**Summer Recruitment**

*Resources*

* By Wednesday, an email will go out with links to resources that you should be using with all Vice Presidents of Growth
  + TBTM Timeline & Resources
  + Chapter Recruitment Plans
  + Recruitment Team Execution
  + Social Media Sample Posts
  + Informational Sessions
  + Small Events
  + Much more….

*FAQ*

* What about going through ritual ceremonies – Scene 1-2, etc.?
  + New members who accept bids should complete Membership Agreements and be put through Scene 1-2 within the first seven days of the fall semester starting. During Phase #1 – Scene 1-2 dates should be finalized and input into the Summer Recruitment Spreadsheet.
  + Scene 3-4 should occur within 35 days of Scene 1-2; ultimately leading to two MOP classes in the fall – part of our responsibility is getting groups excited and on board for this.
* What does summer billing for new members look like?
  + Once the new members go through Scene 1-2 (first 7 days of fall) they will be billed for those new members as if they are fall new members. No billing in summer and only billed for those that go through Scene 1-2.
* So, are we helping groups with fall recruitment, essentially?
  + No, we’re helping groups get a leg up and recruit 40%+ of what their fall recruitment goal is (per their Recruitment Plan). They should still treat fall like any other fall – so if their fall goal is 20 – it should still be 20. We’re simply trying to help groups who struggled last year – get back on their feet and be positioned for success.
* What if the university is deferred recruitment?
  + Our focus should be on rising sophomores and juniors.
* What if the university doesn’t want us to bid people?
  + We will have to use our best judgement here but our stance should always be getting bids accepted, men in OmegaFi and MA completed. If you’re unsure how to handle a certain situation – ask Matt or Andy.
* What if a chapter does not want to participate?
  + We can’t force them – but any group who choses not to participate in something like this is essentially opening the door to being in a very challenging situation next fall; if they don’t see the type of success they’re expecting in fall – leaving very little room for error.
* This chapter has less than 10 men – what if they don’t have the motivation to do this?
  + For smaller groups – we should be much more hands on – actually doing the work rather than coaching the VPG to do the work. No staff member has more than 2 schools in this scenario.

Incentives & Next Steps

* For each new member that goes through Scene 1-2; the Vice President of Growth will get $25 as will the chapter coach. For example, Oregon State recruits 15 guys in the summer – VPG gets $375 as does the chapter coach.
* During the week of May 10th or May 17th – schedule a zoom call with the Vice President of Growth to discuss the plan, get them excited about the plan, answer questions, share resources, etc. The first call should occur during the week of May 17th and the second call should be during the week of May 24th and should include all recruitment captains – so the entire Recruitment Team. Then, following each phase approach will be key.
* At the end of each phase – updates should be sent to Matt & Andy for all of your groups. Calendar reminders will be added for May 31st, June 11th, June 25th, July 9th, July 23rd and August 6th.