



# DELTA UPSILON

## INTERNATIONAL FRATERNITY

### FOUR FOUNDING PRINCIPLES RECRUITMENT IDEAS

Recruitment is the perfect time to highlight Delta Upsilon's Four Founding Principles. Hosting recruitment events around each Principle allows your chapter to highlight that Principle and show perspective members what the Principle looks like in action. Because all DU does should be rooted in our Principles, it is important all perspective members understand these values.

#### RECRUITMENT CHARACTER EVENTS (THE DEVELOPMENT OF CHARACTER)

- Host an alumnus to discuss how Delta Upsilon involvement prepared him for his professional career
- Host an etiquette dinner
- Host a service event within the local community
  - Community beautification project
  - Mile highway cleanup
  - Picking up trash around campus
- Host a service event with American Red Cross
- Host a blood drive
- Host a networking event with alumni
- Tour local statues, monuments, and sculptures to learn about their significance to the community or history
- Invite a professional from the university career center to discuss how to leverage student involvement in the job/internship search process
- Host a motivational speaker
- Facilitate a mini Ignite series, having brothers share a prepared speech regarding how they overcame adversity

#### RECRUITMENT CULTURAL EVENTS (THE DIFFUSION OF LIBERAL CULTURE)

- Consider the demographic of your community and plan a service event, partnering with a minority group in the area
- Host a religions professor to speak about world religions
- Host a staff member from the study abroad office to speak on behalf of study abroad opportunities
- Have a brother who recently attended the Global Service Initiative share about the Jamaican culture he observed and his experience
- Have a brother who recently traveled abroad share pictures and talk about his experience
- Host/sponsor a music performance (i.e. jazz, blues, classical, etc.)
- Ask an art instructor to visit the chapter and discuss a pre-determined art form
- Attend an ethnic festival (i.e. Chinese New Year, Caribbean Fest, etc.)
- Ask a music professor to discuss a music genre
- Attend a ballet, musical, opera, symphony, or theatre performance
- Attend an event with potential new members hosted by a cultural organization on campus (i.e. speaker, musical performance, play, advocacy event, etc.)
- Invite the fraternity or IFC diversity chair to speak about issues that affect the fraternity and sorority community
- Host a movie night with a film focused on different cultures, suggestions include:
  - Gran Torino, *released in 2008*

- *City of God, released in 2002*
- *See Associate Member Education Facilitator Guide for more suggestions*
- Attend cultural speaker events on campus (i.e. poetry slam, MLK Day speaker, etc.)
- Set up a dinner at a locally owned, ethnic restaurant and develop a relationship with staff to learn their stories or experiences

#### RECRUITMENT JUSTICE EVENTS (THE ADVANCEMENT OF JUSTICE)

- Host a discussion about a critical issue, suggestions include:
  - Diversity and access within education
  - Diversity and access within the fraternity and sorority community
  - Representation and inclusion within fraternity and sorority community
  - Sexual assault prevention
  - Mental health
  - Alcohol/drug abuse and addiction
  - Men and masculinity
- Show a film that revolves around a theme of justice and facilitate a discussion after the film, film suggestions include:
  - *13th (Available on Netflix)*
  - *The Hunting Ground (Available on Netflix)*
  - *Dreamcatcher (Available on Netflix)*
  - *Race to Nowhere (Available on Netflix)*
  - *Whose Streets? (Available on Hulu)*
- Participate in a service event that supports an underprivileged group, suggestions include volunteering with:
  - A homeless shelter, soup kitchen, or discounted grocery store
  - Nursing home
  - Ronald McDonald House
  - A local hospital
  - Students at an underprivileged elementary school/grade school/high school
  - Big Brother/Big Sister Programs
  - Special Olympics or volunteer opportunities to serve those with physical or mental disabilities
  - Relay for Life/Dance Marathon, and other programs to support those with terminal illnesses
- Get involved in discussions or programs meant to support victims of sexual assault/domestic violence, suggestions include:
  - Domestic Violence Awareness Week
  - The Clothesline Project
  - Chapter members and PNMs receive Green Dot/Bystander Intervention training
- Host a service event focused on environmental issues
- Host a community discussion on healthy expressions of masculinity or masculinity and mental health