**[INSERT CHAPTER] RECRUITMENT PLAN**

**PRIORITIES**

1. **Priority 1 [Highest Priority]**
	* Specific points of where you want to improve on in this category
	* Example: Priority 1: Recruitment
		+ Increase number of PNMs at events
		+ Increase brother engagement at events
		+ Increase outreach to PNMs
		+ Increase number of extended bids
2. **Priority 2**
	* Improvement Point 1
	* Improvement Point 2
	* Improvement Point 3
	* Improvement Point 4
3. **Priority 3 [Lowest Priority]**
	* Improvement Point 1
	* Improvement Point 2
	* Improvement Point 3
	* Improvement Point 4

**Notes: Add as many priorities and improvement points as needed**

**RECRUITMENT BENCHMARKS**

1. **Time Point 1**
	* How many bids do you want to have accepted? How big should your PNM list be by now?
	* Example: By Spring Break:
		+ Increase PNM list by 60
		+ Extend 15-20 bids with 10 bids accepted
2. **Time Point 2**
3. **Time Point 3**
4. **Time Point 4**

**Notes: Add as many time points as needed, the more goals and check in points, the better.**

**STARTING NOW**

**Notes: What can you and your chapter start doing now? Recruitment committee? Recruitment focused meetings? More brotherhood events? Tabling? These should be items that help you reach your time point goals and help hit your priorities.**

Time Point 1:

1. **Priority 1:***Example: Recruitment*
* Continue points listed above
* Extend multiple invitations and have conversations with people from clubs, classes, jobs, etc. about events, DU, our vision for the future
* Plan fun recruitment and brotherhood events where our outreach is to the people on our PNM list that have expressed interest in coming before and to the people we meet around campus, clubs, etc.
* Stay in touch with PNMs over holiday break about upcoming events for when students get back on campus
* Find outgoing ways to have a presence on campus at tabling (free hot chocolate and coffee, guess the score of a game, etc.)
1. **Priority 2:**
2. **Priority 3:**

**Notes: How will you improve upon the priorities? How will you reach your recruitment goals by this time point?**

Time Point 2:

1. **Priority 1:**
2. **Priority 2:**
3. **Priority 3:**

Time Point 3:

1. **Priority 1:**
2. **Priority 2:**
3. **Priority 3:**

Time Point 4:

1. **Priority 1:**
2. **Priority 2:**
3. **Priority 3:**