



DELTA UPSILON

INTERNATIONAL FRATERNITY

SUCCESSFUL, ESSENTIAL AND EASILY IMPLEMENTED RECRUITMENT TACTICS

365 RECRUITMENT (WHAT AM I DOING TODAY TO HELP THE CHAPTER BE SUCCESSFUL WITH RECRUITMENT?)

- 365 recruitment is the best way for chapters to recruit and provides the greatest opportunity to find both the quantity and quality of new members the chapter is looking for.
- 365 recruitment means that the chapter is utilizing each day as an opportunity to recruit new members vs just 1-2 weeks of “formal IFC recruitment.”
- 365 does not mean that chapters need to host events every day or extend bids on a weekly basis but instead means that the chapter is doing something recruitment related daily. This could be adding to their PNM names list, reaching out to or hanging out with PNMs, posting on social media, etc.
- Most importantly, 365 recruitment allows for chapters to build relationships with PNMs over time vs over a few days.

SETTING GOALS (HAVE WE SET RECRUITMENT GOALS, NAMES LIST GOALS, BID EXTENSION GOALS, ETC?)

- Setting goals is how we stay on track, ensure success, address concerns/challenges, etc.
- Goals for recruitment need to be clearly defined, communicated with the chapter and progress on goals need to consistently be shared.
- **A recruitment goal IS NOT** – “We want more than last semester.”
- **A recruitment goal IS** – “We want 10 bids to be accepted meaning we want/need to extend at least 20 bids and have a names list of at least 100 PNMs.”

UTILIZATION OF A RECRUITMENT TEAM (WHO IS MY TEAM THAT IS GOING TO HELP MAKE RECRUITMENT A SUCCESS?)

- Recruitment is not a “one-man” show, and the best recruiting chapters have a strong, focused recruitment team that is utilized in an intentional way.
- Recruitment teams should be meeting weekly, and each member of the team should have clearly defined role and responsibilities.
- Utilizing a recruitment team allows for more outreach to PNMs, perspective and ensures things do not fall through the cracks (i.e. follow up with PNMs, bid extension, etc.)

CLEAR ROLES & RESPONSIBILITIES FOR CHAPTER MEMBERS (WHAT IS EVERYONE'S JOB?)

- **People join people**, and in turn, chapter members need to play an active role in recruiting. For members to be the most effective in their recruitment, they need to understand what their role and responsibilities are and why those are important to the overall success of chapter recruitment.
Saying “because it is recruitment” is not enough.
- Assign members of the chapter roles, share those roles with the members and help them understand how their role will impact a PNM's experience.
- Roles for chapter members may include:
 - **Hype-man** – posting on social media, getting PNMs excited, encouraging PNMs to come to events, etc.
 - **1:1 guys** – members who are great at holding conversations for an extended period and building connection
 - **Logistics** – taking care of room reservations, food orders, etc.
 - **Show up, talk to PNMs and have fun** – most common role in which the focus is to allow for PNMs to meet as many brothers as possible and see brothers having fun

OUTREACH, OUTREACH, OUTREACH (HOW MANY PNMS HAVE I REACHED OUT TO? IS THAT ENOUGH?)

- Chapters cannot recruit if they do not reach out to PNMs. The more outreach that is done, the higher likelihood you will find both the quantity and quality of new members.
- Reach out via text, social media, friends, etc. **Remember, it is the chapter's job to bring in new members so you cannot wait for them to “come to you.”**
- Think of creative ways to add to your outreach/PNM list. Do not just rely on IFC lists, social media or PNMs expressing interest.

BE CONSISTENT (HAVE I MADE SURE THAT I AM KEEPING CONSISTENT COMMUNICATION WITH PNMS, MEMBERS, ETC?)

- **Consistent communication is key to any good recruitment.** We need to make sure PNMs know when events are, are invited to each event and know when other engagement opportunities exist.
- Do not let one un-responded to text or missed event from a PNM prevent you from continuing to reach out (clearly there is a limit, so use good judgement).

FORMAL VS INFORMAL ENGAGEMENT OPPORTUNITIES (IS THE CHAPTER ENGAGING WITH PNMS BOTH DURING “FORMAL” RECRUITMENT EVENTS AND WITH “INFORMAL” EVENTS?)

- Providing PNMs the opportunity to engage with the chapter both “formally” (i.e. Wing Wednesday event) vs “informally” (i.e. playing basketball at the Rec) is vital.
- Different engagement opportunities allow PNMs/chapter to see each other in different spaces and allows for consistent relationship building, both of which strengthen relationships and a sense of belonging.
- If not engaging PNMs in both ways, the chapter is missing out on a lot of time that can be spent getting to know a PNM and getting them interested in joining.

ASKING THE RIGHT QUESTIONS & KNOWING WHAT THE CHAPTER OFFERS (WHAT QUESTIONS ARE BEING ASKED TO BETTER GET TO KNOW PNMS AND DOES THE CHAPTER KNOW WHAT WE HAVE TO OFFER THAT MIGHT GET PNMS EXCITED TO JOIN?)

- A lot of recruitment is asking the right questions in order for the chapter to better understand who the PNM is and what the PNM is wanting out of a fraternity experience.
- Ask open ended questions, **LISTEN** and follow up.
- Questions should get the PNM to talk about their experiences, campus involvement, wants if they were to join DU, etc.
- If needed, the chapter can create a list of recommended questions to ask PNMs that is shared with members.
- It is incredibly important that chapters know what DU and their chapter have to offer. Doing so allows conversations with PNMs to be more tailored and personal.
- **Create a top 10 reasons someone should join DU/your chapter and have talking points for each of those reasons.** If a PNM brings up something that relates to one or more of those reasons, the chapter now has intentional talking points they can share.

INTENTIONAL FOLLOW-UP (ON A SCALE OF 1-10, HOW INTERESTED ARE YOU IN JOINING DELTA UPSILON?)

- Be intentional about how, when and who from the chapter is following up with PNMs.
- **Do not go more than 24-36 hours without touching base with a PNM** about the next event, next steps, etc. Consistent follow-up and communication are key to relationship building and sometimes can make all the difference between a PNM joining DU vs another fraternity.

BE TRANSPARTENT (ARE YOU COMMUNICATION WITH PNMS WHAT THE CHAPTER IS TRULY ABOUT?)

- The best thing a chapter can do in recruitment to avoid future headaches is to be transparent with PNMs about expectations, requirements, finances, etc.
- **Do not “bait & switch” PNMs.** All that does is create a potential issue down the line during the new member process.
- Transparency also opens the door for there to be open and honest conversations about a PNM’s hesitation to joining that the chapter can then address (i.e. financial expectations).

HAVE FUN! (IS THE CHAPTER ENJOYING RECRUITMENT?)

- Plain and simple, have fun! If the chapter is having fun during recruitment, odds are, PNMs will too.
- **Recruitment should be a fun, exciting time and an opportunity to grow the chapter!**