



RECRUITMENT DURING TBTM SCHOLARSHIP

Recruiting applicants to join the chapter is the most critical component of the 'To Better the Man' Scholarship. In fact, it is the primary objective of the scholarship. Recruiting starts the moment you begin your marketing efforts. It is essential that every interaction with an applicant is treated as an opportunity to increase his interest in Alpha Sigma Phi. The VP of Growth should make certain that these opportunities are taken advantage of.

THE FIVE STEPS OF RECRUITMENT

1. Build a potential new member list
2. Introduce yourself
3. Make a friend
4. Introduce him to the fraternity
5. Ask him to join

MAINTAINING SCHOLARSHIP INTEGRITY

It is also critical that members use discretion in promoting the fraternity during the Scholarship process to avoid compromising the legitimacy of the scholarship. As with any other recruit, you should take the time to make the applicant your friend before trying to pitch him on Alpha Sig. In most cases, it's better to get him to start the fraternity conversation. Talking about Alpha Sig too soon or too often can cheapen your interactions with the applicant and make him think the scholarship is a scam. **Note: The TBTM Scholarship is a bona fide scholarship that enables us to meet the best men on campus. It's logical for us to recruit these men once we've met them.**

HELPING APPLICANTS ACCLIMATE TO COLLEGE

One of the best ways to recruit a TBTM applicant, or anyone else for that matter, is to get them to like you. One of the best ways to get a person to like you is to take a genuine interest in that person and add value to their life when you interact with them. With most TBTM applicants being incoming or recently arrived freshmen, you have a tremendous opportunity to add value to their experience by helping them successfully transition to college.

For most people, transition to college is an uncertain and overwhelming time in their life. Advice from successful college men can make a new student's transition more manageable and enjoyable. The Vice President of Growth should plan and facilitate events and opportunities for chapter members to help applicants acclimate to college. Examples of these are:

- Helping applicants move into their residence halls.
- Give applicants a tour of campus, the off-campus area, or an interesting place nearby.

- Help applicants find classes, buy books, or otherwise prepare for the academic year ahead.
- Introduce applicants to faculty members.
- Introduce applicants to members and alumni who share their major or career interest.
- Introduce applicants to members in other student organizations the applicant is interested in.
- Introduce the applicant to Alpha Sig alumni in the career field the applicant is interested in.
- Host a barbeque for applicants to welcome them to campus.
- Casually spend time with applicants and answer their questions about college life.

INVITING APPLICANTS TO CHAPTER EVENTS

A great way to get applicants more interested and familiar with Alpha Sig is to invite them to chapter events (both events specifically scheduled for TBTM applicants and normal chapter events). These events should provide a relaxed environment for applicants to meet chapter members and provide an example of how the fraternity lives its values. Example of good events to invite applicants to include:

- Service and philanthropy events
- Local sporting events (collegiate, minor-league, or professional)
- Intramural games

INVITE APPLICANTS TO RECRUITMENT EVENTS

If the TBTM awards banquet is appropriately scheduled, formal recruitment should begin no more than two weeks after the banquet, which allows for a seamless transition. The key is to take the initiative to get applicants to recruitment events. The best way to do so is to invite them to the events, either in person or by phone.

FREQUENTLY ASKED QUESTIONS

What do we do if our finalists are over-qualified or too busy to be in Alpha Sig?

There is no such thing as over-qualified for Alpha Sig. It is rare that a potential new member is actually too busy to fit Alpha Sig into his schedule – if he wants to. The key here is to show the applicants, particularly the ones who are already involved, how Alpha Sig can still add value to their life. It may also help to break down the time commitment and introduce them to a member who balances several commitments while still being engaged with the fraternity.

What if someone questions the legitimacy of the TBTM Scholarship?

First, this is usually a good sign that you or your interviewers are not using sufficient discretion in conducting the TBTM Scholarship. If someone questions the legitimacy of the TBTM Scholarship, it may be helpful to reassure them that you are an officially recognized organization at your college/university offering a bona fide scholarship. Point out that applicants are not required to join or affiliate with Alpha Sig to be eligible for the scholarship. Provide examples of past recipients who have not joined Alpha Sig. Finally, you can put their concerns to rest by acknowledging that sometimes the men we meet through the scholarship are or become interested in joining Alpha Sig, in which case we are happy to provide them with more information about the organization.