



ALPHA SIGMA PHI

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ALPHA SIGMA PHI RECRUITMENT PHILOSOPHY

INFORMAL RECRUITMENT PHILOSOPHY

Key Strategies

- Utilize TBTM Scholarship (see separate document)
- Build & Manage Names List through Chapter Builder
- Recruitment Captains & Teams w/focus on Small Activities/Relationship Building
- Incentive Program
- Become Phired Up Certified

Utilize TBTM Scholarship

- See separate 1-page document on timeline and execution.

Build & Manage Names List through Chapter Builder

- Names List Generator: Tabling, Chunking (friends of friends), identify key student organizations brothers are members in; TBTM scholarship.
- Less focus on “Formal” recruitment – our names list should be 10X what we’re hoping to recruit. For example, if we want 25 men, we should have 250+ names in Chapter Builder.

Recruitment Captains & Teams

- VP of Growth should appoint 3-6 captains and have a draft for teams. Each team should be 4-8 brothers. VP of Growth oversees captains (weekly meeting) with Captains building out recruitment plan for each team.
- Focus on small events (lunches, dinners, going to rec, etc.) with each team and potential new member (PNM)
- PNM should not attend a large-scale recruitment event until they know multiple brothers from the chapter through small team activities – far more personal and relationship oriented!

Build Incentive Program

- Individual Goal: brother that is responsible for the most new members joining gets XX.
- Team Goal: team that is responsible for the most new members joining gets XX.
- Chapter Wide Goal: If the chapter recruits XX, they get XX.

Phired Up Certified

- Excellent recruitment training resource that Alpha Sigma Phi covers the cost for. All VP of Growth, Recruitment Captains & H-Officers should go through this. Ideally, every brother should be Phired Up Certified.
- Here is the link: [Phired Up Certification](#)