

ΑΣΦ

ALPHA SIGMA PHI

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52-WEEK RECRUITMENT GUIDE



(Dynamic Tabling is very effective when done correctly)

ONGOING NOTES

Throughout the calendar year, ALL groups should be tabling, prospecting, and showing a presence on campus. Members should be talking to every guy as if they are a Potential New Member (PNM). Groups should be constantly updating ChapterBuilder and using it to have constant communication with PNMs throughout the year. Additionally, groups should run two recruitment workshops per semester. These workshops should be run in a professional manner at the beginning of each semester and after initiating new members. Fall Recruitment

SUMMER

ALL Groups

Continue to keep contact with all potential new members, post on social media often about events for the following semester, and to have activities to hold retention.

365 Groups

Recruit almost like a regular semester, give bids out prior to the fall. Communication in the group chat/in general should stay constant. If allowed, active brothers should go for orientation leader positions. Should be tabling during summer sessions: orientation, accepted students' day, and open campus tour days. Stay up to date with social media and check "Class of" pages to prospect incoming first-year students/ transfer students. Take the summer to begin planning events for the upcoming school year.

Weeks

1. Review recruitment trends for your chapter
2. Manage Recruitment Budget
3. Create Recruitment Teams
4. Create an incentive program for recruitment teams
5. Generate leads for PNMs (Including in-group referrals from returning students)
6. Use ChapterBuilder to consolidate names
7. Start communicating with PNMs
8. Have recruitment workshops for all members
9. Have recruitment workshops for all members (continued)
10. Create a list of fall rush events idea and plan events for fall rush
11. Finalize Rush Week
12. Post on all social media about events
13. Individually text PNMs about events

FALL RECRUITMENT

ALL Groups

Bring in potential new members you have talked to over the summer and get them to events. Be ready to bid guys that you like, when allowed.

Deferred Campuses

Continue contact with PNMs. Hang out casually with them, get them excited about spring rush, help them through their first semester of college

Weeks

14. Assign members jobs for rush
15. Individually text PNMs for reminders
16. Have events daily to ensure PNMs are constantly involved (Rush Week)
17. Get in-group referrals from PNMs (Chunking)

FALL SEMESTER

ALL Groups

Begin workshops with the new members you acquired from the fall rush. Explain how they are a massive resource for upcoming recruitment. Have them start talking to their friends (first-year students, transfer students, or friends they met in class).

Deferred Campuses

Continue prospecting and engaging with PNMs you already know. Additionally, start to prospect for new PNMs for the upcoming semester. Should be tabling when allowed to, show presence on campus.

Weeks

18. Get no bids list from FSA
19. Review fall recruitment
20. Update social media about the new class
21. Educate new members on how to recruit
22. Educate new members on how to recruit (continued)
23. Start to brainstorm new ideas for next semester
24. Create recruitment teams
25. Create an incentive program for recruitment teams
26. In group referrals (especially from new members)
27. Start communicating with PNMs
28. Use ChapterBuilder to consolidate names
29. Throw open philanthropy event, get guys' contact information
30. Run transition workshop for new VPG
31. Open brotherhood event

WINTER BREAK

ALL Groups

Prepare for the spring rush, make sure PNMs have been contacted prior to the beginning of the semester.

Deferred Groups

Gear up for Spring rush. Have all events planned and bids ready to go out to PNMs already in your pipeline.

Weeks

32. Manage Recruitment Budget
33. Recruitment Team Ideas
34. Plan events for the spring rush
35. Post on all social media about events
36. Individually message PNMs to maintain retention

SPRING RECRUITMENT

ALL Groups

Have events every night to ensure all PNMs are available to make at least one. Have a recruitment committee active and going to all these events, encourage grouping from PNMs

Weeks

37. Assign members jobs for rush
38. Individually text PNMs for reminders
39. Have events daily to ensure PNMs are constantly involved (Rush Week)
40. Get in-group referrals from PNMs (Chunking)

SPRING RECRUITMENT

ALL Groups

Start thinking about how your new members can instantly impact your fall recruitment. Educate them on the importance and workshop with them on recruitment techniques.

365 Groups

Begin game-planning summer recruitment, finding out who will be in town to organize events for incoming freshmen, events you can plan, and how to reach PNMs during their orientation and beyond. Post on social media and let people know that you will be recruiting over the summer.

Weeks

41. Get no bids list from FSA
42. Review Spring recruitment
43. Update social media about the new class
44. Educate new members on how to recruit
45. Educate new members on how to recruit (continued)
46. Hold a fun event to attract PNMs
47. Update ChapterBuilder
48. Take in-group referrals
49. Actively recruit with new members at various locations (dining halls, freshman dorms, etc.)
50. Build pipeline for next rush
51. Create a plan to stay connected throughout summer
52. Final semester brotherhood event