=	BOX A: _____
-------------------------------------	---	--	---	------------------------

IF **BOX A** IS NEGATIVE...

BOX A - (If negative) _____	-	MEMBERS GRADUATING/LEAVING _____	=	TOTAL # OF MEN NEEDED TO JOIN _____
---------------------------------------	---	--	---	---

TOTAL # OF MEN NEEDED TO JOIN	x	10	=	TOTAL # OF MEN AND CONTACT INFO ON NAMES LIST _____
--------------------------------------	---	-----------	---	---

IF **BOX A** IS POSITIVE...

CHAPTER MEMBERSHIP GOAL _____	-	CURRENT MEMBERSHIP _____	+	MEMBERS GRADUATING/LEAVING _____	=	TOTAL # OF MEMBERS NEEDED TO JOIN
---	---	------------------------------------	---	--	---	--

TOTAL # OF MEN NEEDED TO JOIN	x	10	=	TOTAL # OF MEN AND CONTACT INFO ON NAMES LIST _____
--------------------------------------	---	-----------	---	---

IDENTIFYING STANDARDS FOR MEMBERSHIP

It is great to be a growing organization. However, if the new members that are joining the organization are not quality members then the chapter is setting itself up for problems. Using standards to identify quality members can help a chapter set itself up for a successful future. What better way to measure a PNM's quality than by using the five obligations of a Delt. If these 5 obligations are the expectations for members it would seem important also use them in recruitment. In the following space identify standards/metrics that can be used to measure the quality of a PNM.



-
- What metric can you use to identify academically strong PNM's?
 - Must have GPA above 3.0
 - _____
-

-
- What metric can you use to identify actively involved PNM's?
 - Must be involved in at least one other extracurricular activity
 - _____
-

-
- How can you tell if a PNM is capable of paying dues?
 - Explain the cost associated with joining the Fraternity and the PNM is comfortable paying
 - _____
-

-
- How can you tell if a PNM can conduct himself honorably?
 - Does the PNM portray any red flags?
 - _____
-

-
- What metric can you use to identify a PNM's ability to assist in recruitment?
 - Can the PNM refer at least one name to the chapter?
 - _____
-

The DeltsConnect recruitment tool also allows you to drive names to your names list via your chapter's customized DeltsConnect website. Using the website editor, place a recruitment widget on your site's front page, publicize your site via Facebook ad and Twitter, and potential new members may submit their information to populate your names list. Do not count on this as the main driver of names to your list. Website referrals can be a nice bonus, but should not be relied upon exclusively.

Take some time to explore the DeltsConnect recruitment tools upon being elected recruitment chairman. Fully utilizing the tools provided to you will give your chapter a great first step toward recruitment success.

NIC 5 STEP MODEL

Recruitment is at its root the science of making friends and inspiring a shared vision. The North American Interfraternity Conference Five Step Model is a simple way of understanding how and why people join fraternities. It looks like this:

1. MEET HIM

The first thing you must do before offering somebody an invitation to join is to meet him face to face. Maybe you know him from class, or he attended your high school. Perhaps he is in your residence hall. However you know him, you need to meet him first.

2. MAKE HIM YOUR FRIEND

Before offering somebody an invitation to join, you should probably make him your friend. Notice this step says nothing about the fraternity. It is all about building relationships at this point.

3. INTRODUCE HIM TO YOUR FRIENDS

Your friends happen to be your chapter brothers, but at this point you still do not discuss the fraternity. You have met a man, made him your friend, and hopefully introduced him to your wider circle of friends (brothers).

4. INTRODUCE HIM TO THE FRATERNITY

Only after you have introduced the man to your friends should you bring up the concept of fraternity. Remember, this process stresses cultivating relationships, not "Rushing" people into a bid. At this point, thoroughly explain the obligations of membership and the vision of your chapter. If he shares the chapter's values....

5. BID HIM

Extend an invitation to join your brotherhood when you are convinced the man fully understands the obligations of membership, shares our values, and would provide benefit to the chapter. Remember, you are inviting this man to become a brother for life. We'll discuss this step in more detail later.

And that's it. Pretty simple. In fact this process may already be familiar to you. You may have been recruited this way. This process may take hours, days, weeks or even months, but when implemented provides a solid foundation for building lifelong friendships within the bonds of fraternity.

EXPANSION MODEL

When the Fraternity expands to new campuses, it puts three consultants on site for four weeks. Those consultants work long days, exhausting every potential source for referrals on campus and contacting every unaffiliated male they have information on. By the end of the process the consultants will have given bids to between 50 – 80 founding fathers, thus launching a strong new colony. You might consider using some of the strategies detailed in the expansion model for your recruitment plan.

If this seems intense, it is because it is. The expansion team typically compiles a list of between 700 and 1000 names. Every name on the list is contacted. The team will typically have 30-35 individual interviews per day with potential new members. Every potential new member gets several interviews, and the team makes judgment calls off of men's resumes, essentially assembling an all-star team composed of the campus's best and brightest leaders.

So how does the expansion team get so many names? Why are three men able to successfully launch a new 70 man colony in a matter of weeks when some chapters struggle to find even just ten new members for the year? It all comes down to perspective, hard work and vision.

1. Our expansion teams start the process by contacting every campus club and organization. We look to schedule meetings with as many of these organizations as possible with the hope of identifying untapped campus leaders.
2. The team also contacts professors, administrators and campus advisors in search of recommendations of the very best men on campus. These referrals provide a solid foundation for the names list, but are a drop in the bucket compared to the names generated by sororities.
3. The team schedules presentations in front of every sorority. They arrive wearing suit and tie, and ask for the names of the very best unaffiliated men. These guys may be any age, as long as they are unaffiliated undergraduates. They mention they want to find men who want to leave a legacy on campus. To sweeten the deal, the consultants turn things into a competition. The team mentions Delta Tau Delta will donate money to the chapter's philanthropy if they help us more than any other sorority on campus. At the end of the presentation, the consultants offer our flower, the purple iris, paired with the sorority's flower as a token of our newfound partnership. Names come flooding in. Every woman knows at least one man who is not yet Greek but should be.
4. The team schedules interviews with as many people as possible by cold calling the names given to them from the referral process mentioned above. It should be noted that if those processes are not as successful as the expansion team was hoping for, then it is up to the team of consultants to get creative to yield more names for the names list.
5. The first interview is almost exclusively informational. The team explains the concept of leaving a legacy, starting something new, and becoming a founding father. For you, this would be a time to explain your chapter's vision and passions. The consultants also cover Delta Tau Delta's programs, dues and structure. If the prospect seems interested, he is invited back for a second interview.
6. The second interview is nearly entirely about him. The consultants ask critical questions about the prospect's values, his vision for the Fraternity, and what he hopes to bring to the colony. If any questions remain, they are answered, and a third meeting is scheduled to either bid the man or release him.

The project moves at breakneck speed, but the end result is a 50-70 man colony with an average 3.33 GPA. By assembling campus leaders and empowering them to pursue a vision, the expansion team moves mountains. Amazing things can be accomplished by sharing one's vision and asking for support.

THIS SAME MODEL MAY BE USED BY CHAPTERS. HERE IS A STEP BY STEP BREAKDOWN TO MAKE IT HAPPEN:

1. Assemble a huge names list of the very best unaffiliated students on campus.
2. Meet as many of these men as you can. Fishing out of a bigger pond will land bigger fish, and more of them.
3. Hold an informational first meeting where you explain the details of what you are trying to accomplish with your chapter. Share your vision and passion.
4. Invite the man back for a second meeting and ask deep questions regarding the man's intentions, values and thoughts on legacy.
5. When all questions and concerns have been answered, either extend a bid or release the man from the process.

You may not be able to schedule 30 meetings per day, however even just five to ten meetings per day over the course of several weeks will get you closer to your recruitment goals. This is a tried and true process which consistently delivers results. It is a system by which the very best men on campus are identified, pursued, interviewed and invited to leave a legacy. Does this sound like something you could use? Try implementing some of these tactics and see what happens.
Formal, Informal and 365 Recruitment

All campuses are different. Some campuses have strict rules governing recruitment while others are almost completely hands off. However, there are some absolute facts about recruitment worth mentioning here.

1. **Nobody can ever enforce a rule against making friends.** This is a constitutional right protected by freedom of association. No school will ever prevent you from making friends with other students if you choose to do so.
2. **People join people.** Academic studs will recruit others interested in academics. Drug addicts will recruit other drug addicts. Service minded individuals will recruit others interested in service. People join those who share their values in order to build a sense of community.
3. **Higher standards results in better members.** When chapters raise their standards for membership, they see an increase in numbers as well as improved brotherhood. Better individuals make better brotherhoods.

Informal recruitment occurs at the majority of American college campuses. There may be several general rules surrounding men's recruitment, but chapters are largely left to take new members on their own. This process is much more preferable, as it allows chapters to engage the entire student body and not just those who have registered for a formal process.

365 day per year recruitment sets a new standard for what recruitment should be. If recruitment is all about making friends and inspiring a shared vision, why would we put unnecessary restrictions on when that process might happen? Perhaps you meet an impressive individual five weeks into the semester. Should he really be made to wait until the next new member class?

Delta Tau Delta and the NIC encourages all its chapters and host institutions to pursue a policy of 365 day per year recruitment. This is healthiest for all involved, and provides an excellent way to engage all members of the community. If you need help transitioning your school to a 365 model, call the Central Office for additional support.

GETTING SUPPORT FROM YOUR CHAPTER BROTHERS - GETTING BUY IN

One of the best ways that you can gain support from the rest of your chapter towards recruitment efforts is to plan recruitment events that brothers already want to come to.

Treat recruitment events like brotherhood events. By focusing on having events that brothers want to do, you will accomplish a two things:

First, you won't have as much issue getting brothers to come out and have a good time. And if everyone has a good time, then the guys you are recruiting will see it. This will make for a much more successful event.

Two, if you are having events that the brothers actually like, and you find recruits that like them too, then they will probably be a good fit for your fraternity. Don't forget a key point to developing relationships with recruits is by finding mutual interests.

BIG EVENTS VS. SMALL EVENTS

The most common question from undergraduates at recruitment seminars is about events. What events should we hold? As previously stated, big events provide very little return on investment. Instead, wouldn't you rather spend some time getting to know individuals? What is better for recruitment, a large, noisy party or coffee with the president of a student organization who has not yet gone Greek. If recruitment is about building relationships, clearly getting one on one time with a bona fide campus leader is your best bet. Commit the lion's share of your time, energy and resources toward getting to know individuals and your chapter will be better for it.

BUDGET SAMPLES

It's important to create a budget for all of your recruitment activities. Consider any marketing efforts including T-shirts, fliers, posters, etc. Make sure to budget for all activities and food. Focus on the quality of the experience for the PNM first.

10	Tot Recruitment	0.00	1,500.00	1,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
11	Tota Recruitment Shirts	0.00	750.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,750.00
12	Total Tot Recruitment	\$ 0.00	\$ 2,250.00	\$ 1,500.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,750.00

31	Formal Recruitment			2,250.00	900.00			2,000.00	800.00									3,850.00
32	Recruitment Shirts		1,800.00					2,000.00										3,800.00
33	Informal Recruitment																	
34	Summer Recruitment																	
35	Scholarship							1,500.00										1,000.00
36	Total Recruitment		1,800.00	2,250.00	900.00			5,800.00	800.00									10,650.00

48	Recruitment																	
49	Formal Recruitment	3,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,800.00
50	Formal Tshirts	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
51	Informal Recruitment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	900.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	900.00
52	Total Recruitment	\$ 4,800.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 900.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,700.00

DELIVERING A BID

Do your new members really know what they are getting themselves into? Have you fully explained the expectations of membership? If you do not have a serious discussion with potential new members ahead of delivering a bid, you are selling them short. Here's what it should look like:

1. Tell him the chapter has enjoyed getting to know him.
2. Ask him if he has any questions regarding the Fraternity.
3. Explain to him that before going further, you need to make sure he understands what the Fraternity is about.
4. Outline all of the expectations of membership.
5. Make sure he understands that this is a lifetime commitment, and that when the Fraternity extends a bid, they are extending an invitation to become a brother for life.
6. Ask him "If we were to offer you membership, what would your thoughts be on that?" This is called the "pre-close".
7. If it looks like he will accept, extend the bid. If he still has concerns, qualify those concerns with questions and do your best to answer them.

It is fairly straightforward. When you offer a man membership in your brotherhood, it is no small thing. He will become your brother. Do you really want that invitation to be left to chance?

RECRUITMENT RETREATS

Agenda

Each year and perhaps twice per year a recruitment retreat should be conducted by the recruitment chairman. This may be a day long affair devoted to honing recruitment skills or a portion of a multiday chapter retreat. Here is a sample agenda for such a retreat:

RECRUITMENT RETREAT AGENDA

- 10:00am: Brotherhood Building Activity
- 10:30am: Developing a Clear Purpose
- 11:30am: Identifying the Best Men
- 12:30pm: Lunch
- 1:30pm: Brotherhood Building Activity
- 2:00pm: Recruitment Skills Refresher
- 3:00pm: Developing a Game Plan
- 4:00pm: Pass the Gavel/Wrap Up

ACTIVITIES

DEVELOPING A CLEAR PURPOSE:

Before launching any successful recruitment retreat you must commit to getting the chapter on the same page. This means everyone must agree on a shared vision and shared purpose for the chapter. Have everyone describe the chapter five years from now by writing a short narrative. Ask volunteers to share their vision. Record key words on a white board or piece of flip chart paper.

After a number of ideas have been generated, suggest a set of five year goals that correspond with the overarching vision. These goals should be SMART goals (Specific, Measureable, Attainable, Realistic and Timely) A sample five year goal may be: "We will have at least 85 members with a cumulative 3.0 GPA by the end of fall semester 2018. We will do this by generating a names list of at least 400 individuals and contacting each potential candidate within two weeks of his name being added to our list. The list will be composed of individuals with above a 2.75 GPA who are involved in at least one other campus organization or leadership position." These goals should define the future of your chapter and provide a roadmap for success. The goals should be revisited monthly.

IDENTIFYING THE BEST MAN:

Identifying tangible traits in the perfect member is often difficult. How does one quantify brotherhood? Still, unless a chapter adopts some Measureable Eligibility Standards, it is bound to accept just about anybody into membership. This is how good chapters turn bad.

Start with academics. Your chapter probably already has a minimum expectation for GPA. Does it have a minimum expectation for high school GPA? What about involvement? Perhaps you should require candidates be involved in at least on other activity. These standards are often tough to create; however, once they are created they can be used as a recruitment tool. Imagine being able to tell someone precisely what qualifications one must possess in order to be considered for membership. This will legitimize your recruitment campaign and eliminate unwanted and lengthy discussions about candidates who bring little to the table.

RECRUITMENT SKILLS REFRESHER

Take an hour during the retreat to brush up on some practical recruitment skills. Brush up on conversation skills by partnering up and sharing quick, one minute stories about childhood vacations. Identify things each partner has in common and challenge the teams to start new conversations from there. Practice handshakes, eye contact and posture. Refresh the chapter on vital Fraternity facts. How much are dues? What is the typical time commitment? Why would someone want to join? Refresh the chapter on all these items or pick a few.

DEVELOPING A GAME PLAN

Your chapter must have a game plan in place emerging from the retreat. This means a step by step action plan to ensure recruitment success. Answer these questions and you should be well on your way:

- What does success look like?
- How many names do you need on your names list to ensure success?
- How do you plan on filling your names list with viable candidates?
- Who will be responsible for contacting prospects?
- What is the step by step process for taking someone from new prospect to bid?
- How will we decide who gets a bid?
- Who delivers the bid?
- How do we ensure retention of the new member?

If you can answer each of these questions you have a game plan. Make sure the entire chapter understands the plan and is bought into the desired results. At this point, you are ready to recruit.

Recruitment is much more than simply adding members to your organization. Indeed, recruitment is considered the lifeblood of the Fraternity because it is the practice of continuously securing the mission and legacy of your organization. When we offer a gentleman a bid, it is to become a brother for life. That is no small act.

Turn your chapter into a recruitment machine by defining your chapter's vision, creating a huge pool of potential new members by developing a dynamic names list, engaging each of those potential new members by including them in the job of accomplishing your mission, and inviting them to become brothers for life. For more resources or for help with recruitment, please contact Central Office by calling (317)-284-0203.



CONCLUSION

Delta Tau Delta is proud of you and your sincere desire to improve your chapter. As a leader of the chapter, your success will be determined by your actions, words and thoughts. The Fraternity expects you to work diligently to build a positive experience for yourself and your brothers. Please take these final thoughts with you as you begin what will be a great year for you and your chapter:

COMMUNICATION IS THE KEY TO SUCCESS:

It will be vital for you to communicate with your brothers and your peer officers. Many of the goals you will set will require you to work with other individuals. If you continue to focus on improving your communication skills throughout your officer term, you will not only be a more effective officer, but you will also be better prepared to lead in the future.

RESOURCES ARE ALWAYS AVAILABLE TO YOU:

There will always be someone willing to help you as you encounter obstacles. This person may be a chapter advisor, a campus advisor, a chapter consultant, an older member of the chapter or even a student in the campus community. It is important to realize all of these people want you to be successful. Please include and utilize these people as often as you can.

THE FRATERNITY WANTS YOU TO ASK QUESTIONS:

This manual will not cover every concern you encounter and each obstacle is different. If you have a question, please do not hesitate to contact any the resources previously mentioned or to the Central Office. The Fraternity wants you to have all of the information you need to be successful.

“AS YOU ADVANCE, REMEMBER OTHERS FOLLOW”:

This concept is so important as a leader. In order for the chapter to be successful for a long period of time, you must recognize your responsibility to be a role model and mentor for members of the chapter. By teaching and encouraging other members to achieve, the chapter will achieve. Do not lose sight that you joined because of the men around you; you should feel a special responsibility to do your best for and with these men.

USE THE VALUES OF DELTA TAU DELTA TO GUIDE YOUR DECISIONS:

Truth, Courage, Faith and Power should be ever present in your decision making as a member of Delta Tau Delta. These values are not exclusive to the Ritual of the Fraternity, but they should be embodied in your everyday work as an officer of the chapter to motivate, encourage and lead your brothers.

THE FRATERNITY KNOWS YOU WILL DO MUCH TO BETTER THE CHAPTER AND DELTA TAU DELTA THANKS YOU FOR YOUR TIRELESS EFFORT AND YOUR STEADFAST COMMITMENT. THE FRATERNITY WISHES YOU NOTHING BUT SUCCESS AND HAPPINESS AS YOU LEAD YOUR CHAPTER TO EXCELLENCE.