

TBTM SCHOLARSHIP GUIDE

HOW TO CREATE & EXECUTE YOUR SCHOLARSHIP PLAN

This is a guide to help chapters set up a TBTM Scholarship with the intent of strengthening recruitment! Chapter President, VP of Growth, and VP of Membership Enrichment should work with their chapter liaison to put a plan into action and improve overall outreach for the chapter. Here are the steps to take to ensure a good application is set up and the plan is put into action over the summer:

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OUTLINE THE SCHOLARSHIP AND ITS PURPOSE

The main purpose of the scholarship is RECRUITMENT

- Obtain a Larger Pool of PNMs for Recruitment Outreach
 - The TBTM scholarship should be driving names to the name's list
 - The main targets are incoming freshmen and returning sophomores.
 - The university, specifically the Office of the Registrar, will be more likely to give the chapter access to student lists, dean's lists, and other student directories with a scholarship involved.
 - Offering a scholarship will entice more PNMs to sit down and talk about fraternity
 - The more people the chapter gets to fill out the scholarship, the more PNMs they're able to interview and get interested in the chapter
 - Creates events for PNMs to come to with the purpose of getting to know brothers

Other ways the scholarship can help the chapter:

- Display Scholarship Opportunities
 - Shows PNMs right from the start we have scholarship opportunities available and will make them feel more comfortable about joining
- To Better the Man
 - Bring in the quality men you want to help bring success to the chapter!
 - Alpha Sig wants to help undergrads have a better college experience by offering scholarships and getting them involved while bettering them personally and professionally

FIRST STEPS IN SETTING UP THE SCHOLARSHIP

Schedule a Zoom call with your liaison

- Call should include Chapter President, VP of Growth, and VP of Membership Enrichment
 - The purpose of this call is to get a scholarship plan started using this guide.
- Decide on a reward amount
 - Determine as a group how many scholarships you want to give and at what price
 - The more scholarships offered, the more applications you will receive
 - Example - Give four \$250 scholarships, instead of two \$500 (gets more people involved and interested)
 - Funds for the scholarship can be created through chapter endowments, budgeted in chapter dues, university grants available, etc.

Alpha Sigma Phi HQ may give a chapter \$250 for the scholarship if they are able to send in a plan with the following criteria by May 15th:

- Date the scholarship application will be available to the public
- To which social media groups will they be distributing the scholarship application?
 - Need proof of at least 50 applicants by July 1st in order to receive the \$250
- What is the schedule for holding summer FaceTime interviews and on-campus interviews in the Fall?
 - Who will be conducting them?
- When will the selection committee decide on a winner, and what is the date for the Awards Reception?

Determine application criteria

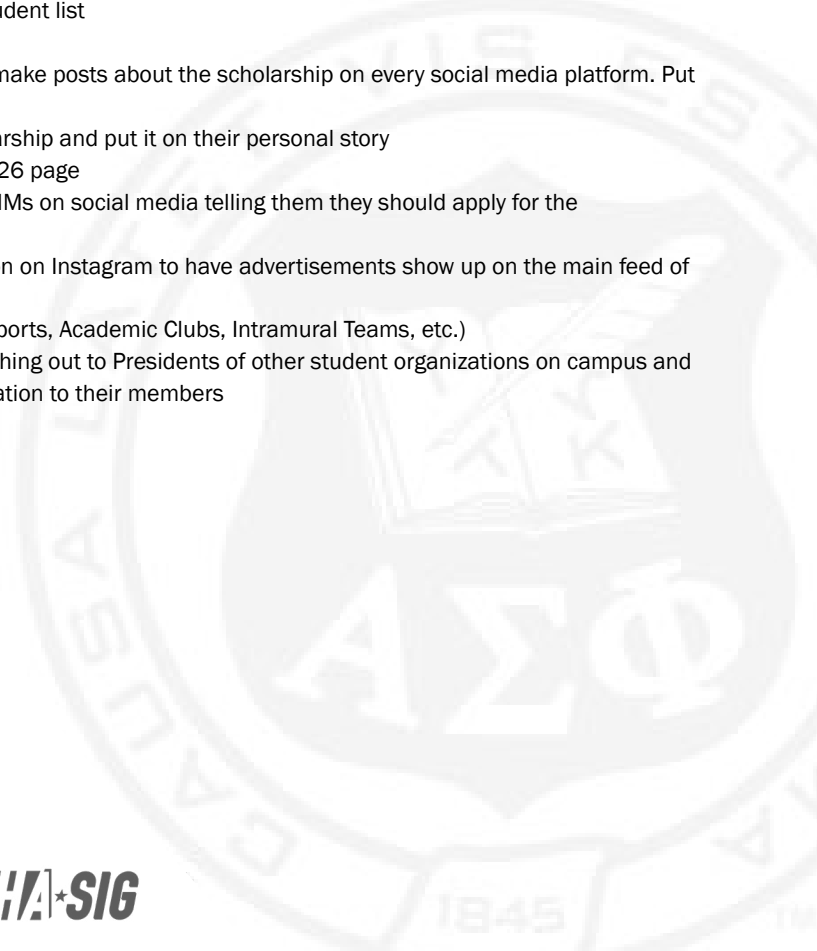
- The application should be created through a ChapterBuilder interest form
 - This will upload PNMs right to ChapterBuilder and keep things organized
 - Reach out to your liaison if you are unfamiliar with making a ChapterBuilder interest form
- Application should be short and to the point (5 minutes max to fill out)
 - Here is a [sample application link](#) that needs to be made through ChapterBuilder
- Idea of the application is to narrow down the top men you want to interview
 - Should be interviewing as many applicants as possible and then narrow things down from there
 - The top PNMs from the interviews should be attending brotherhood/recruitment events and the awards reception



OUTREACH & EXPOSURE

Outreach for the scholarship is more important than the actual content. The more people who see it, the more PNMs the chapter becomes involved with.

- After the application is created, it needs to be seen by as many people as possible
 - The application should start being sent out to the public 90 days prior to the first day of classes in the fall
 - The application should be filled out and seen by new PNMs throughout the summer
- Ways to advertise the scholarship:
 - Post Scholarship Application in “Class of 2026’ Parent’s Page”
 - Parents are more likely to tell their kids to apply for the scholarship
 - Parents of the President, VP of Growth or VP of Membership Enrichment should post in the page or be able to get you access to post the application
 - Student Directories
 - Have a member of the scholarship or recruitment committee call the university in search of student lists
 - Office of Registrar, IT Department, Admissions Office will be the main targets
 - Introduce yourself and say you are with a student organization on campus looking to offer a scholarship to in-coming first-year students and current students for the Fall semester
 - Ask them who would be the best person to talk to about obtaining an incoming all-male student list with the following:
 - Name
 - Email
 - Phone Number (best case scenario)
 - Year in School
 - FOIA Laws
 - If your university is in a state with laws that allow access to student names and school emails, you should not be taking “no” for an answer
 - If someone declines you a list, politely tell them you are legally able to get access to this list
 - Proceed to ask them if there is someone else on-campus you can talk to about obtaining a student list
 - Social Media
 - Have the VP of Communications make posts about the scholarship on every social media platform. Put the link in the bio afterwards
 - Have brothers promote the scholarship and put it on their personal story
 - Put the application in Class of 2026 page
 - Individually message PNMs on social media telling them they should apply for the scholarship
 - Purchase an advertising promotion on Instagram to have advertisements show up on the main feed of your target applicants
 - Other Student Organizations (ROTC, Club Sports, Academic Clubs, Intramural Teams, etc.)
 - Chapter President should be reaching out to Presidents of other student organizations on campus and having them distribute the application to their members



FACETIME 1:1 MEETINGS (this is for groups who have no form of recruitment over the summer)

This is the first contact you have with an applicant after you have reviewed all the applications

and

- FaceTime meetings need to start by July 1st and continue through August
President, VP of Growth, VP of Membership Enrichment, or a Recruitment Captain should be setting these meetings up

conducting them after reviewing the applications as a group

Once a good number of applications have come in, you should be setting up an initial FaceTime or Zoom

- meeting with each applicant.

These FaceTime or Zoom meetings should be very brief (15 minutes) and should be focused around getting to

- know them and outlining the scholarship.

The phone interview should end with:

- Telling them to follow the chapter's Instagram/Facebook page.

- Getting the applicant in a group chat with other applicants and some of the brothers.

Setting up a face-to-face interview the first or second week of classes.

- The main purpose of the FaceTime call is to get an interview set up on-campus

Brothers who live close to any PNMs should meet up with them over the summer (if applicable)

Have a group of brothers take some of the applicants out to eat to get to know them and talk about the

- fraternity

This needs to be planned out by the VP of Member Enrichment and VP of Growth in accordance to where

brothers live

- Sample FaceTime Interview,:

- "Hey what's going on man? I'm John nice to finally get to talk to you!"

- "Yeah we appreciate you taking the time to fill out the application and jumping on a quick call with us."

- "Just want to create that first form of contact and get to know you a little bit before we get to campus in the fall."

- "So, you're from California it looks like, what made you want to go all the way out to Florida?"

- "That's awesome man, you'll love the campus here. What're you planning on studying?"

"Sweet, that'll be cool. So, what have you been up to this summer? Do you have anything fun planned before

you

- head to campus?"

"Awesome man, so just a little bit about Alpha Sigma Phi, we're essentially an all-male's club with our motto

being 'To Better the World through Better Men.' It's really a catch-all experience as we do a lot of different things

to help you get involved on campus and adapt quickly. I don't want to go into too many details right now, but do

- you have any initial questions for me?"

"Perfect! Well this is the first step in the scholarship process and the next step would be to set up a face-to-face

- interview for when we're back on campus. What's your schedule look like the first week of school?"

"Awesome man, looking forward to meeting up in person soon! I'll throw you in a group chat we have with some

of our guys to keep you updated on things and give them a chance to get to know some of the applicants. Also,

- go follow our Instagram page to get some more info."

"Stay in touch and let me know if you have any questions on anything!"

Face-to-Face meetings should occur within the first 2 weeks of the school year

- Groups who do summer recruitment should put an emphasis on conducting face-to-face meetings over the summer while
- PNMs are on campus

This is for a scholarship, so it needs to be taken seriously

No need to dress up in a suit or make it like a job interview, but it should stay focused on how the fraternity can

- develop the applicant as a person

More questions need to be geared towards getting to know the PNM before explaining what the fraternity is all

about and the benefits of joining

Plug in the fraternity at the end of the interview to get him interested in learning more

Just because a guy sits down for a scholarship interview does not mean he is fully interested in the fraternity just yet.

- Some guys may be intimidated with the thought of joining a fraternity

Don't pressure them about joining, but do give them time to see what the experience is really all about.

- Here's an example of how the meeting flow should go:
 - "Hey John, great to finally meet you in person!" "You done with classes for the day?"
 - "Awesome man, you have a lot going on the rest of this week?"
 - "For sure that's cool! Thanks again for taking the time to meet up really quick and applying for the scholarship."
 - "Don't want to take too much of your time, just want to introduce myself a bit more and ask you some questions and get to know you better."
 - *Introduce yourself and then move into some questions*
 - So, I saw you're studying _____ here. What made you choose that? What's the career you're looking to go into with that?"
 - "Nice, is that what brought you to (school) or was it something else?"
 - "Next question, what would you consider a weakness that you want to improve on in the next year?"
 - "When's a time you've had to overcome some adversity? Can you tell me how you overcame it?"
 - "What kind of clubs or activities were you involved with in high school, and did you had any leadership roles in those clubs/activities?
 - This is where you can ask a lot of follow-up questions on their involvement, leadership, hobbies, etc.
 - Always end the 'getting to know them' with: "So, have you gotten involved in anything at _____ yet?"
 - If "yes"
 - Awesome! What clubs have you joined?
 - If "no"
 - No worries man, what do you want to get involved in here?
 - Fraternity
 - This is where you go over the fraternity and everything the chapter has to offer.
 - Go in depth where the PNM seems most interested.
 - This is a scholarship one-on-one, so make sure the main focus involves opportunities to succeed professionally and personally rather than socially, athletically, etc.
 - Close with the Next Steps
 - Explain you are interviewing a lot of guys and that they'll stay in touch with each applicant throughout the process

SELECTIONS COMMITTEE

Selection should take place after the second week of face-to-face interviews

- Those selecting should be anyone who interviewed applicants
 - President , VP of Membership Enrichment, VP of Growth, Recruitment Captain
- Priorities when selecting a winner
 - Applicant should be looking to join Alpha Sig
 - We want to try to give the scholarship to someone really looking to join the chapter
 - Applicant with a lot of potential
 - We're looking to better the man with a candidate who will help the chapter succeed in the future.
- This does not mean disregard any applicant who is not interested in joining – They are just not interested YET.
 - We may just be talking to the PNM at the wrong time or didn't show him the things he was looking for in the fraternity.
 - We want to make the applicants who did not receive the scholarship our top PNMs to extend bids to when ready
 - All scholarship applicants should continue to come to brotherhood/recruitment events or be given a bid at the awards reception
 - Explain to these applicants that there are more scholarship opportunities available for guys who join
 - Answer any other questions these guys have, and keep them involved with the chapter

AWARDS RECEPTION (third week of school)

Every applicant that you interviewed who meets the selection criteria should be invited to a scholarship dinner/cookout

- This is a great chance for brothers to talk with all the applicants and get to know them better
- Follow up texts/calls should be made at least 5 days before the event to confirm whether they will be in attendance or not.
- **Ensure that a setup team is formed who will be responsible for setup of the event.**

Have a cookout or chapter awards reception

- Invite the top scholarship applicants to attend the reception and present the scholarship to the winner
- Applicant Sponsors
 - Each applicant should have a brother act as their “sponsor” for the scholarship process who will be their guide for the night
 - Sponsors will be responsible for introducing them to the rest of the brotherhood and making sure they have a fun night.
- Ensure that brothers are aware of what is going on and all brothers should practice social excellence
 - Eye contact with a firm handshake to all applicants.

Have the President be the main presenter

- President should thank everyone for coming out.
- At the end of the meal, an award will be given out, as well as offers for top candidates to join the fraternity.
- At the end of the event or meal the president should announce who the scholarship winner is.
 - **This is typically someone who will be joining the chapter.**
- Let everyone else know next steps:
 - Although not everyone in attendance will receive a scholarship, the group should still invite all other applicants to be a part of the chapter as there are tons of opportunities for motivated individuals to become involved.
 - This should be done personally in one of the following ways:
 - The applicant’s sponsor is given a bid card and offers it to the applicant one-on-one
 - The VP of Growth individually pulls each applicant aside and offers them membership
- Put the offer for membership on the table for them
 - “We would still love for you to be a part of this organization as your unique skillset is valued here. We would love to extend every one of you membership to join! We are ready to commit to you in becoming a member if you are ready to commit to the chapter.”
 - Follow up with the guys who accept and congratulate them.

MASTER TIMELINE

- Scholarship plan typed out and approved
 - Approved by May 15th
 - Plans should follow the criteria set above
 - Need to be typed out and sent to your chapter liaison for review
- Applicant Outreach
 - The ChapterBuilder application needs to be put out to the public by June 1st at the very latest
 - The rest of the summer should be dedicated to finding other ways to get more people to fill out the application
- Summer/FaceTime Interviews
 - Should start July 1st and go through August before classes begin
 - **If a university does on-campus summer recruitment, these interviews should be happening in-person during those scheduled weeks**
- On-Campus Interviews
 - August 1st until the end of the second week of classes
- Awards Reception
 - The Friday of the 3rd Week of classes