

## VIRTUAL RECRUITMENT EXPERIENCE

While the COVID-19 pandemic has brought challenging times for many of our chapters who may have had plans for continued recruitment, it is still the lifeblood of Alpha Sigma Phi and can still be accomplished! There are things that the chapter can and should be doing now to plan for successful fall recruitment! Here are two things that I believe every chapter can be doing to see success come next fall:

### **SOCIAL MEDIA PROSPECTING**

- Identify main campus groups on Facebook such as Class of 2024, Class of 2023, club sports teams, freshman dorm groups, etc.
- Identify freshman hashtags on Instagram.

The goal of social media prospecting is to get a guy's name and phone number so that the chapter can build out a names list. The larger the names list the more success chapters will have in the fall. Divide out the Facebook and Instagram resources to individuals on your recruitment committee to start sending messages! Here is what VPG and committee members can send to guys on social media:

- *Hey, what's up name? My name is [Name], and I am with a fraternity here on campus! I was scrolling through [insert social media page], and I came across your profile. We are looking to connect with guys that are sociable, outgoing, and that might want to get involved on campus next fall! I don't want to throw a bunch of details at you out of nowhere, but have you ever considered looking into Greek Life in the past?*

From here it's a numbers game, the more messages that are sent out, the more positive replies you will get! From the initial message, you will get 3 different replies from Potential New Members (PNM): Excited, confused, and abrasive. Here are some examples of how you could reply to move the conversation to get their phone number:

### **Normal/Enthusiastic Reply from PNM. Here's how you can reply:**

- *"Awesome, glad to hear it, man! We can definitely get you involved and give you some more info. A lot of the guys play video games together and have group calls to talk about future events and whatnot. I'd love to give you a call sometime just to give you a brief rundown on everything and introduce myself. What's a good number to reach you at?"*

### Confused Reply from PNM (probably will be the most common):

- A lot of guys will wonder why they are reaching out now for the fall. Explain to them that you are trying to offer something else for guys to do during social distancing and this would be a great time to get to know some of the guys before the fall.
- *“Glad to hear back from you man! I understand this message may seem a bit confusing. Alpha Sig has recognized the different challenges the COVID-19 virus has brought to people, but we aren’t letting that stop us from operating and having a good time. The group is doing a bunch of virtual things like streaming video games with one another, having group Zoom meeting calls, playing online trivia, and other things to make the time away from campus more enjoyable. We’d love to get you involved and have you get to know the guys if you’re interested! That sound cool to you?”*

### Abrasive Reply from PNM, here’s how you can reply:

- *“Glad to hear back from you, man. I totally understand where you’re coming from. Just wanted to reach out and offer the chance to become involved while a lot of people are looking for things to do. I’d be more than happy to tell you what we’re all about and how our experience is different from any other fraternity on campus. Doesn’t hurt to just get some info. Hope we can find a time to talk!*

### STUDENT DIRECTORIES

- Check to see if your university has a student directory.
- Contact the office of the registrar to see if you can obtain a dean’s list, or incoming student list (names and emails.)

The goal of this is to send an email out to as many students as possible to see who may be interested in getting involved. Here are some ways you can search for these items:

- Search in google “(university name) student directory.”
  - If there is a student directory for your school, contact the IT department to see if you can obtain the listserve and request the names and emails of incoming students.
  - If you cannot get a listserve, just search common male names and copy and paste their emails to an excel document.
- Call the Office of Registrar
  - Ask who you need to talk to in order to submit a request for the names and emails of all in coming students to the university.
  - Your intention is to email them out and see if they want to get involved.

Once you build out an excel list, send an email to all of these people (make sure you bcc everyone) asking who might want to get involved. Here is a sample email for you to send:

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- Hey [Name],

*I hope all is well! My name is [Name], and I am with Alpha Sigma Phi Fraternity - the nation's 10th oldest collegiate men's fraternity. Over the past five years, Alpha Sigma Phi has been the fastest growing fraternity in the country, adding over 70 successful chapters on college campuses across the United States, We are extremely excited to be thriving on campus and are looking to continue that success this upcoming fall semester!*

*Alpha Sigma Phi is looking for men who want to do more than just simply join an organization. We are looking for men who want to get the most out of college and who want to leave their mark on campus long after graduation. Alpha Sigma Phi is looking for men who want to leave a legacy. We are looking for men like you!*

*With Alpha Sigma Phi, you'll be able to add value and have a say in your campus experience, start your own traditions, AND still get the benefit of having alumni, national headquarters, and local chapters to support you and the organization. Also, don't forget about the scholarships we provide and the programs we offer. Joining Alpha Sigma Phi is like getting the best of both worlds!*

*I would love to chat with you about what we have going on at your earliest convenience and to answer your questions and talk more about this opportunity to get involved!*

*If you are interested in hearing more information, please email me back at [enter email]!*

*Looking forward to hearing from you!*

Once this email is sent out, attempt to get their name and phone number so you can add them to your list! **The goal is to get as many names and numbers as possible.**

**Overall, those are two easy things that you and your chapter can and should be doing. Prospecting guys on social media and other tactics online to build pipelines. Once numbers start to roll in, you can sort them in ChapterBuilder. See "ChapterBuilder Training" on tips and tricks on how to use ChapterBuilder. This can be found on the Alpha Sigma Phi website under Resources and Vice President of Growth.**

Lastly, here is a suggestion for the PNMs you have this spring:

- If your chapter conducts formal interviews during the recruitment process, conduct them over a FaceTime call or regular phone call.
- Extend membership by sending them a virtual copy of your chapter's bid card, or extend them the bid verbally, and send the card in the mail for them to sign.
- Then you can proceed as you normally would by adding them to Vault and having them sign their Membership Agreement.
- Scenes 1-4 will take place within 7 days of your campus opening back up.