

FALL RECRUITMENT PLAN

SCHOOL _____ **CHAPTER** _____

OUTREACH AVENUES

1) Resources

- a. _____
- b. _____
- c. _____

2) Action Plan

- a. _____
- b. _____
- c. _____

ENGAGEMENT

1) Recruitment Teams

- a. _____

2) Summer Involvement

- a. _____

3) Fall Engagement

a. First Week of School Plan

- Mon. _____
- Tues. _____
- Wed. _____
- Thurs. _____
- Fri. _____

b. Primary Recruitment Week Plan

- Mon. _____
- Tues. _____
- Wed. _____
- Thurs. _____
- Fri. _____

c. Post-Recruitment Week Plan

- Mon. _____
- Tues. _____
- Wed. _____
- Thurs. _____
- Fri. _____

4) Continued Recruitment Plan

- a. _____
- b. _____
- c. _____
- d. _____

MANAGEMENT

- 1) PNM Pre-Closing
 - a. Talks about Brotherhoos, Mission/Purpose, Our 5 Values
 - b. Talks about Academics, Service/Philathropy, Social Life/Athletics
 - c. Talks about time and finances
- 2) Common PNM Objections
 - a. Time
 - b. Money
 - c. Housing
- 3) Refuting the “No”
 - a. Time
 - Mandatory Chapter and New Member Meetings
 - Highly encouraged to attend brotherhood events
 - Work hard, play hard–but put in the work first
 - “You’ll get out of the brotherhood what you put into the brotherhood–aside from mandatory meetings, the brotherhood events, the memories we create–that comes from putting time in together and creating that culture ourselves.”
 - Create your own response
 - b. Money
 - “Anybody can sit in their dorms playing video games and studying, this is an invetment in yourself and in a group of like-minded men who want to see you succeed while expanding your network of connections for life after college.”
 - Create your own response
 - c. Housing
 - *specific to each campus*
 - Create your own response
- 4) Membership Selection
 - a. Who do we want to join?
 - b. Why do we want them to join?
 - c. How can we get them to join?
 - What will it take for them to join?
 - Where is the best place to extend them a bid?
 - When is hte best time to extend them a bid?
- 5) Membership Benefits
 - a. Brothers - Relationships
 - b. Group to identify with on campus - Culture of brotherhood
 - c. Things to do on campus - college experience
 - d. Responsibility, discipline
 - e. Fun, rewarding, memorable; opportunity
- 6) Elevator Pitch
 - a. *your pitch about why Alpha Sig is the best choice they can make at this point in time* (Quick, Direct, and Efficient, 30 seconds)
 - b. Response:

POST GROWTH CHAPTER RECRUITMENT PLAN

1) TBTM Scholarship

- a. Outreach and Marketing
- b. Review applications
- c. Schedule interviews (Introduce Greek Life - Alpha Sig)
- d. Offer the scholarship (Membership?)

2) Summer Schedule

a. June

- _____
- _____

b. July

- _____
- _____

c. August

- _____
- _____

3) S.M.A.R.T. Goals for VP of Growth

- a. _____
■ _____
- b. _____
■ _____
- c. _____
■ _____

4) S.M.A.R.T. Goals for the Chapter

- a. _____
■ _____
- b. _____
■ _____
- c. _____
■ _____

5) Reflection / Thoughts / Review

- a. _____
- b. _____
- c. _____

