

## CHAPTER RECRUITMENT PLAN

### RECRUITMENT GOAL

What is your goal for number of new members you'll recruit this fall?

How many members are graduating this spring?

Suppose you consider your recruitment goal and consider the number of men graduating.

How many new members will you need to recruit this year to achieve membership growth?

### RECRUITMENT TEAM

Build out the recruitment team that you will utilize throughout the spring and summer. Select recruitment captains and assign teammates. Create a list of expectations and responsibilities for each team, and develop a plan to evaluate progress and opportunities for improvement.

Select Captains:

1

4

2

5

3

6

3 Responsibilities/Expectations:

1

2

3

3 Ways to Evaluate Success/Identify Areas for Improvement:

1

2

3

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### MEMBERSHIP BENEFITS

List the Top 5 benefits of membership in Alpha Sigma Phi at your university. Member benefits should speak to what a PNM serves to gain through membership. An example benefit would be strengthened social connections across campus.” Don’t use features, which speak to what a PNM may do upon joining such as “attend social events.”

1.
2.
3.
4.
5.

### ELEVATOR PITCH

Using the 5 benefits you’ve developed write a 30 second elevator pitch that all chapter members can use to highlight “WHY” someone would want to join Alpha Sigma Phi on your campus:

### PNM PROFILE

Now, list your top 5 characteristics of membership. These are your most sought-after qualities in a PNM.

Use this list to evaluate your PNMs against your standards as a chapter.

1.
2.
3.
4.
5.

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## NAMES LIST (ChapterBuilder)

Most chapters succeed in recruiting 10% of their names list.

How many names do we need to fill our pipeline with to meet our recruitment goal?

How will we add as many names as possible to our prospect pool to recruit the members we need?

*Your goal should be to think beyond IFC Recruitment, remember the best organizations develop their own prospect pool in addition to those already interested in fraternity.*

## REFERRALS

Who are 3-5 people and/or organizations the chapter could tap to seek referrals?

1.
2.
3.
4.
5.

## ADDITIONAL AVENUES TO CONSIDER (Check all that apply)

IFC Recruitment Interest List/Signups

Fall/Spring No-Bid List

Student Involvement Interest List (Similar to IFC interest, but general to all student organizations)

Access to FOIA List

Incoming Freshman List

Transfer Student Lists

Unaffiliated Male Student List

Deans Lists/Honor Roll

Access to University's Student Directory (Google This; "State University Student Directory")

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### PRESENCE

When we talk about “Presence and positioning” what we are talking about is putting our members in places to meet people outside of their immediate network, it incorporates Campus Events, Tabling, Social Media/ Marketing and Campus Involvement.

What are the 5 events/activities taking place this Spring, Summer and Fall on campus the chapter can attend to meet more prospective students?

1.
2.
3.
4.
5.

### POSITIONING

List the organizations and activities your chapter members are already involved with where you could meet more non-greek men.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

### TBTM SCHOLARSHIP

If your chapter utilizes the TBTM scholarship, what will you be offering for your scholarship package?

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How will you work with the university and registrar's office to market the scholarship and gain access to communication lists?

1.
2.
3.
4.
5.

### TBTM TIMELINE FOR IMPLEMENTATION

| DATE       | ACTION ITEMS  |
|------------|---|
| 00/00/2021 | Create an email to send to all students interested in scholarship opportunities |
|            |   |
|            |   |
|            |   |
|            |   |
|            |   |

### TBTM TIMELINE FOR IMPLEMENTATION

Develop a plan for who will be pre-closing PNMs before extending membership. During this time you and your team should be asking prospective members "if we were to offer you membership, would there be anything holding you back?".

Decide when these pre-close meetings should happen (should be one-on-one) and how you intend to do so (at the event, over coffee, with the VP of Growth or a recruitment captain, etc.) and at what point in the prospective member's recruitment process?

- Who:
- When:
- How:

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### COMMON OBJECTIVES

List what are the most common objections a PNM would have to joining a fraternity on your campus. The things most likely to hold them back from accepting membership into Alpha Sigma Phi? (Time – Money – Grades – Hazing – Parents – Significant Other – Waiting Until Next Semester)

1.
2.
3.

### OVERCOMING OBJECTIVES

Provide quality responses to each of the concerns by using Feel – Felt – Found. 'I feel', 'I felt', 'I found' statements to help in overcoming their objections by validating their concerns and speaking from personal experience.

With the examples above, create a list of quality responses to help in handling common objections your chapter is likely to hear during recruitment.

1.
2.
3.

### SUMMER CALENDAR & KEY DATES

List each months priorities as they pertain to your summer calendar and recruitment plan. Identify who is responsible for ensuring each priority is done and a deadline to complete each priority. Be sure to include key events, activities and opportunities to best engage PNMs as identified previously in your plan. Make sure you include orientation dates and other key dates over the summer.

*This section continues on the next page.*

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### May:

Must Do's (List action items)

Who's responsible

Deadline to Accomplish

### June:

Must Do's (List action items)

Who's responsible

Deadline to Accomplish

### July:

Must Do's (List action items)

Who's responsible

Deadline to Accomplish

### FALL CALENDAR & KEY DATES

Develop your monthly plan with action items, and that must be accomplished from August -November. Include team & chapter recruitment events, small activities, virtual events, and ways to implement one-on-one meetings into your recruitment plan. Please include weekly recruitment-related action items.

***Make sure to include Dates for Important Campus Events; Freshman Move-in Dates, First Day of Classes, Student Organization Expos, IFC Recruitment Dates, Bid Day, and Projected Scenes 1&2 dates.***

*This section continues on the next page.*

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## August:

Must Do's (List action items)

Who's responsible

Deadline to Accomplish

## September:

Must Do's (List action items)

Who's responsible

Deadline to Accomplish

## October:

Must Do's (List action items)

Who's responsible

Deadline to Accomplish

## November

Must Do's (List action items)

Who's responsible

Deadline to Accomplish



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## CONTINUED RECRUITMENT PLAN

Now that you've recruited new Alpha Sigs let's make sure they know how to recruit their friends for the spring semester.

Role of New Members:

|  |  |
|--|--|
|  |  |
|  |  |

How to generate more leads:

|  |  |
|--|--|
|  |  |
|  |  |

Plan to engage PNMs:

|  |  |
|--|--|
|  |  |
|  |  |

## RECRUITMENT PLAN REVIEW

Now that you have taken the time to think through your recruitment efforts, you should review your plan with your recruitment team and the greater chapter. Review the points below to evaluate your growth plan this summer and Fall.

- Does this plan outline how we will meet as many non-greek men as possible?
- Does the plan outline how we will meet prospective members each week or during certain times of the year?
- Does the plan show how the chapter will evaluate talent and select the right members for the chapter?
- How will we close the deal with the right potential members?
- How will they ensure their recruitment activities and actions reflect the chapter's values and goals?

## RECRUITMENT PLAN REVIEW

1. Alpha Sigma Phi's [VP of Growth Resources](#)
2. Alpha Sigma Phi's [Growth & New Member Videos](#)
3. IFC Fraternity [Recruitment Digital Classroom](#) by PhiredUp