



DELTA UPSILON

INTERNATIONAL FRATERNITY

RECRUITMENT ACTIVITIES DURING VIRTUAL RECRUITMENT

Recruitment is the lifeblood of your chapter/colony. It is important to plan ahead in times you may be off campus and think about the virtual recruitment activities the chapter/colony can still have that will engage PNMs.

ONE-ON-ONE MEETINGS

- These scheduled meetings are meant to build a relationship with the PNM, get to know him and inform him about DU. They can be conducted by the VP Recruitment, a Recruitment Committee member, Executive Board officer, etc. Think of these as having lunch or dinner with a PNM.
- Meetings can be held virtually via Zoom, Skype, Facetime, etc. A phone call can also work, but video chat is best since you are able to see each other.

Best practices for virtual one-on-one meetings

- Confirm meeting time via phone or text the day of, as well as platform you will be using.
- Be sure to make the PNM comfortable and reinforce that it isn't an interview, just a conversation.
- Make sure to establish rapport of your chapter and talk about why you initially joined DU.
- Focus the conversation on the PNM (building relationship and getting to know him). Do not just talk about DU the entire time. Get to know what the PNM's likes, what they are involved with, why they decided to attend your university/college, etc.
- Make the meeting last as long as you feel is needed. If the conversation is going great, do not feel like you must cut it short.
- Get more referrals from the PNM you interact with. Ask him if his friends would be interested in DU.
- Let the PNM know when the next chapter/colony virtual hangout and/or event is. Encourage him to participate and invite friends.
- Always update your names list after your meeting while it is fresh on your mind and so you don't forget any important information.
- Send a follow-up message and keep the PNM informed of important upcoming events.

ALUMNI/ADVISOR PHONE CALLS

- Having an alumnus or advisor be involved could be very beneficial to the chapter/colony's success in virtual recruitment. Just because the chapter/colony cannot have an in-person alumni/advisor recruitment event doesn't mean alumni/advisors shouldn't be involved. One way this can happen is to allow certain alumni and/or advisors to make phone calls to PNMs who may be a high priority for the chapter/colony. This will show that the alumni/advisors are involved and care about the success of the members

Best Practices for Alumni/Advisor Phone Calls

- Make sure the PNM is expecting or knows that an alumnus and/or advisor is planning to call him. This will ensure that the PNM is ready to answer the call and knows who is calling.
- Prepare the alumni/advisor for the phone call by giving them an overview of who the PNM is and what the PNM is interested in. This will allow the alumnus/advisor to prepare questions and information for the PNM.

- Have alumni/advisors call high priority PNMs and/or PNMs who may have expressed interesting in talking with an alumni or advisor.
- Follow up with the alumnus/advisor after the phone call to get an overview of the call and find out if there is any follow-up that should happen.

CHAPTER/COLONY VIRTUAL RECRUITMENT ACTIVITIES

- Schedule a time each week for the chapter/colony to virtually connect with PNMs using Zoom/Skype/Facetime/etc. This will allow for the VP of Recruitment and Recruitment Committee to know that there is something each week that PNMs can be involved with.

Ideas for Group Virtual Recruitment Activities

- Virtual workouts via Zoom/Skype/FaceTime
 - Have different members lead workouts for other members each week and invite PNMs.
- Share a virtual meal together
 - Cook together something new and see who made it best or just set a time up a time when everyone eats a meal at the same time.
- Set up time via video call to hang out as a chapter/colony and invite PNMs. (Doing anything without structure can be beneficial to checking in and feeling involved.)
 - VP of Recruitment and/or Recruitment Committee should come with a set of questions/topics the chapter/colony can talk about.
- Video game tournaments – Xbox Live, PlayStation Network, etc.
 - Use discord chats to involve members or PNMs who may not have gaming systems.
- Movie night via the Netflix Party Chrome extension
- Teach members things they can use to boost productivity such as Microsoft Office basics. Or if a brother knows a certain talent, they can demonstrate it in the weekly virtual meeting (knitting, juggling, etc.)
- Establish a book club and pick one book for a group of your members and PNMs to read and discuss weekly.
- Fraternity social media challenges
 - Challenge each of your brothers to participate in weekly “challenges” to give your chapter some social media footing and show that you all are still operating as best as you can in these trying times.
 - Challenges could include pushup nomination, TikTok challenges, Instagram live streams, etc. Make sure to include PNMs in the challenges as well. (No challenge should involve alcohol, extreme exercise or other activities that would be considered hazing.)