



**ALPHA SIGMA PHI FRATERNITY**  
alphasigmaphi.org

## INCENTIVES FOR RECRUITMENT

Incentives are defined as a positive motivational influence. The use of incentives for recruitment is important in motivating individual members, recruitment teams, and the entire chapter to recruit more men to join the Fraternity. Incentives are similar to a prize or reward that an individual member or team would strive to achieve. You can have one incentive or several incentives for your chapter depending on your budget.

If you have an additional questions regarding recruitment based incentives, please contact Alpha Sigma Phi Headquarters

### THREE INCENTIVE CATEGORIES

- Individual
- Team
- Chapter

### TYPES OF INCENTIVES INCLUDE

- Individual with the most names on the Names List at the time of Pledge Ceremony
- Team with the most names on the Names List at the time of Pledge Ceremony
- Individual who had the most prospects join the Fraternity
- Team who had the most prospects join the Fraternity
- Meeting the chapter goal with recruitment
- The hardest working and most actively involved recruiter

There are many things that can be offered as incentives to help motivate men to recruit. Incentives can be anything from prizes to awards; the key is that the incentives need to be meaningful, since people have different motivators, there should be a variety of different incentives.

### IDEAS

1. **ONE SEMESTER WITHOUT PAYING DUES** – Before you claim this is a crazy idea, let's consider it. This is something that doesn't affect your budget and should motivate individuals/teams to recruit more men. For example: If your dues are \$100 a semester and one man got four men to join, that's \$400 that he just made the chapter, not to mention every other semester those four new members pay dues while with the chapter. If that idea is too crazy, what about reduced dues? Even \$50 off dues for every new member that joins and gets initiated could serve as a strong motivator.
2. **AN AWARD CERTIFICATE OR PLAQUE** – All chapters should consider recruitment the lifeblood of the organization and many develop an award specific to recruitment. Maybe it's a plaque with everyone who has ever won having their name and initiation year on it to add more significance to it.
3. **GIFT CARDS** – Award the individual or team a gift card(s) to a store of their choice for \$100.00.



4. **TICKETS** – Tickets are always a great prize to give away, whether you have a local baseball, basketball, football, or hockey team around. For an individual you could offer two (2) tickets and for a team you could offer the entire team.
5. **DONATED PRIZES** – You could always call your local pizza shop, restaurant, sporting goods store, etc. and ask if they would be willing to donate some prizes to your organization. This will be no cost to you and you could have some pretty good incentives to get men motivated.
6. **DINNER** – You could offer a dinner on the chapter for the individual or team that wins. This could be as simple as pizza or a nice restaurant.
7. **FORMAL** – If you have a formal, you could have an incentive for a formal “package” that you give away. For example, the package could include room, dinner, and transportation provided by the chapter.

Although these things may seem expensive or you think you may not have it in your budget, remember that in order to get money, you must spend money. In order to get more members, we have to invest chapter funds into motivating men to recruit more men. Men are competitive and if there is something on the line that everyone wants, everyone will work harder to achieve it. Recruitment is hard work and typically every member wants to know what’s in it for them. Use these ideas as a starting point. Spend time in a chapter meeting discussing incentives. Have each team determine what incentives they want to play for. Individuals could do the same thing. Remember, what motivates one member or team will not motivate another.

If you have other incentive ideas, please contact Alpha Sigma Phi Headquarters so your idea can be included in future resource materials.

