

Psi Upsilon



Handbook for Membership Recruitment

Table of Contents:

I. Some Thoughts on Recruitment

1. Rush vs. Recruitment	3
2. The Changing College Freshmen	3
3. Who should we be recruiting?	4
4. Where can we be meeting them?	4
5. Visibility – How they see us	6

II. The 5-Step Recruitment Model

1. Meet Them	8
2. Get to know Them	9
3. Introduce Them to your Friends	9
4. Introduce Them to Psi Upsilon	10
5. Ask Them to Join	11

III. Developing a Recruitment Program

1. Know your Campus	13
2. Recruitment Workshops	20
3. 10 Event Tips	26

IV. Appendixes

1. Psi Upsilon Fact Sheet	29
2. Hints on Motivating People	31
3. The Do's and Don'ts of Recruitment	32
4A. Sample Recruitment Workshop I: Recruitment Organization	34
4B. Sample Recruitment Workshop II: Recruitment Psychology 101	36
5. The Telephone Contact	46
6. Handling Objections During Recruitment	47
7. Sample Bid Sheet	52

Psi Upsilon Fraternity
3003 East 96th St.
Indianapolis, IN 46240
(800) 394-1833

I. Some Thoughts on Recruitment

Recruitment is the lifeblood of every chapter. It can be considered one of the most important things that a chapter does every year. This Handbook will act as a resource for the chapter. Within it are ways for your chapter to not only gain larger pledge classes but also to recruit the types of pledges that deserve to be considered for membership into Psi Upsilon. It is these people that you recruit that will be in charge of the chapter after you are gone, so recruit wisely.

1. Rush vs. Recruitment

It is not uncommon for members to confuse the terms Rush and Recruitment. Rush is defined (in IFC publications) as, “a series of events designed to give both chapter members and prospective members a fair and equal opportunity to be come acquainted as friends.” Recruitment, on the other hand, is the process of adding new members to a group. The reason why we no longer use the term Rush is that it is often an inhibitor to the recruitment process since it only implies a limited time period – and a successful recruitment effort needs to occur year round. This is not to say that a “Rush” period is a negative thing but any chapters that wish to increase their quantity, and more importantly their quality, of men should embrace the year-round recruitment tools that are offered in this manual. The term Rush actually originates from the 1930’s. When new students used to arrive on college campuses by train, the fraternity men would rush to the station and pin potential members with their fraternity colors to designate their interest in making them a part of the chapter. Although the members wanted to make new friends, they were often more concerned with filling their bed space to maintain their chapter’s finances.

Imagine if your school’s athletic teams or your favorite professional team would just rush players rather than recruit them? How successful would an athletic team be if it hosted a pizza party and a “meet the team” night on the first Monday of school and hoped that the best players showed up? What if they spent only a week out of the year recruiting these players? Would this coach have the same type of success that he would have if he recruited his members? Probably not. In this same way your chapter needs to go out onto the campus and recruit the most successful members for the chapter rather than rush them.

2. The Changing College Freshmen

One thing that frustrates many groups is that they did not have to recruit like they do today. During the late 70’s and into the 80’s membership in fraternities was constantly growing and the environment could be considered a “seller’s market”. In this kind of situation chapters became accustomed to sitting back and selecting from the many prospective members looking at fraternities. Rush

became a short, high profile time for all of the fraternities on campus. It created a visible period when unaffiliated men knew they could join a fraternity and allowed fraternities to go ahead and “do rush” periodically and not think about it again. This no longer works with the current college student. Currently the students face increasing demands to their time, more financial pressures than before, and greater numbers of campus leadership positions, which make the choice for going Greek much less automatic. The trend at most College campuses shows either numbers for fraternities leveling off or declining. It is important for chapters to adapt to these changes and develop a recruitment based process, or else other fraternities that have correctly adapted to change will surpass them.

3. Who should we be recruiting?

Although every college campus is different, with some being more Greek oriented than others, the incoming freshmen can usually be broken down into three distinct groups: the *always joiners*, the *never joiners*, and the *maybe joiners*. The *always joiners* are the ones who go to college with the idea to join a fraternity in mind. They are the people who will show up at formal recruitment activities and are often 2nd generation college students who had parents or siblings who were also Greek. Many times this is the group that we are spending the majority of our time trying to recruit. The *never joiners* is the group that are basically a lost cause. For whatever reason, be it one of interest, personality, or philosophy, they will never choose to go Greek no matter how much effort is put into it. Once you can identify someone in this group it is best to direct your efforts elsewhere. It is important to not confuse a never joiner with a maybe joiner. The *maybe joiner* is the majority of students on any campus. This part of the college population is often first generation students, transfer students, students of color or non-traditional students (commuters, 22+, etc.). They often know very little or nothing about the Greek community outside of what they have seen in the media – be it from movies such as *Animal House* or television shows such as “Beverly Hills, 90210” and “Dawson’s Creek”. They have often never considered the option of going Greek.

To get these students to join a fraternity they need to be sold on the experience. Although this is the largest group on a campus, they are a generally untapped resource. They need more than just public relations such as visible events, fliers, and ads in newspapers to get them interested in the Greek community. They need to be personally approached and friendships need to be formed before you will get these maybe joiners to become interested in Psi Upsilon.

4. Where do we meet these maybe joiners?

Chances are that you already know a number of people at your school who aren’t currently Greek. Oftentimes when trying to get members to recruit, you will hear excuses like, “I don’t know anyone who is not Greek” or “I’m a senior so everyone I know is too old”. Here is a list of places where your members

commonly interact with other students or places you might find potential members:

1. Classes
2. Jobs (including summer internships)
3. Neighbors in apartments and dorms
4. Roommates
5. Athletics
6. Student Organizations
7. High School college councilors
8. Cafeterias
9. Gym / Weight Room
10. Library
11. Also don't hesitate to approach your Greek Advisor for a list of potential members or even ask for references from any faculty or staff that you may interact with.

Chapters do not have to rely solely on their members to find potential recruits. A chapter that creates a positive image on campus and with certain offices and departments on campus will have a further advantage when it comes to recruitment. Below is a list of offices that it would be advantageous to have a good relationship with.

Admissions Office – The Office of Admissions is usually the office on campus that recruits and orientates new students. There are often events such as admission fairs, college weekends, and high school fairs during which the office would appreciate involvement from student groups. This office will also often employ peer counselors, university ambassadors, and students who give tours during orientation. What better way to get to know students than by hosting them on campus, meeting them at a recruiting event, or by calling prospective students to tell them about college on behalf of the university?

Alumni Relations Office – Alumni Associations often host “area receptions” for students who live in specific geographic regions. Developing a good relationship with the Alumni Office will give your members an opportunity to attend these events and, by getting to know someone else from your area, you will have a competitive advantage when that student comes to campus.

Greek Advisor – The Greek advisor is a tremendous resource on campus. The Greek advisor can often provide the chapter workshops, mailing lists of new students and students who are interested in the Greek community and suggestions on how a chapter can improve their own recruitment.

Information centers – This is the office that provides campus tours and staffs the welcome centers. Because many prospective students will take tours and visit campus on their own, it is a good way to build a rapport with students and their families.

Interfraternity Council (IFC) – It is important to be involved with a campus IFC for many reasons, and recruitment is no exception. The IFC often facilitates finding possible recruits by sponsoring events, rush weeks, fraternity forums, and through mailings to incoming students. Potential recruits will see brothers in charge and assisting at these events and will recognize them on campus and at chapter events.

Student Life – This is the office that will often work with student organizations and student government. It provides programming and educational presentations, and handles judicial cases on campus. It may also be the office that the Greek Advisor and IFC work through. A positive relationship will benefit the chapter.

5. Visibility – How they see us

Visibility is key. There are many ways to be visible on campus. Members can get involved in other student organizations such as the student newspaper, student government, IFC, intramurals, athletics, campus employment and other campus activities. The axiom “no man is an island” holds true for the fraternity world. No chapter that isolates itself will exist and be successful on a campus.

Visibility isn't involvement alone; it also reaches out to the reputation of the fraternity on the campus. Do members wear letters in tasteful ways that show pride or do they make t-shirts with crude or tasteless slogans? Do members talk about Psi Upsilon and about their fellow brothers respectfully or do they spread rumors and complain? Are the members known as the gentlemen of the campus? Or the meatheads? If someone were to visit the chapter house would it be clean and seem like a place people were proud to live, or would it be described more as a trash heap? Do people talk about how great Psi Upsilon is, or do they talk about rumors of hazing or incidents of alcohol abuse? What is the chapter doing to help dispel these rumors if they do exist?

Chapters that are visible on campus perform better during recruitment since they will start with a larger base of men that they know on campus. They will have more potential members come to them and likewise have an easier time convincing the maybe joiners to become a part of their chapter. These chapters will have a higher quantity and quality of new members at the end of each year. The chapters that don't promote Psi Upsilon and don't encourage members to get involved in campus and the community are often the ones that struggle with number problems every year and apathetic members.

Getting to know the faculty members and others in the college administration will give your members a chance to be known on campus. If your reputation impresses members of the faculty or administration, it is very possible that they will speak highly of your organization and even recommend it to a student who asks for an opinion.

The surrounding community is another base for recruiting new members. Are you visible during community activities and community service events? Are you known as being responsible or reckless? Being involved in the community can give the chapter a positive reputation and community members could know Psi Upsilon by name and even want their own kids to join.

Other resources that are too often underused are the family and friends of brothers and the alumni of the fraternity. Ask your family if they know of anyone who has kids who are planning on attending your school; or ask alumni to recommend prospective members from their family or community.

II. The 5-Step Recruitment Model:

1. Meet Them

This step requires you to go out and meet new people – you cannot sit back and wait for them to come to you. Many potential members are not comfortable approaching a chapter, or may not be thinking about joining a fraternity so we must reach out to them. Remember – there is no substitute for personal contact. We need to show them what we have to offer and how becoming a member of Psi Upsilon will benefit their lives.

Although recruitment is an ongoing process, the easiest time to reach out and meet these potential members is at the beginning of the school year. Remember how you felt being at a new school or in a new environment? Act as a mentor or a guide for these young men at your school. Figure out where these new students are congregating and set up shop there. You are sure to meet a lot of potential members. The majority of the time, the organization that first approaches the freshmen is the one who will get him to pledge.

Of course it is always important to be going out and meeting new members no matter what time of year it is. Some people may not consider going Greek until their later years in college and feel as if it is too late to join. Others just never considered it and were never approached about it. The ideals that stand behind being in a fraternity such as Psi Upsilon – allowing members to create lifelong friendships and bonds with members across North America – is appealing to most anyone.

You can meet people in any number of places – class and study groups, the student union or the gym, other organizations on campus, dorm lobbies and recreation rooms, School social events, jobs, the list can go on and on – every square foot on your campus is a place where you could meet a new recruit.

First impressions are always very important – often a person's first impression is the only one that they remember. When you meet someone for the first time remember to maintain eye contact and introduce yourself. Let them do all the talking and remain interested – you don't necessarily have to be interesting. Remember that you are in control of the conversation and make him feel important. It is important to not push the fraternity right off the bat - don't talk about it unless he brings it up.

After you meet a potential member it is important to give his information to the recruitment chairman. Members should be held accountable for their own prospects, though and you are the link between the chapter and the recruit.

2. Get to Know Them

This simply entails spending time with someone and becoming their friend. Invite them to any events the chapter might be having or invite them to just hang out. Go with them to sports games or meet them for lunch. To make someone your friend it is important that you learn more about them. This goes beyond the first step, which is mostly small talk – in this step you share stories and opinions. Without getting to know these members, how else would you know if they would make a good member of your chapter?

Easy ways to get to know potential members:

1. Invite them to lunch or dinner
2. Invite them to all chapter events
3. Help them in class
4. Give them a tour of campus
5. Just hang out

Never leave a prospect without having a promise for a future contact.

3. Introduce Them to Your Friends

Making your guests comfortable is an important factor. One of the best ways to do this is to introduce him to your friends and brothers. It is important for potential members to get to know the other brothers as well as yourself. Make it a point to introduce them to others and have them get to know as many of your members as possible.

Things to remember:

1. Forewarn your chapter when you plan to bring over a potential member.
2. Greet anyone who enters your location in a friendly and courteous manner.
3. Introduce potential members in a comfortable setting to only a few people at a time. You don't want to overwhelm them and make it an intimidating experience.
4. Act Naturally – don't let the introductions seem forced.
5. Have them meet members who share common interests with them and who come from nearby hometowns.
6. Do not introduce them as a possible pledge but introduce them as your friend.
7. Be sure to not put your potential member or any brothers in an awkward situation.
8. Make sure that the potential member is having a good time.

4. Introduce Them to Psi Upsilon

After a potential member has met a number of the brothers in the chapter and feels comfortable and if the potential member would be an asset to the chapter it is time to introduce him to the rest of the fraternity.

This step is often where most mistakes are made. Before talking about the fraternity it is important that the entire chapter is on the same page. It is important that you leave this step to those who are the most knowledgeable about the fraternity and those that are the most charismatic. It is important to make a powerful message at this point – there are several reasons why you are proud of your chapter and the chapter has benefited your life in many ways. Let your friend know these stories and why you have such deep feelings about the chapter and Psi Upsilon.

Two selling techniques that should be kept in mind when talking about the chapter are:

1. **FABS – Feature to Advantage to Benefit** (“Because of... you can... which means that...”):
Anyone in sales knows how to use feature, advantage, and benefit selling. Although recruitment is the process of making friends, they also need to understand the benefits of membership. During a committee brainstorming session or a recruitment workshop, you will list all the benefits of fraternity membership and, specifically, the benefits of membership in Psi Upsilon. An general example of this would be “Because of joining Psi Upsilon, you will have access to more leadership positions, which means that after graduation you will be able to handle responsibility better in the workplace.”
2. **Feel, Felt, Found technique:**
This technique is great to use when someone is expressing reservations about joining. An example of this strategy would be saying, “I know how you feel about that, I felt the same way, but I found that Psi Upsilon had much to offer in the area of ...”

Another great resource to use to introduce your friends to the fraternity is alumni. When they see that men are still devoting their time to the fraternity after graduation, it drives home the point of brotherhood and the important role that Psi Upsilon can play in your life. Also, they will see that being in a fraternity is about a lot more than just parties. It is an illustration of the bond that you create by becoming a member of Psi Upsilon.

When you begin talking about the fraternity in this sense, it is common for the potential member to start asking questions related to cost and the policies of the fraternity. It is important that you answer their questions honestly and disclose any responsibilities that they are taking upon themselves.

5. Ask Them to Join

The final stage in the process is asking them to join. The most common reason that people don't join fraternities is that they were never asked. By the time you are at this stage he should know the people in the chapter and what the Fraternity is about. Let him know that he is the type of man that the chapter is looking for and that you feel that he would be an asset to the chapter. Make him feel important.

Your University may designate a way bids are handed out or you may have a traditional way that your chapter goes about giving bids. The manner in which you extend bids is up to each chapter but it should be done with enthusiasm and excitement as you invite a new friend to become a member. A bid that is printed out on nice paper and given in a formal manner will be taken more seriously than bids that are handed out informally. Likewise when given a bid there should be more than one brother present, with one brother being a well-respected brother with an impressive title (President, vice president, etc.) and another being the primary contact between the chapter and the potential member.

The Invitation to join

1. The most common reason a chapter fails to get someone to join the fraternity is either their approach, or the fact that they fail to even ask the potential member to join.
2. The invitation to join should be practiced and rehearsed. It should almost be a canned presentation.
3. You know that the prospect has an interest to join – they would not have come this far unless they were interested. Lead the prospective into making the decision.
4. One way to handle objections is to answer with open ended questions:
Objection: "I don't know if Fraternity life is for me."
Open-ended question: "How can you say that without giving it a try?"
5. Always give the invitation to join in person
6. Make sure that the potential member understands the obligations of membership.
7. After asking the person to join – BE QUIET – let him talk.
8. If the invitation is turned down, find out the REAL reason why.
9. Remember, do not give up easily. Approximately 15-20% of all fraternity members did not join the first time they were asked.
10. Follow up and follow through. Being persistent does nothing less than show that the chapter is interested.
11. Remember, giving a bid to join Psi Upsilon is one of the best compliments you can give to someone.

12. Try and have him accept right away, once someone commits to something they will follow through, give someone too much time to think about it and they may get scared off.

A typical bid would be as follows:

“_____, you have made a number of new friends in Psi Upsilon. I am speaking on behalf of the entire fraternity when I say that if you can accept the responsibilities of membership, we would be proud to have you as a brother. _____, I am asking you to join Psi Upsilon Now.”

Be Quiet – let the prospective member talk.

The Appendices contain further information on giving bids, including tips on dealing with objections and a sample Bid Sheet.

III. Developing a Recruitment Program

Before planning a recruitment program to specifically fit your chapter's needs, it is important that you recognize the strengths and weaknesses of your campus and your current chapter. What works for one group may not work for another.

1. Know your campus

Some campuses have planned recruitment systems. The most common of these are formal, informal, deferred and summer. Other types may exist at some places but are usually a combination of these four previous types (i.e. semi-formal, deferred informal, etc.) By understanding these different types of recruitment systems and the advantages and challenges of each model, you can help your chapter make the most out of its system.

Year Round Recruitment

The idea for a year round recruitment model has been mentioned earlier in this manual but it is important to emphasize the point again. This model involves potential members in the many daily routines of the fraternity – meals, intramurals, service projects, etc. This is to show the true meaning of the fraternity to the prospects and get over the many stereotypes that can be associated with Greek Life.

The benefits of this process are multiple. In addition to the constant exposure it will provide for your chapter, year round recruitment enables potential new members to see the real, everyday value of membership into Psi Upsilon, much more than a single “rush” week ever could. At the same time it allows the chapter to gain a better feel for the prospects that are spending time at the chapter.

Recruiting on a year-round basis allows you a head start during the formal recruitment periods sponsored by your University and IFC. If you have been following a year round recruitment model, it is possible to begin the formal recruitment period with a number of potential members. The year round recruitment model requires a lot of organization and focus on behalf of everyone in the chapter - more than just the executive board and a recruitment chairman. Work hard, plan ahead, create a vision, and you will be on your way to a larger, more quality pledge class.

Formal Recruitment

Formal recruitment is usually a recruitment program sponsored by the school or the Greek system. In this form of recruitment, potential members are required to register with the institution and participate in activities designed by the

institution's Greek council and individual chapters. Sometimes they may even have to pay a registration fee to participate in recruitment. Chapters usually have strict guidelines to follow prior to and during recruitment. The "recruits" typically tour all chapter houses with IFC guides during recruitment, and those chapters without housing may meet men at a site on campus.

One to two weeks are set-aside at the beginning of a term (typically fall) for this formal recruitment. There will be two categories of functions during formal recruitment: IFC sponsored and Chapter sponsored events. IFC sponsored events tend to introduce the student to Greek life and act as an orientation of sorts for the prospects. Chapter events are usually limited number events held at a specific time held by lottery. Your chapter should then spend considerable time and effort on these events. Activities at these events should be creative so they stand out in the mind of the prospects; likewise they should foster communication between the brothers and the prospects. A goal of the chapter for these events should be that the prospect feels comfortable. Remember, recruits don't just join a fraternity because it has a nice house with cool letters – they join a place that they feel they fit in with.

Challenges of a formal recruitment system:

- **The Chapter must fight complacency:** Just because the recruits are delivered to the chapter like a pizza, does not mean that the work is done.
- **Mostly only "always joiners" register for formal recruitment:** This means that the chapter must still seek out the "maybe joiners" who did not go through the formal recruitment period
- **Make an effort to stand out:** Visiting a number of fraternities in a short time span can often be confusing to recruits. Be unique! You want to provide them with a positive experience and have them remember Psi Upsilon.
- **The strong control and influence by the IFC:** It is very important for your chapter to be involved with IFC so you can help influence change that could be advantageous to your chapter.
- **Be Aware of other Chapter's Events.** If you hold an event that is similar to what another Fraternity holds it will most likely have a negative impact in the prospects mind. Hold a brainstorming session to generate creative ideas for recruitment functions, and make sure they are interesting for both recruits and brothers.

Advantages to a formal recruitment system:

- **Meet every participant in recruitment.**
- **Chances are most other Fraternities sit in their chapter houses and wait for prospects to come to them.** It is much easier for a motivated and active chapter to excel in this kind of a system.
- **Apathy in other Fraternities can work for you.** As recruitment is more institutionalized, most chapters don't have to work at recruiting. Thus the

chapter that does work at it can easily get the most talented and deserving prospects as members.

Informal Recruitment

Informal recruitment is open, continuous recruitment where the chapter may offer bids and take pledges at any time. This system is used at the majority of college campuses and is becoming more and more popular for many reasons. Informal recruitment is less work for IFC's. They don't have to deal with the hassles of registering men, planning and holding events, and giving tours. Most importantly it takes the responsibility of finding new members off the shoulders of the IFC and puts it onto the shoulders of the chapters. The recruitment process is only what each chapter makes of it.

This type of recruitment requires more work, but allows the chapter greater latitude in choosing and planning recruitment events. The most challenging part is compiling a list of names from which to invite men to your events. It is important for a chapter to go out on campus and approach anyone who isn't Greek about recruitment. You want to be the one who first contacts the "Always joiners" to give you the edge over the other fraternities on campus; also in this kind of system it is very easy for the "maybe joiners" to fall between the cracks and go unnoticed.

Challenges of Informal Recruitment:

- **Fraternities must recruit men to join the Greek System.** Because IFC isn't "in charge," each chapter must encourage people to check them out. Good year-round public relations are critical.
- **Recruitment is very competitive.** Fraternities must realize that when they put in the extra effort, they can win over the great prospects.
- **Poor planning can kill a chapter.** If the proper arrangements aren't made or the effort put into recruitment is minimal, the consequences will be devastating to the chapter: poor group of prospects from which to select, low percentage of prospects accept bids, small pledge classes, and/or low chapter moral.
- **Recruitment can strain a small budget.** Not every chapter can afford to have The Dave Matthews Band play. Despite the competition to have large recruitment events remember that people join a chapter because of the brothers in it, not because of the amount of money that is spent during events. Try to keep costs as reasonable as possible and don't try and have a large budget in place of a well-planned recruitment.

Advantages of Informal Recruitment:

- **You can give a bid to any quality man.** You aren't limited to extending bids to the typical "always joiners" that sign up for formal recruitment.
- **Recruitment is what you make it.** Since recruiting can be difficult, the chapter with superior planning has a good chance at success.
- **You will know your potential members better.** Because you are unlimited in your contact with prospects, the ability exists to get to know each person well.
- **Flexibility in setting your own schedule.** You may customize your events to fit your chapter and the kind of people you want to attract.
- **It is easier to recruit the "maybe joiners".** Formal recruitment is often intimidating to people who aren't familiar with the Greek system. Informal recruitment is much more relaxed.
- **There is less of a "rush."** Because few limits exist, chapters typically don't have to "seek and bid" men.

Deferred Rush

At some schools freshmen aren't allowed to participate in recruitment events until after their first semester or term in school. At some freshmen are barred from joining the Greek system until their sophomore year. The reasoning behind "deferred rush" is growing concern over the effects of Greek life on students – especially new students. Deferred rush refers more to the timing of when "rush" occurs rather than the actual process of recruitment. In many cases with deferred rush, fraternities are simply not allowed to hand out bids to potential members. This may not prevent you from getting to know people, holding events, and thus "recruiting" in general. Check with your Greek Advisor for more specific details, and for how deferred rush works on your campus.

Although you may not be able to hold an actual recruitment event this doesn't prevent you from being visible on campus by holding fundraisers or other service projects. Also be sure to wear your letters whenever appropriate to help make them more recognizable to those who are waiting to rush.

Challenges of Deferred Rush

- **If your school is about to defer rush:** this may mean a lower number of paying members and a strained budget.
- **Recruits may have to meet certain standards to be eligible to rush:** Often GPA requirements exist for students to participate in rush. If they don't do well, you can't ask them to join.
- **Prospective members are more familiar with the Greek System.** This can either work to your advantage or disadvantage. Most students going through a deferred rush time will know the stereotypes of each fraternity beforehand. If you have a bad public image it will be very difficult to change that perception in potential members.

- **Recruits may become too involved in other student organizations.** This is a reason why it is very important for a chapter to be involved in other student organizations.

Advantages of Deferred Rush

- **You can get to know prospective members better.** You may not be able to “rush” them, but you sure can get to know them as friends.
- **Rush participants know more about the Greek System.** As they have been on campus for some time, they know what each Fraternity is known for. If you build your chapter on a positive reputation this work well for you.

Summer Recruitment

Why would a chapter want to recruit during the summer months? In order to have the upper hand, we must begin to recruit early, and this is possible for **every** chapter. Every institution is different, in that each may allow some form of summer recruitment in varying degrees. Whatever the case may be, it is possible to modify this program to fit your specific situation at your campus. The following is a sample of how to plan summer recruitment.

Sample Summer Recruitment Plan

- 1) **Start planning early.** The summer recruitment plan needs to be started at the beginning of the spring semester – it is important that the entire chapter is included in it and not just a select few individuals. Dates and plans for events need to be set well before school gets out. Likewise, Brothers must sign up for the events that they will be able to attend and commit to these dates.
- 2) **Make a recruitment list.** The recruitment chair should be getting names of any prospects that have met the chapter. Alumni and parents should be contacted and asked if they know of any incoming freshmen. Likewise, ask friends in sororities and other student organization for any names of people who they think would make a good part of the chapter.

Another resource that schools sometimes give out is a list of incoming freshmen. Contact your office of admissions and Greek advisor and see if you can obtain a copy of this list. It can then be passed around the chapter and brothers can mark off the names of those that they know or come from the same hometown and high school. If this list is not available, or not available in a timely basis, have brothers contact their high schools and see if they can get a hold of the names of students planning to attend their school.

- 3) **Contact the prospects.** Be sure that the contact is a personal one. Have a brother call the recruit and set up an individual meeting with him to talk about the school, the Greek system and the advantages of Psi Upsilon. Have the setting for the meeting be an informal one, like at a restaurant for lunch, a baseball game, or a cookout. Plan on having at least one follow up visit over the summer to show the recruits that you are interested in them and keep them interested in Psi U. If you do not have a follow up visit they may feel like they “didn’t make the cut.”
- Another form of contact is a mailing. This isn’t as effective as, and should not be used in place of, personal contact but can be a good supplement to the contact. Many times a handwritten letter introducing yourself and the fraternity along with a brochure with more information on the chapter is effective. Without the one on one contact along with the letter it is likely that the prospect will forget about the letter he received or who sent it, especially if he is unfamiliar with the Greek system.
- It is also a great idea to meet the parents of the prospect as well. Most parents play a large role in a person’s decision to pledge. If you can sell the parents on the advantages of Greek membership, the prospect will almost definitely follow suit.
 - During summer recruitment events, be sure that brothers are mingling with the prospects. It is easy and common for brothers to huddle together at these events and catch up on summer events.
 - Alumni are often very helpful during summer recruitment, besides providing names of prospective members, alumni are great tools for regional events. Be sure to invite them, some may even be willing to host an event.
- 4) **Keep up communication with the brothers.** Since most brothers will be off campus during the summer it is important that each brother is reminded of when events will be held in their region. The group should also be motivating each other during this time and holding brothers accountable for the commitments they made to attend these events in the spring. An easy way to do this is via a web page message board or even creating a list serve from a sight such as yahoo.com.
- 5) **Follow up.** Remember to follow up with prospects once school is in session – don’t expect them to automatically keep in contact with you. You can help the prospects move into their dorm rooms, have a welcoming BBQ, or a service project.

Challenges of Summer Recruitment:

- **Costs can be difficult to budget and can quickly add up.** It is easy for a summer rush budget to inflate quite a bit. Be sure that a budget is made well in advance. Also remember that you don’t need to hold extravagant

events – people will join if they like the brothers, not because of how nice a dinner was.

- **Dedication.** It is very easy for brothers to put the chapter to the side during the summer and concentrate on their personal lives, especially if they live off campus for the summer. Be sure to keep up constant contact and be positively motivating them. Summer rush doesn't necessarily take up too much time, especially if the responsibilities are equally dealt amongst all brothers.
- **Scheduling the events in advance.** It is very important to have all events scheduled well in advance so brothers can be sure to attend the ones they are required to. Many people will have work and family commitments to attend to over the summer – the earlier they know the dates of the recruitment events the more likely they will be able to keep those dates free. Similarly, if letters are being sent to freshmen before an event ample time must be put aside for them to receive them.
- **Attendance.** One thing that will quickly kill a summer recruitment program is if an event is held and there is a poor attendance of brothers. Make sure everyone knows of the event well in advance. Likewise be sure that brothers that commit to attendance at an event are held accountable for it. If a brother can't be at events for some reason (traveling for the summer, prior commitments, etc.), be sure to delegate other responsibilities – have him be in charge of putting together the brochure on the chapter or similar tasks.

Advantages of Summer Recruitment:

- **A head start.** On most campuses only a few fraternities will do any sort of summer recruitment. This will give those that do a head start over those that don't. Since the majority of people are more likely join whichever organization contacts them first, this will give the Psi Upsilon chapter quite an advantage.
- **Quality of potential members.** Having summer recruitment gives the chapter the first shot at many prospects that other organizations will want.
- **Larger pledge classes.** If a chapter spends ample time over the summer in addition to the school year they are practically guaranteed a larger pledge class than if they just recruited over the school year.

Recruitment on a commuter campus

Commuter campuses are campuses where the majority of the students do not live on campus, but live close to the school. Commuter schools tend to draw working students who finance their own educations. Many times the commuter tends to not feel a sense of belonging at the institution that they are attending. Joining a Fraternity is often not a consideration for these students, even though it can be quite an advantage. It can break up the monotony of going to school, going to work, and going home. Psi Upsilon can allow for social activities as well

as scholastic growth; it also gives these students a greater sense of belonging on their campus.

When recruiting these students it is often important to involve the parents as well. Since the commuting student usually lives at home, parents are often very involved in the decision making process.

One of the greatest challenges of recruiting on a commuter campus is communication. Follow up is essential. Call prospects at their homes, if a parent answers don't be afraid to talk with them. Remember to be personable, if parents know something about the fraternity beforehand they will feel much more comfortable about their son joining. It is also important to hold events while students are at school since most will work in the evenings. Hold activities in the morning or early afternoons, such as lunch. It is very helpful to have an information table of some sort and to invite students to after school activities or weekend activities.

Don't be afraid to take recruitment to the local high schools. See if you can meet with teachers or guidance councilors and educate to them on the principals of Psi Upsilon and explain to them the benefits of joining a fraternity. Then ask them for the names of students that they would recommend for membership that will be attending your school in the fall.

2. Recruitment Workshops

How to Organize an Effective Workshop

The Motivation

The key to having a chapter motivated to recruit is a motivated recruitment chairman to lead them. As recruitment chairman, you can determine the entire recruiting effort with your attitude. If you are excited about rush/recruitment, your chapter will be as well. The same holds true for your recruitment workshop. If you are excited about the workshop, then your chapter will be also. A group of motivated men are much more willing to talk about recruitment for two hours than a not-so-motivated group.

The Sell

How you sell the workshop is as important as the workshop itself. Many of your members may not feel that a workshop is needed. These are the same members who will detract from the presentation and come up with a million reasons why they don't need to be there. You can avoid these arguments and future distractions during the workshop by properly selling the workshop to the chapter. In selling the workshop to the chapter, provide statistics from other chapters which have used this same information. Showing how one chapter has improved using the tools you're about to teach is a great way to sell your members on the material. If you don't have this information, appearing to be sold on the

information yourself is the next best thing. Enthusiasm is contagious! By showing your members that you believe in this information, they will likely believe in it as well.

Introduction

During this portion of the workshop, you are preparing the members for the information you are about to present. If there's anything you can do to interest them in what you are about to teach—do it! Applicable stories, past experiences and information from other chapters are a few things that may help you to gain their interest. You also want to give them a taste of the information they are about to hear. If you get them thinking about what is going on, get the wheels turning; so to speak, you have accomplished your goal for this portion of the workshop.

Body

The body of the workshop will cover the bulk of your information. It is the meat of the lesson. If you are facilitating the recruitment organization workshop, then the body is the material found in Appendix 4A. If you are covering Recruitment Psychology 101, the body of the workshop becomes the presentation of each of the rules of influence in Appendix 4B. Anytime you hold a workshop, the most important part of your presentation will be the information found in the body of the workshop.

Conclusion

During the conclusion, your main focus is to check for understanding. By checking to ensure your members understand what you presented, you find out how much they actually learned. This also reiterates the information and allows each member to hear the information one last time. This will help you determine which information you should review. You can also determine how effective your workshop was and what improvements should be made the next time you present the information.

Review the Calendar

If you are holding your workshop just prior to formal recruitment, this is the time to review each significant date on the calendar. By doing this, you ensure that all members know where to be and when.

Handouts

Much information can be communicated through handouts which can be saved and re-read after the workshop. Items such as schedules, the dos and don'ts of recruitment, lists of prospect names, addresses and phone numbers, and facts regarding the chapter and the general fraternity should be given to all members.

Kinds of Recruitment Workshops

Successful recruitment depends on total chapter organization and

communication. A workshop can help the chapter achieve this. This section is designed to provide the workshop leader with ideas, exercises and topics. The leader must be careful to design his own workshop around those topics of discussion which best fit the chapter's needs. Ideally, workshops are scheduled several times throughout the year. Workshops are effective when held prior to the chapter's major recruitment effort of the year, during a chapter retreat, as part of the pledge education program, or periodically during chapter meetings. The goal of all workshops is to recognize and address areas for improvement in the recruitment program. There is always a reason for poor results. A brother's reluctance to talk to a prospect usually indicates he is unsure how to recruit or what to talk about. Chapter apathy is usually a result of brothers not being made to feel actively involved in the process. A party idea which fails was probably implemented without the input and approval of the entire chapter. The great guy who turns down a Psi U bid can often be traced to a well-meaning but inexperienced brother who had nothing but criticism for other campus fraternities and whose statements reflected poorly upon the chapter. Recruitment workshops can be broken into two general categories—organizational workshops and skills workshops. Chapters may choose to incorporate elements of both into a single workshop.

- 1) **Organizational Workshops**—These workshops serve the purpose of organizing and planning the actual recruitment program. Extensive input from chapter members is required in order to develop a program that will actively involve all members and accomplish the chapter's goals.

Goals of Organizational Workshops:

- a) To discuss and clarify the chapter's membership needs, its goals (both qualitative and quantitative), and its strategy to accomplish these goals through recruitment.
 - b) To communicate an outline for the program while soliciting suggestions for improvement from the members of the chapter.
 - c) To organize the chapter to execute the program; to identify specific tasks and delegate duties to chapter members according to their individual talents and interests; to define the role of the recruitment committee.
 - d) To discuss the resources available for finding prospects.
 - e) To communicate facts regarding the recruitment program (rush calendars, IFC rules, individual responsibilities).
- 2) **Skills Workshops**—These workshops provide brothers and pledges the skills necessary to approach and recruit prospects successfully. The workshop facilitator communicates specific skills. Chapter members then participate in group activities and hypothetical situations to develop their individual recruitment skills.

Goals of Rush Skills Workshops:

- a) To give every member a better understanding of communication skills so that members feel confident and comfortable meeting and talking with new people.
- b) To cover the dos and don'ts of rush.
- c) To review the chapter's programs in scholarship, intramurals, leadership development, service projects and social activities (the chapter must be able to communicate what it has to offer).
- d) To review chapter policies on pledgship, grades, conduct and financial responsibility so they may be discussed intelligently.
- e) To review facts regarding the General Fraternity's strength and reputation.
- f) To get brothers excited and enthusiastic about rush.

Methods of Conducting the Workshop

Once workshop topics have been identified, a workshop schedule and location should be determined. A chapter retreat away from the distractions of the house and the campus offers an ideal environment for an extensive workshop. Many chapters hold a series of mini-workshops at chapter meetings throughout the year to focus attention on the program and recruitment skills.

Different methods of conducting a workshop may be incorporated to meet the needs of the chapter. The following is a summary of methods of involving the entire chapter in the workshop to identify and solve problems and implement new ideas.

- 1) **Guest Speaker/Facilitator**—A distinguished guest speaker (alumnus, chapter counselor, fraternity dean, university professor, administrator, or General Fraternity officer) is a great resource to be utilized in a recruitment workshop. Guest speakers are effective at holding the attention of the chapter and bringing a fresh outside perspective to the recruitment process. Sometimes chapters utilize local alumni with extensive sales experience or people skills. These alumni can share their own experiences and show the chapter ways to sell Psi Upsilon and recruit the highest caliber young men. A motivational guest speaker just prior to the recruitment period is very effective. Chapter involvement should be incorporated into the workshop.
- 2) **Lecture**—A lecture by the chapter president or recruitment chairman is effective for communicating schedules, rules, rush dos and don'ts and other facts. However, it is often difficult for one person to keep the attention of the chapter for over ten minutes, and the speaker must avoid sounding authoritative. Topics should be distributed among different speakers to keep the program moving.

- 3) **Task Force**—Split the chapter into groups and assign each group a specific problem or weakness. Give the groups 10-15 minutes to come up with solutions or new ideas, and have them report their conclusions and recommendations to the entire chapter. Problems to address may include a particularly ineffective recruitment program, a negative campus image, lack of chapter attendance at events, or excessively long bid sessions.
- 4) **Brainstorming**—This is an excellent informal method for getting out new ideas or solving problems as a chapter. Brothers sit around in groups throwing out random thoughts, regardless of their feasibility, so that new methods can be devised. Some great new ideas are often generated through this activity.
- 5) **Group Discussions**—Group discussions are effective for working on recruitment skills and developing statements regarding chapter policies, what the chapter has to offer, and how to answer tough questions from prospects. The recruitment chairman can serve as a moderator for an entire group discussion, or several moderators can run several group discussions.
- 6) **Role Playing**—One brother plays a prospect, the other is the brother rushing the prospect and a hypothetical situation is presented. The situation may consist of starting a conversation with someone you don't know, presenting a bid, handling a prospect who is not convinced he wishes to join the chapter, or making introductions. Role-playing can be done in front of the entire chapter so that the brothers can evaluate one group, or several groups can be formed to give more opportunity for the brothers to practice their skills. A group of three brothers can be very effective. Two brothers take part in the role-playing and one member takes notes to share with them after they have finished.

Sample Hypothetical Situations:

- 1) You are talking with a good prospect, but you don't feel that you have a great deal in common. What do you do?
- 2) You have been working on a prospect for a long time; he's a good guy, and the brothers like him. How do you find out if he is interested?
- 3) There is disagreement about a prospect between two brothers. What should be done?
- 4) A good prospect decides not to pledge at this time. What do you do to keep him interested?
- 5) At an event, you notice brothers involved in their own personal conversations, straying away to the television or the kitchen, and ignoring the guests. How do you change this?
- 6) During the summer, you receive from the recruitment chairman a list of names and addresses for new students who live in your hometown.

How do you go about contacting these men? What would you hope to accomplish by contacting a prospect on the telephone?

- 7) You are approaching a prospect on campus. He sees you, but you can't remember his name. What do you do?
- 8) You are talking with an extremely shy and quiet prospect at a recruitment event and he is not responding. How do you get him involved in a conversation?

Workshop Discussion Topics

Here are three topics that may be discussed in recruitment workshops. The topics are organized to help 1) plan the rush program; 2) develop skills; and 3) answer specific questions. These topics should be incorporated into workshops to meet the specific needs of the chapter.

- 1) **Planning The Recruitment Program**—If the chapter is in the rush planning stage, these topics should be discussed to develop a collective effort that achieves the group goals.
 - a) Discuss the qualitative and quantitative goals of recruitment.
 - b) Ask the brothers to list the reasons they decided to join the chapter and what appealed to them. These areas should be emphasized throughout the recruitment program.
 - c) Ask the chapter members to make a list of the activities they would like to see as part of the program and things they would like to see eliminated.
 - d) Ask the chapter what should be done to make recruitment a natural and friendly process.
 - e) Discuss effective and ineffective recruitment techniques.
 - f) Ask brothers what past activities they liked in your chapter as well as other fraternities on campus.
 - g) Ask the chapter for new resources to be utilized for building a list of prospects.
 - h) Discuss examples of activities and functions other than actual events which prospects can be invited to attend.
 - i) Discuss ways to get high caliber prospects to assist in recruiting other qualified prospects.
- 2) **Developing Recruitment Skills**—These are topics that may be discussed to help develop recruitment skills among the membership.
 - a) Discuss the best ways to start a conversation.
 - b) Discuss examples of stimulating conversation topics.
 - c) Discuss the most boring topics brothers remember discussing as prospects, or the topics least likely to be viewed as stimulating.
 - d) Discuss the aspects of fraternity life that should be emphasized to

- prospects.
- e) Discuss how to tell if a prospect is disinterested in the conversation and what to do in this event.
- 3) **Answering Questions From Prospects**—The chapter should be prepared to answer questions. Answers to these questions must be developed by the chapter and understood by all members prior to rush.
- a) How does membership in Psi Upsilon prepare an individual to be successful later in life?
 - b) What is meant by “The promotion of the highest moral, intellectual, and social excellence”?
 - c) How does Psi Upsilon promote scholarship, and how will it help me when I go looking for a job?
 - d) Doesn't everyone in your chapter talk, dress and act the same?
 - e) What is the difference between this fraternity and a drinking club?
 - f) Isn't that a lot of money for dues?
 - g) How does involvement in service projects, social programs and intramurals help an individual?
 - h) What are the advantages of fraternity membership?
 - i) What have you gotten out of your fraternity?
 - j) What would be expected of me in terms of finances, time and personal obligations?
 - k) How would you describe _____ fraternity here on campus?
 - l) Won't fraternity membership hurt my grades?
 - m) What is the history of your chapter?
 - n) Isn't this a weak chapter here on campus?

There are some more examples of possible recruitment workshops in the Appendixes. It is recommended that your chapter perform a recruitment workshop at least once a term.

3. 10 Event Tips

1. **Organize the chapter *before* events.** Every brother should be present before guests arrive. If the event starts at 6, every brother should be showing up between 5 and 5:30 to help make sure that everything is set up by 6 and to go over their duties at the event. You never know when you'll have an early arrival and it makes a bad impression on a prospect to walk in and have everyone still setting up, or no one be there at all.
2. **Wear nametags.** The chapter needs to learn peoples' names. Recruits need to learn the names of brothers, or they will be very

overwhelmed when attending an event. They will feel much more at ease, as will brothers, in case a name of someone they already met is forgotten. Including hometowns on nametags is a good idea as well.

3. **Always try to pick up a recruit for an event.** Don't put the burden of transportation or motivation on the recruit. Even if he promises he will attend an event, never assume he will. Cold feet and other plans can pop up quickly. Even if he is staying close to where the event is located have someone come by to walk him to the event. It will make him feel more comfortable and also more important, plus you can spend the time getting to know him better.
4. **Have a system of "greeters" and "plants" at events.** This is especially true at your more formal events. Have the "greeters" meet people at the door with a handshake. Make sure these people are warm, sincere, outgoing, and make a great first impression. A greeter makes small talk and can answer basic questions. Have about 1/3 of the chapter act as Greeters and place the rest of the members as "plants". The "plants" are disbursed throughout the rest of the room. Have them by places like the refreshment table, pool tables, etc. Have the plants in groups of twos, not to chat with each other but help with the flow of conversation. The greeters then drop the guests off with plants who would match them well. Don't go and make this technique overly obvious, if done correctly it can be quite effective.
5. **Be creative in planning your events.** Look for angles not being used by other Fraternities on your campus. Brainstorm on come up with new and unique events. Furthermore, do not rely on what has been successful in the past. You have to be aware of brothers' attitudes as well and avoid the numbing repetition of doing the same events every term. Make sure that your events reflect the interests of the chapter as well; you can use the enthusiasm of the chapter as your number one recruitment tool that way.
6. **Compete, but don't get caught up in the competition.** It is very easy to get lost in the "big picture" with other fraternity chapters on your campus. You don't always have to out-do everyone else's events. Remember that people join people. In the end a chapter that competes on the *personal* level with one-on-one recruitment, while having fun and interesting events, will get the quality members.

7. **Balance your large and small events.** Recruitment events can be very intimidating. Some prospects will prefer a less pressured recruitment environment. To counteract this, schedule events that are appealing to a wide variety of people. Those recruits who are more reserved will prefer a “one-on-one” type of atmosphere, while those who are more outgoing will probably prefer larger events.
8. **All recruitment is dry.** This is done for a lot more than just safety reasons. If you recruit using alcohol, you will attract a lesser quality of prospective members. They will see the Fraternity as more of a place to party than that of a brotherhood. Those who are looking for brotherhood will be turned off and will go to another Fraternity on campus.
9. **Make your event safe.** All risk management regulations apply during recruitment activities. Avoid crazy or dangerous events. Be reasonable and careful!
10. **Follow up after events.** Have brochures on the event by the door and have a few in every car. Be sure that everyone has one and has the date and time of the next event. Be sure to call before the next event and arrange or confirm a pick-up time. This reminds the prospect in case he forgot and helps show interest by the chapter.

Appendix 1

Psi Upsilon Fact Sheet:

Founded: November 24th, 1833 – Union College

- 5th Oldest College Fraternity in continuous existence.

Initiated Members: 43,000

Living Members: 26,000

Undergraduate Members: 1,200

Scholarships Awarded by Foundation: At least 20 a year for up to \$3,000 each. Since 1959 Psi Upsilon has awarded over \$500,000 in the form of scholarships.

Chapters: 27

Administrative Office: Indianapolis, IN

The 5 Firsts of Psi Upsilon:

- Hold a Fraternity Convention – 1841
- Print a Membership Catalog – 1842
- Record a Fraternity History – 1843
- Print a Fraternity Songbook – 1849
- Issue a Fraternity Magazine – 1850

Distinguished Alumni:

Two Presidents of the United States:

- Chester A. Arthur, Theta 1848 (Union College)
- William Howard Taft, Beta 1878 (Yale University)

One Vice-President of the United States:

- Nelson A. Rockefeller, Zeta '30 (Dartmouth College)

Other Politics:

- Henry Stimson, Beta 1888 (Yale University) Secretary of War during World War 2 and also former Secretary of Defense.
- John Paul Stevens, Omega '41 (University of Chicago) Sitting Supreme court Justice.
- William Webster, Gamma '45 (Amherst College) Former Director of the FBI and CIA.
- John Deutch, Gamma '60 (Amherst College) Former Director of the CIA.
- Bill Cohen, Kappa '62 (Bowdoin College) Former Secretary of Defense

Business:

- Robert Anderson, Omega '39 (University of Chicago) Former chairman of Atlantic Richfield Corporation, then 12th largest corporation in the nation. Single largest landowner in the United States.
- John Crandall, Zeta '40 (Dartmouth College) Former publisher of *Time* magazine.
- William C. Ford, Phi '47 (University of Michigan) Former Vice Chairman of Ford Motor Company; owner of the Detroit Lions.

- John Scully III, Sigma '61 (Brown University) Former President of Apple Computers.
- Jeffrey Coors, Chi '67 and Peter Coors, Chi '69 (Cornell University) Owners of the Coors Brewing Co.
- T. Gary Rogers, Epsilon '63 and Rick Cronk, Epsilon '65 (University of California – Berkeley) CEO and President of Dreyer's Ice Cream.

Athletics:

- Amos Alonzo Stagg, Beta 1888 (Yale University) Coached at University of Chicago and the University of the Pacific.
- John "Jay" Berwanger, Omega '36 (University of Chicago) First recipient of the Heisman Trophy.
- Charles Wilkenson, Mu '37 (University of Minnesota) Former coach of the University of Oklahoma; 47 game winning streak between 1953 and 1957.

Entertainment:

- George Abbott, Upsilon '11 (University of Rochester) Famous Broadway Producer, Director, and Playwright.
- Charles Brackett, Xi '15 (Wesleyan University) Famous Director/Screenwriter. Won Oscars for *The Lost Weekend*, *Sunset Boulevard*, and *Titanic* (1959).
- Michael Herr, Pi '61 (Syracuse University) Screenwriter. Received an Oscar Nomination for co-authoring *Full Metal Jacket*.
- Stacy Keach, Epsilon '63 (University of California, Berkeley) Actor.
- Edward Marinaro, Chi '72 (Cornell University) Actor and former NFL player.
- John Wildhack, Pi '80 (Syracuse University) Senior VP of Programming – ESPN
- Michael Bay, Xi '86 (Wesleyan University) Director of *Bad Boys*, *The Rock*, *Armageddon*, and *Pearl Harbor*.

Writers and Publishers:

- Horatio Alger, Jr., Alpha 1852 (Harvard University) Famous and Prolific Author.
- Gilbert Grosvenor, Gamma 1897 (Amherst College) President and Editor-in-Chief of National Geographic Magazine. Also a famous explorer.
- Archibald MacLeish, Beta '15 (Yale University) Known as America's "Poet Laureate".
- R. Dewitt Wallace, Epsilon '14 (University of California, Berkeley) Co-founder of Reader's Digest.

11 Psi U's are Olympic Medallists**33 Psi U's are Rhodes Scholars**

Appendix 2

Hints on Motivating People:

1. Study members and determine what makes each one “tick”.
2. Be a good listener.
3. Criticize or reprove constructively.
4. Criticize or reprove in private.
5. Be considerate.
6. Empower them – delegate responsibility.
7. Give credit when credit is due.
8. Avoid domination and “forcefulness.”
9. Give reasons for your suggestions and requests.
10. Let members in on your plans and programs even when they’re at an early stage.
11. Lead by example.
12. Always be positive.
13. Be consistent.
14. Show your members that you have confidence in them and you expect them to do their best.
15. Ask members for their thoughts and help.
16. When you’re wrong and make a mistake – admit it.
17. Give weight to the fact that people carry out best their own ideas.
18. Be careful what you say and how you say it.
19. Don’t be upset by little hassles.
20. Use every opportunity to build up in members a sense of importance in their own work.
21. Give your members goals, a sense of direction, something to strive for and achieve.
22. Keep your members informed.
23. Make sure members have a chance to take part in decisions.
24. Let your members know where they stand.
25. Always praise in public.

In Addition...

- I. **Always try to isolate the reasons for lack of motivation; attack these problems.** Frequent causes are poor leadership, lack of self-confidence, or a feeling of non-involvement in the Chapter’s structured recruitment program.
- II. **Be enthusiastic and confident in yourself, no matter how bad the situation may be.** Your optimism will help others.
- III. **Get as much participation in the early stages as possible.** Have the entire chapter help decide when, where, and how – what rush techniques are to be used. People support what the help create!

Appendix 3

The Do's and Don'ts of Recruitment:

The Do's

1. Be friendly and hospitable, whether you are interested in the man or not. Make sure that everyone who comes in contact with your chapter has a positive experience to take away with him.
2. Be a good listener! Keep the person talking about himself and asking questions for which he needs clarification. Don't dominate the conversation with your experience with the Fraternity.
3. Attempt to relay to each prospective pledge the personal benefits he will derive from membership in our brotherhood.
4. Keep a list of people attending the recruitment functions. Keep them in an up-to-date filing system.
5. Wear your Greek letters, shirts, coats, and badges wherever appropriate.
6. Always use a firm handshake, and concentrate on the prospects needs. Look the man in the eye.
7. Speak truthfully and be as frank as possible in all conversations.
8. Treat all guests equally.
9. Ask local alumni to attend rush functions.
10. Encourage every prospect to pledge regardless of the fraternity. If you openly rush the Greek system, prospects will be impressed and you will get your fair share of pledges.
11. Point out the accomplishments of brothers whenever you get a chance.
12. Say the name of each prospect four times in the first five minutes that you meet him. This will ensure that you remember his name.
13. If you have a house, make sure that it is ALWAYS clean and neat – you never know when a potential member may stop by.
14. Always use a positive approach. Say, "I look forward to seeing you tomorrow," not "I hope to see you tomorrow."
15. Make sure the prospect meets other potential members in whom you are interested.
16. Encourage the prospect to give names of other people whom he would like to see in his pledge class.
17. Always respect the man's wish to keep previous engagements and visit other Fraternities.
18. Be relaxed – Be yourself – Don't be too pushy or scare the prospect away.
19. Always be neat and well groomed.
20. Be a good listener. Don't dominate the conversation.
21. Introduce potential members to brothers with similar interests and hobbies.

22. Recruitment is a process of making new friends. Treat all your prospects as newfound friends.
23. Don't forget one-on-one recruitment. Ask a prospect to go somewhere with you. Some people are intimidated by large group gatherings and need more of a low-key effort to persuade them.
24. Create a relaxed atmosphere where the prospect will feel like part of the group. Be polite, but don't overdue the guest routine.
25. Use the prestige of Psi Upsilon during recruitment.
26. Remain within the rules for all recruitment functions.
27. Give ample consideration to all recommendations and legacies.
28. Introduce yourself first.
29. Never leave a guest standing alone.
30. Always introduce him to someone else and get a new conversation going before moving on.

The Don'ts

1. Never leave a prospect that you are interested in without making plans for his attendance at future recruitment events.
2. Never discourage a man simply because he doesn't appear to be your kind of material. You are selling the entire Fraternity system, not just your fraternity, so there should be a suitable fraternity for everyone.
3. Never make promises you can't fulfill. This leads to a high rate of depledging.
4. Never stay with one person too long. Give him a chance to meet as many of the brothers as possible.
5. Never take anyone for granted. Many a sure bet has been lost to another fraternity.
6. Never let the first impression or appearance of a person prejudice your opinion.
7. Don't talk only about yourself. Listen to the guest and talk about what interests him. Satisfy his ego needs.
8. Never criticize another fraternity or any individual fraternity member. It is much more impressive to say good things about fellow Greeks.
9. Never leave a prospect by himself for any reason. There is nothing more uncomfortable than being alone among strangers. If you must leave, introduce the prospect to another brother first.
10. Don't try to attract new members artificially. Be yourself and act as natural as possible.
11. Never lie to a prospect about the status of your chapter on campus. If they do their homework and ask around, they will catch you in a lie.
12. Never criticize brothers in your chapter for their weaknesses. Speak instead of their accomplishments and attributes.

Appendix 4A

Sample Recruitment Workshop I: Recruitment Organization

1. Goal Setting

- Recruitment Strategy
- Target number of pledges

2. Self Evaluation (15 minutes)

It is not enough to know one's product. To convince prospective members that the Psi U experience will be a beneficial one, members must know how to sell their product—Psi U. The best way to do that is to understand why each member joined. Have each brother write answers for the following questions (write on flip chart).

- *Why did you join a fraternity?*
- *Why did you join Psi Upsilon?*
- *Who was the most influential person in your decision?*
- *What was your initial impression of the chapter?*
- *What have you gained from your membership?*

3. Strengths of the Chapter

What's in it for me? This may not be a question that you actually hear, but it is one that goes through the mind of every prospect. So, be prepared to tell him. What are the benefits that come with membership in your chapter and Psi U? What aspects of your chapter appeal to non-Greek males? Ask brothers the following questions, and write the responses on the flip chart.

- What makes Psi U unique?
- What is Psi U's image on campus?
- What are the strengths of the chapter?
- Why should a student join Psi U?
- What programs do the General Fraternity offer in terms of leadership and scholastic development? Keep in mind that the answer to the first question is friendship and the Three Great Principles and talk about them.

4. Know your Product - make a fact sheet.

How many members in the chapter?

How many pledges do we want?

What is our GPA; how does it compare on campus?

History? (local) Date founded?

Cost? All fees?

What is initiation and when is it? Be honest.

Intramurals (when and past statistics)

Social Calendar
Philanthropic events
Leadership
Scholarship
Campus Involvement
How many members live in the house?
Rent?
Awards/Achievements

5. Know your Vacancies

Who are the members leaving? Which offices, positions, sports teams, must be filled?

6. Know your Market

Realize that today 20% of incoming freshmen are definite joiners, 60% are maybe joiners, and 20% are never joiners. Scholarship and leadership are being stressed more and more by incoming students because of the tremendous competition in today's job market. Ask a good student why he didn't go Greek. Nine out of ten will reply, "I was worried about making good grades." We have a great answer to that! How can a fraternity assist members in the job search? What kinds of students are attracted to your university? What kind of man does your chapter want for a member? Answering these questions will help the chapter to identify quality prospects and assist members in meeting the needs of today's students. Ask the following questions too, and note the answers on the flip chart.

-What are the qualities and needs of an active Psi U?

-What attracts this kind of prospect?

-Does our recruitment program attract these men?

If not, how can we attract them?

7. Role-playing

Form a circle or horseshoe around the room and have three people volunteer, one good recruiter (vary the age to get different responses), one prospect (older guy), one hand-off guy to be introduced (optional) and one observer (you and the rest). Hand out 3x5 cards. The recruiter should initiate the conversation, discover the background of the prospect and identify any objections he has to fraternity membership. The recruiter should put the potential member at ease by fielding his objections. The observer should offer his suggestions at the end of each session. Each member should take his turn as the recruiter with a new card for the prospect.

9. The Bid (optional)

This depends on the system at your school. Have three of your top recruiters act as the bid team and role-play the proper bidding procedure with a potential member in front of the group. Have the potential member offer various objections to accepting the bid before he accepts it. Let the group decide if their technique is

clean or dirty and go from there.

10. Review Recruitment Program

Review the membership recruitment schedule, the events and recruitment assignments, applicable rush rules, and IFC regulations. Remember, recruitment is a year-round process. The suggestions and techniques learned in this program will assist the chapter in informal, as well as formal recruitment. End the workshop on a positive note with encouragement.

Appendix 4B

Sample Recruitment Workshop II: Recruitment Psychology 101

Recruitment Psychology 101: The Rules of Influence A Facilitator's Guide

This information is for facilitators of the workshop Recruitment Psychology 101: The Rules of Influence. Because the tools gained in the workshop may be utilized not only during the rushing season, but also throughout the year as recruiting situations arise, the workshop may be conducted at any time. However, if your chapter continues to be dependent solely on Interfraternity Council Rush and does not recruit on a year-round basis, this workshop could prove most beneficial if held just prior to the formal rushing period. This guide provides a summary of each rule, as well as a brief explanation, followed by examples of how each rule may be used in an everyday situation and in a recruiting situation. The workshop should be conducted in much the same order. Each rule should be presented beginning with coverage of the summary or its key points. An explanation of the rule should then be presented, ending with examples of how each rule may be used in an everyday situation and in a recruiting situation. Providing these examples will be the most productive way of teaching each rule. This will provide each member with practical tips on how each rule may be applied. During the discussion of each rule, encourage your members to share personal examples of how this rule came into play in their personal or recruiting experiences. This adds to the amount of learning that takes place by offering more examples of how each rule may be used. This also increases awareness of each rule by helping participants to realize that they have actually been using many of these tools for years without being aware. Congratulations on your decision to enhance your chapter's recruitment skills and technique. Far too many chapters have accepted that the decrease in the number of men seeking the fraternity experience is the main cause of our drop in membership. We have done little to take the necessary steps to alleviate this problem but instead have continued to place blame elsewhere. By providing your membership with the skills necessary to recruit effectively, you have taken the first step to fight this

battle. Congratulations again and good luck.

Rule #1 – Reciprocation

This rule requires that one person repay, in kind, what another has provided. By obligating the recipient of an act to repayment in the future, the rule of reciprocation allows one individual to give something to another with the confidence that it is not being lost. This sense of future obligation within the rule makes possible the development of various kinds of continuing relationships, transactions and exchanges that are beneficial to society. Consequently, all members of society are trained from childhood to abide by this rule or suffer serious social disapproval.

One favorite and profitable tactic of certain compliance professionals is to give something before asking for a favor in return. The successful exploitation of this tactic is due to three characteristics of the rule of reciprocation. First, the rule is extremely powerful, often overwhelming the influence of other factors that determine compliance with a request. Second, the rule applies even to uninvited first favors, thereby reducing our ability to decide whom we wish to owe and putting the choice in the hands of others. Finally, the rule can spur unequal changes to be rid of the uncomfortable feeling of indebtedness, an individual will often agree to a request for a substantially larger favor than the one he received.

Explanation — The general idea behind the rule of reciprocation is that people feel obligated to repay the kindness that someone has extended to them. It's an "I'll scratch your back, you scratch mine" kind of thing. People do not like this feeling of indebtedness and will do whatever it takes to alleviate it. Many times, this will result in the repayment of kindness exceeding the original favor.

Examples

Everyday

- If you receive a holiday card from someone, you feel obligated to send them one in return.
- If someone invites you to a party, you feel obligated to invite them to one of yours.
- If you are shooting basketball and a player rebounds an errant shot of yours, you will feel obligated to rebound a miss of his.

Recruiting

- If you see a confused freshman in the fee payment lines, help him through the process. He will feel obligated to repay your kindness by coming to tonight's party, intramural practice or study session.
- Take a prospect out to dinner. He will feel obligated to repay your kindness and will perhaps do so by taking you out at a later date or by coming to the house for an event.

Ask for personal examples from the membership.

When practicing the rule of reciprocation, your goal is to produce enough of these reciprocating activities that the prospect eventually reciprocates your kindness by pledging the fraternity.

Rule #2 - Commitment and Consistency

Psychologists have long recognized a desire in most people to be and look consistent with their words, beliefs, attitudes and deeds. This tendency for consistency is fed from three sources. First, good personal consistency is highly valued by other members of society. Second, aside from its effect on public image, generally consistent conduct provides a beneficial approach to daily life. Third, a consistent orientation affords a valuable shortcut through the complexity of modern existence. By being consistent with earlier decisions, one reduces the need to process all the relevant information in future similar situations. Instead, one merely recalls the earlier decision and responds consistently.

Explanation — People feel the need to stay consistent with earlier commitments. This holds true for two reasons: 1) Once a person has made a public commitment, he feels more confident in the commitment he has just made, therefore he will remain consistent with that commitment. 2) People place more faith in those who stay consistent with their commitments. People like to have the trust of others. Staying consistent with previous commitments gains and preserves that trust.

Examples

Everyday

- A person is placing a bet and there is no clear-cut favorite in the competition. As soon as he places his bet on one team, he then feels more confident that he has made the right decision.
- If a woman commits to coming to a party of yours, she will be there even if she gets a better offer. She will come by, even if it is only for a couple of minutes, because she feels obligated to stay consistent with her commitment.

Recruiting

- Say a prospect tells you he will be at a recruitment function. He wants to make a good impression, so he feels obligated to stay consistent with his commitment.
- If a prospect commits to pledging, he will stay consistent with that commitment and pledge your chapter regardless of what type of show other fraternities put on for him.

Ask for personal examples from the membership.

Three things to keep in mind when using commitment and consistency:

1. Always get a future commitment from the prospect before leaving him.
2. Your ultimate goal in recruiting a prospect is to get a commitment of pledgship. Don't pressure him. Pull off an effective selling job and your product will be convincing enough to get a commitment.
3. Just because a prospect commits **DO NOT NEGLECT HIM!** Yes, you got a commitment—great. By assuming he is a definite, you may have a tendency to neglect him to recruit others. If this is the case, he may decide he is not so sure he wanted Psi U after all and go to another chapter. To avoid this, get him involved. Have him start recruiting for you. By telling him he now has the opportunity to choose his own pledge class, you give him some ownership in the chapter. This will increase the chances of the prospect staying consistent with his commitment.

Rule #3 — Social Proof

This rule deals primarily with the concept of following the crowd. The principle behind Social Proof is that when people aren't sure what to believe or do, they look at what others are believe or are doing. Social Proof is most effective under two conditions:

1. **Uncertainty**—When people are unsure or the situation is ambiguous; they are more likely to follow the actions of others and consider them to be correct. If the situation is ambiguous, the choices of those looking on is heavily influenced by the actions of others as opposed to an emergency.
2. **Similarity**—people are more likely to follow the actions of those they are similar to rather than those with whom they have nothing in common.

Explanation — The rule of Social Proof is all about following the crowd. If a person feels as though everybody else is doing it, then he will be influenced to do the same. It is a form of peer pressure. Further, people are more likely to follow the lead of others with whom they have things in common. Situations where people are unsure or there is an important decision to be made also create situations where social proof is highly effective.

Examples

Everyday

- Have you ever laughed at a joke you really didn't understand because everyone else was laughing? If so, social proof nailed you. Laugh tracks on television serve the same purpose. When people hear the laughter begin, they assume that it was a line they were supposed to

- laugh at and follow the crowd with their laughter.
- Lines at amusement parks attract people who don't even know what the line is for. As people walk by a long line, they assume that the ride or show is entertaining because there are hundreds of other people in line. What happens next? The people who were originally walking by fall in line as well.
- A group of friends has decided to go out on the town one night. One of the members of the group doesn't care to go where the others have decided to go. Will he go? Sure, because of the influence the group has had on his decision. This guy has a fear of missing out, so he follows the crowd.

Recruiting

- If you're having a recruitment event, tell the prospect, "We're expecting a huge turnout tonight. Come on out."
- Sometimes you will meet a group of three or four guys or roommates who are all rushing together. Focus on getting commitments from one or two of them. A commitment from one often leads to a commitment from another. This tends to lead to commitments from the entire group. It's a package deal. Ask for personal examples from the membership.

Rule #4 — Liking

Few of us would be surprised to learn that we are more likely to say yes to people we know and like as opposed to others. People are more likely to say yes to people they like and are alike than those with whom they have nothing in common or do not know.

One characteristic of a person that influences overall liking is physical attractiveness. It has long been thought that physical beauty provides an advantage during social interaction. Research now shows that it may be stronger than supposed. Attractive people are more persuasive in terms of both getting what they request and in changing others' attitudes.

Another factor that influences liking is similarity. We like people who like us and are more likely to say yes to their requests, often in an unthinking manner. Compliments, increased familiarity and association are also characteristics that enhance liking and the compliance that follows.

Explanation — People are easily influenced by those they know and like and are like. Factors that enhance liking are physical attractiveness, similarity, increased familiarity and association. Physical attractiveness, however, should actually be termed well-kept. Do not misunderstand that only Mr. and Miss America types can influence people. This factor actually means that people who generally take care of themselves and look nice have a greater amount of influence on people than those who do not. The similarity factor suggests that people have more influence on individuals with whom they have things in common...similarities. The

increased familiarity factor is effective because people are more likely to say yes to people they have become comfortable around through repeated contact. Association proves to be most effective when people connect themselves or their product with positive things and distance themselves from the unfavorable.

Examples

Everyday

- You are sitting in class one day and during the discussion you realize that you and one of the women in the class have many of the same views and opinions. You get together after class, talk for a while and find that you have several things in common. Because the two of you have similarities and some association working, she is going to be more likely to go out with you than a woman with whom you have nothing in common.
- Take a look at the types of shoes that high school students wear. Many times they buy certain types of shoes because a player they like wears them or a person they associate with wears them (e.g., Air Jordans, Air Penny, Shaqus, etc.). Their decision to buy the shoes is influenced by the liking rule.

Recruiting

- If the prospect is a high school scholar and is at your school on a full academic scholarship, chances of the chapter jock having a great deal of influence on him are not great. The jock should recognize the lack of similarities and introduce the prospect to someone who can have more influence on the prospect such as the scholarship chair or a brother who is a member of Phi Beta Kappa or other honor society.
- If a prospect is a big music fan, match him with your chapter chorister or someone who has musical interest. The fact that we are a singing fraternity should also be used as a key selling point.

Ask for personal examples from the membership

Two Things to Keep in mind with the Liking Rule:

1. In any recruiting situation, it is key to match brothers and prospects with like interests, hobbies, career goals, etc.
2. Many of the same factors that make the Social Proof rule effective hold true for the Liking rule. These skills should be used together when possible.

Rule # 5 — Authority

Studies show that authority easily influences people. There is strong pressure in our society for compliance with the requests of those in authority. The strength of this act to comply with authority comes from socialization practices that instill in society members the idea that such behavior is correct.

People have also been shown to be influenced by symbols of authority rather than actual substance. Three symbols that have proven to be persuasive are titles, clothing and automobiles.

Two questions that an individual can ask himself to defend against being influenced by an authority in a detrimental fashion include:

1. Is this person truly an expert?
2. How truthful can we expect this person to be?

Considering these two questions may be going on in the mind of the prospect is all the more reason why you must KNOW YOUR PRODUCT and BE GENUINE. If you know your product and you are genuine in selling Psi Upsilon, these questions will be answered in a positive manner, enabling you to be far more influential and persuasive.

Explanation — those in authority easily influence People. Authority figures are thought to be more knowledgeable, powerful, etc. For this reason, people are easily influenced by them and many times react to their requests in an automatic fashion. People have also proven to be easily persuaded by symbols such as titles, clothes and automobiles. When a legitimate **title** is combined with knowledge or one of the other symbols, the rule is most effective.

Examples

Everyday

- When you were a freshman, did you ever automatically trust an upperclassman's directions to a building? Of course you did. You did so because you saw the upperclassman as an authority on your school.
- Have you ever bought a certain set of golf clubs or golf ball, or maybe swung a certain way because your favorite golf pro did? If so, it was because of the rule of authority.
- Have you ever eaten a certain way or worked out a certain way because your doctor, trainer or coach told you to, without asking why? These people are all seen as authorities on these topics, and you did as they suggested because of their titles and/or the knowledge you assume they have.

Recruiting

- When recruiting, EVERYONE NEEDS A TITLE. If your president is introduced as the chapter president, the prospect will see him as an authority on your chapter and the fraternity, thus increasing his effectiveness to influence.

Ask for personal examples from the membership.

Two things to keep in mind with the Authority rule:

1. It is important to introduce everyone with their titles and to create titles

for individuals who don't actually hold offices (e.g., top athlete, volleyball captain, highest GPA recipient, chamber of commerce delegate, etc.). Yes, it helps to get the prospect to see the member as an authority, but it also helps to give the member added confidence, especially if he has sub par recruiting skills.

2. When recruiting, we must realize that our prospects automatically look at us as authority figures. Because we are already part of the Greek system, they see us as authorities on fraternity life. Knowing this, our members should be less nervous or stressed when in a recruiting situation. Further, each member can increase his effectiveness by knowing his product and by selling it genuinely.

Rule #6 — Scarcity

People place more value on opportunities and objects as they become less available. Examples include deadlines and limited number tactics. These tactics are used in hopes of convincing others that access to a product or an opportunity is restricted by time or amount.

The scarcity rule holds true for two reasons. First, because things that are difficult to obtain are typically more valuable. Second, as time becomes less available, we lose freedoms. In theory, we respond to losing freedoms by wanting to have them more than before.

This rule is most likely to be effective under two conditions:

1. Scarce items are heightened in value when they are newly scarce.
2. We are most attracted to scarce items when we compete with others for them.

Explanation—When opportunities become scarce, less available, people place a higher value on them. Deadlines and limited number tactics are popular and highly effective ways to utilize this rule. When things become newly scarce or when we lose freedoms, people place even more value on the object or opportunity.

Examples

Everyday

- Have you ever bought a Big Mac because it was on sale for a limited time? Ever started freaking out when the two for two bucks sale was about to end? You have been a victim of the scarcity rule.
- Check out a home shopping channel sometime. Take a look at the amount sold display as the time begins to run out. You will notice that the number will begin to increase rapidly because of the number of people who are being influenced by this rule. People undoubtedly begin to place higher value on whatever is being sold as time runs out.

Recruitment

- If your chapter effectively stresses quality over quantity, prospects will unquestionably place high value on your bid. The key is making the prospect realize that not everyone who visits the chapter will receive an invitation to pledge.
- Selling the prospect on this point sometimes will even create competition between prospects. The prospects will begin going out of their way to make sure you are aware of their accomplishments in high school or during their college careers. If this happens, you will notice the prospect will begin to sell you his product rather than you trying to sell him yours.

Ask for personal examples from the membership.

An important thing to keep in mind when dealing with the scarcity principle:

- The only way the scarcity rule can possibly work against you is if you make the prospect feel as though it is next to impossible to receive a bid from your chapter. Receiving a bid should seem a little challenging and definitely an honor, but it should not seem impossible. If so, you could lose the prospect rather than influence him to place the proper value on becoming a member of your chapter.

Role-playing

This exercise will provide members with valuable practice of each of the rules while allowing the chapter to critique each member's performance. Each rule should be played out by having one member serve as the recruiter, one as the prospect and one as the hand-off recruiter. There should be six exercises, each focusing on a different rule. However, if a member feels that he can practice several of the rules during one exercise, he should be encouraged to do so.

The prospect should make the recruiter work to use the designated rule, but should also give him some help by asking questions that can lead into the use of the rule. For example, the prospect could ask how many bids the chapter plans to extend to help the recruiter practice the scarcity rule. He could also tell him that he is checking out the Greek system with friends so that social proof might be practiced, etc.

After the first "recruiter" has talked with the prospect for a while or the conversation begins to struggle, he may see that a "hand-off" is necessary. He should then turn to the "hand-off recruiter" and introduce the prospect. Next, he should provide some information on the prospect such as his name, hometown and major. This keeps the prospect from answering the same stock questions that every Greek has asked him over the last two weeks. It also gives the next "recruiter" something to talk about with the prospect.

After the hand-off, give the new “recruiter” and the prospect about 30 seconds to speak with one other. After you see that the hand-off was properly executed, stop the exercise and begin the next.

Note — You may find it helpful to give the prospect a specific role to play as well. Suggested roles for prospects:

1. An anti-Greek sophomore.
2. A freshman concerned about hazing.
3. A prospect worried about how the Fraternity will affect his grades.
4. A prospect who wants to pledge next term.

Remember, after each role-playing exercise, it is important to critique the performance of the "recruiters". Pointing out the positives and correcting the negatives of each performance will further educate each participant and the chapter on the rule covered.

Assessing each performance will also help you to determine the effectiveness of your workshop. Ask questions:

1. What rules were used?
2. How was the _____ rule used?
3. How could the _____ rule have been more effective?
4. What other rules could have been used, and at what point during the exercise might they have been effective?

Review

At the end of the workshop, conduct a thorough review to ensure each member’s understanding of the material.

1. Have the members summarize each rule.
2. Have the members explain how each rule may be used in an everyday situation.
3. Have the member explain how the rule may be used in a recruiting situation.

Appendix 5

The Telephone Contact:

This instruction sheet should be copied and used by the members as a guide during the telephone contact.

PURPOSE: To get a chance to meet a potential member.

1. Introduce yourself and say that you are a member of Psi Upsilon Fraternity
2. Do NOT waste the potential member's time. You are calling to set up a meeting to discuss the fraternity. Get to the point.
3. Offer the prospective member at least two times to meet and at least two different atmospheres. Phrase the question such that you are asking "when" and not "if" you can meet with each other.
4. Let the other person TALK. Be quiet!
5. Try to set the meeting up at an odd-sounding time such as 6:10 – it will better stick in his mind.
6. Always offer the potential member to and from the function.
7. Repeat the potential members name, your name, and the time as you close.
8. Never set up a date for more than 24 hours in advance – It is too easy for either yourself or the potential member to confuse the date or forget.

An Example:

"Hello _____

This is _____; I'm a member of Psi Upsilon Fraternity here at _____. What are you doing tomorrow at _____? The reason I'm asking is we're holding an event and I'd like you to come over and we could talk about the Fraternity. If it would be better to meet for lunch that would be fine.

Great. I'll stop by your place just after 6:00 pm to pick you up... does 6:10 sound okay to you?

<First name>, I look forward to seeing you tomorrow night at 6:10 then, again my name is _____.

Bye."

This kind of a technique works for whether you are setting up a time for a personal visit or if you are holding a function.

Appendix 6

Handling Objections During Recruitment:

Many times during Rush or Recruitment activities, prospects will give excuses as to why they cannot join and many of those may be difficult to respond to. Following is a list of objections with some possible responses. The items that are bolded are questions you should ask to further clarify the prospective member's position.

Handling the Concerns Before They Become Excuses:

Incoming freshmen nowadays know the power of their situation. You will need to have the answers to their concerns regarding fraternity membership.

Again, practice on commonly voiced concerns can not only turn a prospect around, but move them significantly toward accepting his bid. During a committee brainstorming session, or rush workshop, you should list the top ten concerns people have heard during the rush process for why they might not join. Brainstorm answers the whole chapter can use. There are four basic steps in handling a concern. They are as follows:

- Qualify the concern.
- Gently challenge the concern.
- Provide new information.
- Concur that the concern has been handled.

1. Qualifying the Concern: By the time you get to the point of addressing concerns, you have probably determined whether or not you are interested in this prospect. You probably have spent a good deal of time and invested resources in trying to get this man to accept his bid. Turning concerns into opportunities can be a lot of fun. When qualifying a concern, you are trying to find out if that is truly the reason he is having second thoughts about joining. If the concerns are "My parents won't let me join" or "I can't afford to join a fraternity", some examples of qualifying statements would be:

- If your parents would let you join, would you?
- If I can show you how you can afford the fraternity, would you join?

2. Gently Challenge the Concern: The second step is to gently challenge the views that have caused this concern. Again, sample statements might be:

- I think it is important that parents be involved in such an important decision, but you also need to realize this is a once in a lifetime opportunity and your parents need to know how important it is you want to make this commitment.

-Fraternity membership isn't as expensive as you think.

3. Provide New Information: At this phase of the process, it is important the new information either reemphasize something that has already been covered or introduce new material that might be developed to meet the specific needs of the prospect. To continue our examples, you might use the following:

-Because I know how important this is to you, why don't the two of us visit your parents, or call them on the phone. I'd like to also explain the importance of fraternity membership and how we can help enhance your college career.

-If you break the cost of fraternity membership down month by month, you will find that it is not much more expensive. Remember that if you live in a dorm or an apartment, you will still have social expenses and most of that is already provided in your dues.

4. Concur That The Concern Has Been Handled: The final step is to reach agreement that you've eliminated the concern. If doubts still exist, you continue the process until either you discover the prospect is just giving you the runaround, he decides to join, or you discover it is a legitimate concern that is preventing him from accepting his bid at this time.

a. *"I just can't afford to join a fraternity."*

- **Do you really know what it costs?**
- Would a payment plan possibly work?
- Let's compare what a fraternity costs relative to the dorms or an apartment.
- Review the benefits of the chapter and what you get besides living accommodations.

b. *"I don't like the hazing that goes on in fraternities."*

- **Did you get some indication that we haze?**
- Review the core values stating our hazing policy.
- Let me introduce you to some of our most recent initiates and let you get their perspective.
- Here's our Pledge Education program outlining everything we do.
- Your mother is invited to absolutely any event other than Ritual.

c. *"My parents don't want me to join a fraternity."*

- **What was their response when you presented the idea?**
- **Why do you think they feel that way?**
- **What were their concerns?**

- Would it help if our chapter advisor gave your folks a call and answer any questions?
 - My folks felt the same way. I'm sure my mom would be happy to talk to your mom and give her the scoop on what happens around here.
- d. *"I just don't have time to be in a fraternity."*
- **How much time do you think is required?**
 - One of the main benefits of being in a Fraternity is time management and learning how to juggle multiple tasks at once.
 - Let me show the pledge program and give you a real idea of the time involved.
 - Some of the time commitment is time you would be spending anyway, like studying.
 - What are your other time commitments?
 - That's good that your involved, we want our members to be involved in campus activities and in the community. In fact, we require our pledges to be involved in at least one outside activity.
 - We've found that our members who are busy, to include working, are the best contributors and tend to get the best grades.
 - Let me introduce you to _____ he has a job, is very involved on campus and in the chapter, and maintains a solid GPA.
- e. *"I want to look at all of the fraternities before making up my mind."*
- **What are you basing your decision on?**
 - I think that's a great idea. We believe there is a fraternity on this campus for everyone. You've got to make the decision based on as much information as is available.
 - Although we encourage everyone to look around, some chapters on campus may not. Be careful to not get pressured into making a decision too early.
- f. *"I want to bring my grades up before I join a fraternity. I want to make my grades before I join a fraternity."*
- **So what is your GPA right now? What is your goal GPA?**
 - What concerns do you have about your academics?
 - Let me tell you about our academic program.
 - Discuss the chapter academic standing (if it's good, above the AMA and AFA).
 - What degree program are you in now? Let me introduce you to some of our older guys who are in that program now who might be able to guide you
 - I agree that's a concern for everyone here. In fact, we insist that each of our members commits to academic excellence.
 - We have a minimum standard for all of our members.
 - The transition to college from high school can be rough, I would want to surround myself with people who have already gone through it and can help you adjust successfully.
-

- g. *"I want to get myself adjusted to college before I join a fraternity."*
- **What is your concern here?**
 - **What about adjusting concerns you? Academics, socially, friends, campus involvement, being away from home?**
 - Do you have any friends from high school here?
 - The Fraternity gives you a leg up in that. We help you make new friends from all over with lots of different backgrounds.
- h. *"I want to wait until next semester to join a fraternity."*
- **Why?**
 - The fall/spring classes tend to be larger, plus you get a head start on leadership opportunities.
 - What might change from this semester to next that would cause you to be ready then as opposed to now?
 - There are lots of benefits the fraternity offers that you might be missing out on if you wait.
 - We want you to make the decision when you're ready, let's keep in touch during the semester. We've got a few events I'd like to invite you to attend.
 - I'd like you to meet the current pledge class we're putting together. These would be the guys with whom you would get to be close friends.
- i. *"None of my friends are in fraternities. I don't want to lose them."*
- **Why do you think you might lose them as friends?**
 - Everyone's welcome, why don't you bring your friends to the next event.
 - I have lots of friends who aren't Greek.
 - You won't lose your friends, you'll keep them and make lots more.
- j. *"I want to live in the dorm for a while and see what it's like."*
- **What intrigues you about the dorms?**
 - **Have you seen our house/shelter yet?**
 - That's great, you can pledge the Fraternity and live in the dorms. There would be a time when you would want to move in to the house. It's a great time.
- k. *"I just don't want to be stereotyped."*
- **What stereotype do you mean?**
 - **Does it seem to apply here?**
 - I would suggest that you meet lots of guys and then let me know if you feel that way.
 - Stay a week in the house and try it out.
 - Our chapter is strong because we foster individuality. Certainly the social aspect is here, but the leadership opportunities are strong.
-

- l. *"My girlfriend doesn't want me to join a fraternity."*
- **What's she worried about?**
 - **Why doesn't she want you to join?**
 - Why don't you invite her over to meet some of the guys?
 - Here are lots of social opportunities for you to participate in with her. We have formals and other dances and parties she would be welcome to attend.
- m. *"I just don't want to give up my freedom."*
- **What gives you the impression that you would be giving up your freedom?**
 - **What is it you think you won't be able to do?**
 - Is the concern about some of the rules?
 - We are a self-governing group; we feel its part of the learning process.
- n. *"I can't get out of my lease. I can't get out of my dorm contract."*
- **Have you checked with your landlord or the university to find out what's involved with getting out of your lease?**
 - We'll help you find a sublessor.
 - Usually the chapter covers the fee to break your contract, how much cash are we talking about.
 - You can always live there to satisfy your lease and move in next semester.
- o. *"I'm too old to be in a fraternity."*
- **What gives you the impression that there is an age limit?**
 - Your experience will be valued around here.
 - What are you looking to get out of the Fraternity experience?
 - One thing to think about is the alumni contacts available when you're ready to start looking for a job.
- p. *"It just doesn't seem like a fraternity is much different from the dorm."*
- **What gives you that impression?**
 - **Do you think you'd go back to the dorm for homecoming?**
 - No one lives in the dorm for multiple years.
 - There are so many more leadership opportunities for you to learn something meaningful in the Fraternity.
 - The Fraternity isn't the building; it's the people, the relationships, the common bond, the history, the alumni, the life-long learning.



*The Brothers of the Alpha Alpha Chapter
of Psi Upsilon Fraternity
Wish to extend to*

*an invitation to become a member of our
Pledge Class*

Archon

Recruitment Chair
