

## CENTRAL FLORIDA RECRUITMENT SEMINAR AGENDAS

### Delta Upsilon Central Florida Chapter New Member Membership Recruitment Retreat January 21<sup>st</sup>, 2008

12:00pm – 12:30pm	Ice Breaker
12:30pm – 12:40pm	President
12:40pm – 1:00pm	VP Membership Recruitment
1:00pm – 1:20pm	What does “Rush 365” mean?
1:20pm – 2:20pm	How to Begin Conversation
2:20pm – 2:40pm	The Art of Open-ended Questions
2:40pm – 3:00pm	Listening is Key
3:00pm – 3:30pm	Make Him Your Friend
3:30pm – 4:00pm	Introducing Rushees to other Brothers
4:00pm – 5:00pm	Role Playing
5:00pm – 5:30pm	Q&A
5:30pm – ?	Hanging out... Together

### Delta Upsilon Central Florida Chapter Membership Recruitment Retreat January 22<sup>nd</sup>, 2008

12:00pm – 12:30pm	Ice Breaker, Refreshments
12:30pm – 12:40pm	President
12:40pm – 1:00pm	VP Membership Recruitment
1:00pm – 1:20pm	Rules & Regulations of Formal Rush Events
1:20pm – 2:20pm	Get to Know Your Brothers
2:20pm – 2:40pm	The Statistical Breakdown of Rushees
2:40pm – 3:00pm	“The Magic Numbers”
3:00pm – 3:30pm	“The Kind of Guys We’re Looking For”
3:30pm – 4:00pm	How we Rush: 1’s, 2’s, and 3’s
4:00pm – 5:00pm	Role Playing
5:00pm – 5:30pm	Q&A
5:30pm – ?	Hanging out... Together

RUSH RETREAT SPRING 2008  
January 22, 2008  
Engineering Room 102

Ice Breaker

- Name 3 things you are good at talking about
- What has DU done for you?

What are the founding principles?

- Do we look for these founding principles in the guys we rush?

The Kind of Guys We're Looking For

- Write on Board
- See how they fit into the Founding Principles
- Quality, Not Quantity
- What can they do for DU?

Why did you join?

- Reasons (Made you comfortable, higher GPA, brotherhood, etc.)
- Juniors and Sophomores
  - How can older rushees benefit from a Fraternity
- What makes a DU a DU?

What makes you feel good about DU?

- Inspire others
- Talk about why others love us

What sets us apart?

- Do what it takes to make yourself stand out from the rest

EMPHASIZE THESE POINTS TO HAVE THE WINNING RUSH!

Now that we know what we are looking for and what sets us apart, we have to use these tools effectively.

The 5-step process:

1. Meet him
2. Make him your friend
3. Introduce him to your friends
4. Introduce him to DU
5. Ask him to join

Conversation Skills

- Do's and Don't's
- 10 Commandments to a successful recruitment

### Important:

- Remember their name...Use their name
- Use open ended questions; make them talk more than you
- Use a firm handshake
- Don't down other organizations
- Make them feel welcome and wanted
- Be honest and upright
- BE CONFIDENT!
- BE SINCERE!
- Use eye contact
- Never leave them alone
- If you see someone struggling, GO HELP!
- Stay active and move around; don't stand in one spot

### Know your DU facts – The Magic Numbers

- 1<sup>st</sup> non-secret
- 1834/6<sup>th</sup> oldest national/oldest at UCF
- WHY did we start?
- Been at UCF since 1992, chartered in 1995
- 1<sup>st</sup> place homecoming 2004
- Other various accomplishments (winning sweepstakes, # of brothers, etc.)

### Why Go Greek?

- Sell Greek, then sell DU
- Why DU is the only fraternity for them

### Role Playing

- Firing Line Questions
- Role Plays
- Common objections to joining a fraternity

### Explain UCF DU Recruitment

- 1, 2, 3's
- Passing off
- Greeters
- Magic Numbers
- Explain the Bid Committee
- Rush 365—Bring Guys Out!!!!
- Year-round bid committee

### Statistical Breakdown of Rushees

- 10% of new students will rush no matter what
- 10% of new students will never rush no matter what
- 80 of new students are on the fence
  - We must focus on these men

### The Kind of Guys We're Looking For

- Athletes
- High GPA's
- Campus/High School leaders
- Active Community Leaders

### How we Rush... 1's, 2's, and 3's

- 1's are usually the weaker conversationalists
- 2's consist of men who can hold conversations and get to know the rushee
- 3's are "closers"; they are the best talkers and are the nail in the coffin
- Procedure:
  - 1's bring rushees in off the street and get them to sign into the table
  - The rushees are then met by awaiting 2's who take them into the tent
  - When enough 2's have talked to the rushee and have a good feeling about him, the rushee is brought to a 3
  - The 3's talk to the rushee and when enough 3's have talked to him, he is passed on to the bid committee