

PIKE

Pi Kappa Alpha
Recruitment Handbook
A Blueprint for Success

Updated December 2016



CONFIDENTIAL



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The Pi Kappa Alpha Fraternity
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Memphis, TN 38125

FOREWORD

The contents of this handbook are the result of a compilation of information from various chapters and various brothers affiliated with the Pi Kappa Alpha International Fraternity for the use by any chapter which is interested in establishing or improving its recruitment program. It should be understood that each chapter is self-governing and solely responsible for its day-to-day, week-to-week and month-to-month operation and nothing herein is intended as or should be deemed as supervision, direction, monitoring, oversight or as an effort to control the local chapter by the Pi Kappa Alpha International Fraternity, which is a fraternal affiliation of over 200 chapters, over 10,000 active undergraduate members and over 200,000 alumni and several nonprofit corporations, including, but not limited to Pi Kappa Alpha Corporation, a Tennessee nonprofit corporation which serves as a clearinghouse and an administrator for purposes of organizing meetings and conventions, publishing fraternal publications and performing other functions for the entire International Fraternity.

This handbook is an educational guideline only which contains suggestions and recommendations developed by various chapters which were able to develop successful recruitment programs. It is published and available to any chapter through the clearinghouse in Memphis as a form of brotherly advice for whatever use one wants to make of it.

All ideas herein are optional and nothing is mandatory. Participation in recruitment is by the voluntary choice of each chapter and each member with the understanding that one generally gets out of something what one is willing to put into it. Thus, any language contained herein which could possibly be construed as “mandatory” such as “do this” or “do that” is only in the form of a recommendation that if one wishes to get the most benefit out of using the suggestions in the handbook, then the suggestions can be utilized with the understanding that any handbook is, at most, a guide and that the users should substitute their own experience and judgment to use, adapt or modify the suggestions and recommendations contained herein. In other words, the handbook is a guide from which the users can use to establish, improve or build their own programs, using their own knowledge, common sense, ideas and experience and to assist the users from time to time as a reference for ideas and suggestions. In turn, each chapter is encouraged to share good ideas with other chapters by advising the administrative clearinghouse for possible inclusion in future publications.

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PREFACE

It's Time to Choose the Legacy That You Will Leave Behind

If you've heard it once, you've heard it a thousand times: Recruitment is the lifeblood of our Fraternity. Without it, Pi Kappa Alpha would cease to exist. This is why you hear about it at every PIKE *UNIVERSITY* event, every consultant visit, and countless conversations in between.

There is good reason for this strong emphasis on recruitment, though. The young men that you recruit right now will determine the standing of your chapter for the next four years, and the men that they recruit will determine its course for the four years after that. What better way to leave your legacy than to recruit the next generation of Pikes that will cement your standing at the top of your campus for years to come?

A fraternity is only as good as the members that make it up. Athletic fraternities are composed of good athletes. Intelligent fraternities are composed of good students. The best fraternities are composed of the best men. There is not a more tangible representation of Pi Kappa Alpha than its individual members. No chapter house, no Greek Week trophy, and no rush t-shirt can represent the fraternal excellence that is Pi Kappa Alpha as well as the brothers of whom it's composed.

This handbook will give you the knowledge and resources you need to win recruitment on your campus. It will tell you how to construct and run an effective committee, what actions each member can take to win recruitment, and explain the time-tested strategies that will have your chapter on its way to victory. Yet reading this handbook alone is surely not enough.

Absolutely nothing can replace the hard work and zealous drive of a dedicated recruitment committee. This handbook and the knowledge contained will not ask any recruit to join your fraternity. That task is entirely up to you. Make no mistake about it: This game takes grit and determination to win. Nobody has ever made the front page of the newspaper by maintaining the status quo; and nobody has ever won recruitment by sitting on their hands.

But consider what is at stake here. The well-being and future of your chapter depends on you and your brothers recruiting with infectious enthusiasm. It only takes a semester or two for a prominent chapter to fall from grace because of a complacent recruitment program. But on the other hand, it only takes that same short amount of time for a chapter to rise to supremacy through recruiting the most, best men. Imagine the feeling you will get at the end of the road, when you know that you have accomplished something great for your chapter. Nothing would be more gratifying than to look back and know that you recruited the largest class of alpha males that your campus has ever seen.

Pi Kappa Alpha has risen to the top of the fraternal world by putting a strong emphasis on recruiting to win. Over the past few decades, we have distinguished ourselves as a powerhouse among fraternities, and a force to be reckoned with. This status came about by the devoted efforts of the men who came before you, and can only continue with a renewed commitment by the men of our undergraduate chapters today to recruiting the most, best men. But remember, you're not just competing with other fraternities on your campus; you're competing with PIKE chapters nationwide – the best of the best in the fraternity world.

This is an opportunity – an opportunity to truly make a difference in your chapter, in your community, and in Pi Kappa Alpha internationally. It is an opportunity to pass the flame of the Pi Kappa Alpha experience on to the next generation. Someone once paid you the courtesy of recruiting you into this Fraternity, and bringing you into the bonds of phi phi kappa alpha. Now is your chance to pay that favor forward – tenfold.

So you find yourself faced with a decision. You can maintain the status quo, enjoy the fruits of your predecessors' labor, and hope for the best; or you can roll up your sleeves, make a personal commitment to success, and put in the work necessary for your chapter to dominate recruitment. The place is here, the time is now. Just ask yourself this question:

What legacy will you choose to leave behind?

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SECTION I OVERVIEW

This section of the recruitment handbook is meant to provide the recruitment chairman with the information needed to effectively organize and run the chapter's recruitment program. The primary focus is on strategy, planning, and organization, as these are the aspects that the chairman should be concentrating on. More information on the implementation of specific recruitment ideas, as well as individualized recruitment training, can be found in later sections. Although this section is specially tailored for the recruitment chairman, it is still strongly encouraged for him to be fully familiar with all sections of the handbook, as it is his duty to be an expert in the field of PIKE recruitment.

RECRUITMENT CONCEPTS

The PIKE Recruitment Philosophy

What is fraternity recruitment? By definition, it is the means by which fraternities seek to expand their membership. Without recruitment, fraternities would eventually cease operations because all members would either graduate or leave school. Therefore, it's obviously beneficial to all fraternity chapters to have a thorough understanding of recruitment.

Every school has some type of system that allows college men who are not currently in a fraternity to see what benefits may be available for them in the Greek system. Be it formal rush, open rush, or summer rush, there is a system. Theoretically, the system benefits the interested undergraduate in that he is provided with all of the necessary information to reach the correct decision. The system also benefits the respective fraternity chapters in that they are provided with a pool of potential members. In itself, the system is quite simple.

Individual chapter approaches to rush vary. Some are willing to accept whoever is willing to accept them. Others make a last minute effort in the hopes that they may be perceived as desirable when this may not actually be the case. Lastly, some chapters may put on a good show, recruit some men partly because of the system and partly because of their status in the Greek system, then pat themselves on the back saying that they have done everything in their power to recruit.

At Pi Kappa Alpha, recruitment is taken to the next level. Our Fraternity views rush not as a means of getting men, but as a vehicle to actively and strategically recruit the *best* men. Taken a step further, we arrive at the PIKE recruitment philosophy:

“Pi Kappa Alpha strives to recruit the most, best men; and through recruiting the most outstanding men, we enable ourselves to become the ideal fraternity.”

Simply put, quantity and quality are not mutually exclusive. It is distinctly possible to recruit the most men on your campus while also attracting the best men. The best fraternity chapters in the world do this year in and year out. There is no compromise. We want it all.

The PIKE Rush Formula

Once a chapter has resolved to recruit the most, best men, the next logical step is to determine *how*. While there are an abundance of opinions on the best recruitment strategies, it all comes down to one basic idea. The PIKE rush formula is a time-tested, factual description of the reasons why men join fraternities.

“The rushee will join the best fraternity he can find where he believes he has the most friends.”

There are two primary aspects to this formula, and both must be addressed in creating a successful recruitment program for your chapter. All of our recruitment strategies tie into this formula one way or another.

“The best fraternity he can find...”

First, you want to convince the rushee that Pi Kappa Alpha is, or soon will be, the best fraternity on campus. If your chapter is already the best on campus, then your job is straightforward. Point out the chapter's long tradition of excellence and describe your plans for continued success.

If you do not currently have a top reputation, you must make an honest assessment of your chapter's standing. In addition, the chapter must have the attitude that it will soon be the best. There is no future in selling the fraternity as a second-rate product, for this will only breed second-rate expectations. Whether Pi Kappa Alpha is #2 or #22 on your campus, as recruitment chairman you must promote a winning attitude. "We will soon be # 1 in everyone's eyes." This winning attitude, when combined with careful planning and execution, cannot be beaten.

Second, your job is to dominate the rushee's time. Reread the first half of the rush formula. Give special attention to the phrase, "*he can find...*" If the rushee looks at only a few other fraternities, as opposed to all of them, then you have improved the chances of getting him to join Pi Kappa Alpha. Many men join a fraternity for the simple reason that they never looked elsewhere. Many will join where their high school friends join or where they are made to feel welcome. In summer or open rush the chapter can target quality rushees and pledge them before the competition even finds out they exist. The bottom line is that if you make yourself visible and make the rushee feel always welcome, you greatly increase your chances of being the best fraternity he can find.

“Where he believes he has the most friends...”

Recruitment events do not recruit new members, people do. Recruitment, in its most basic form, is simply the process of making friends. Rushees want to feel welcome, wanted and liked. They want to feel important and to fit in. It is extremely important that the brothers pay attention to the rushees. This thought will scare some of the brothers. Talking to a new person can be a terrifying prospect. This is a common mistake known in fraternity circles as "fear of the recruit." Brothers who do not know how to talk to rushees are perceived as cold and aloof.

During recruitment the chapter must concentrate on friendliness and personal contact, and this is required of the entire chapter – not just the recruitment chairman or the recruitment committee. At recruitment events, tell the less outgoing brothers, "be friendly... you do not have to talk to the recruits, but merely introduce yourself. Welcome them to the house, and move on." The effect will be masses of brothers briefly greeting the rushees and making them feel comfortable.

The recruitment committee can assign certain members to do the heavy recruiting. The key to overcoming fear of the recruit is to remember that the recruit is probably twice as scared as anyone in the chapter. Fraternities are new and mysterious to the recruits, and fraternity

recruitment can be very intimidating for young men. The chapter members must go out of their way to make the rushees feel comfortable.

As mentioned earlier, the recruitment committee should designate several men as key recruiters. These key recruiters, or recruitment captains, should be some of the sharpest men in the chapter, and must be comfortable talking to recruits. The recruitment captains will be doing most of the one-on-one recruiting. Personal contact is vital to the second half of the recruitment formula. As the old rule goes: a phone call is better than a letter, and a visit is better than a phone call. Use of letters and phone calls in the recruitment program is important, but the chapter cannot rely on them exclusively. Personal contact is the key to making friends, and establishing friendships is the second half of the rush formula.

The One-Two Punch

The rush formula, taken as a whole, comes down to this: The chapter must come across as being winners and being friendly. If the chapter can convey this impression simultaneously to a large number of men, then recruitment will be a success. The fraternities that continue to dominate recruitment effectively use what is known as the following:

The One-Two Punch – a strong visual impression immediately followed by sincere friendliness.

Some of the best fraternities make the mistake during recruitment of being overconfident and unfriendly, which will turn off most rushees. Present a strong positive image, but do not forget the second half of the recruitment formula (friendship), or underestimate its importance.

The elements of the One-Two Punch can be embodied in the characteristics of a good introduction. Giving a firm handshake, looking someone in the eye, flashing a friendly smile, and offering a warm greeting, all while being dressed in a sharp manner, makes the type of first impression that will firmly place Pi Kappa Alpha in the rushee's mind as a group of friendly winners. The "strong visual impression" is created by your sharp dress, healthy hygiene, and by looking him in the eyes with confidence. Then by smiling, offering a cordial greeting, and asking the right kinds of questions, you have showed the rushee "sincere friendliness."

The One-Two Punch can also be applied on a macro level as well. When the entire chapter comes together, dressed to impress, and doing their best to make rushees feel welcome and comfortable, they will make the kind of impression that will inspire young men to want to be a part of Pi Kappa Alpha.

The Poker Theory

All Greek communities are unique. There are probably several things present on your campus that are not found on any other college campus. These unique factors can be important, and you should develop your chapter's rush program with these elements in mind.

For example, average fraternity size varies from campus to campus. At some schools the largest fraternities may have only 50-60 men, while at other schools the top chapters may pledge that many in one recruitment period. Housing may also differ. At some schools nearly all men in the chapter may live in the fraternity house, while at other schools no Greek housing exists. Some campuses are primarily residential, while others are commuter based.

However, while there are various unique elements present at each school, there are also many factors that are consistent in every Greek community. Let's call them common denominators; factors that remain the same from school to school and region to region. Viewed in terms of common denominators, Greek systems are predictable. The rules do not change.

The Poker Theory – No matter where and how the cards are dealt, the rules of the game do not change.

In the game of poker, the rules do not change based on where the game is being played. The rules are the same whether you are playing in California, Kansas, Florida or New York. No matter where the game is being played, a full house still beats a flush, and three-of-a-kind still beats two pair. The players may change and the antes may differ, but poker is still poker, regardless of the location. The poker theory also holds true for fraternities. North, south, east, or west, residential or commuter, public or private, fraternities are still fraternities. More importantly, the *best* fraternities have several common characteristics regardless of the special circumstances that exist from school to school.

The details and strategies contained in this handbook explain the basic recruitment concepts that apply at every Greek community. The best poker players in the world have an in-depth understanding of the rules game, as well as the strategies that consistently help them win. They then adapt these strategies to their particular hand. Much the same, the best fraternity chapters have an in-depth knowledge of the rules of the recruitment game, regardless of campus or location, so that they can consistently win recruitment year in and year out.

Social Newtonism

Social Newtonism is simply the social application of Newton's Third Law of Motion: For every action there is an equal but opposite reaction. The Alpha-Alphas dislike the Beta-Betas, and do not want to look, dress, or do anything that remotely resembles the Beta-Betas. But what if the Beta-Betas come up with a fantastic new recruitment idea? Chances are that the Alpha-Alphas will not copy it, even if it is precisely the thing that would propel them to winning rush! The Beta-Betas have "Newtonized" the Alpha-Alphas.

Social Newtonism – the tendency for fraternities to avoid actions that resemble the actions of other fraternities, even if that action is a good idea.

If you understand that this concept is a tendency of every fraternity's behavior toward its rivals, then you can accomplish two things: First, you can avoid falling into the trap yourself; and second, you can use social Newtonism to push your rivals into an unfavorable position. If the rival fraternity on your campus comes up with a new idea, your chapter should be doing the same thing, only better. This is a technique used by all major corporations, and works the same for fraternities.

Year-Round Recruitment

It is unfortunate that many chapters only emphasize recruitment during certain “rush” periods as determined by their local campus. In fact, it is undeniably a part of many Greek communities’ cultures to do so. But in order to truly recruit to a chapter’s full potential, it is imperative for you to employ a year-round recruitment strategy.

This doesn’t mean that a chapter has to hold multiple large-scale recruitment events every week; nor does it mean that you should violate any rules and regulations of your local campus or Interfraternity Council. It simply means that all chapter members should constantly be probing the campus for potential Pikes, and finding creative ways to get them involved with the Fraternity.

A year-round recruitment strategy can be as simple as actively maintaining a “green book” of potential members with their relevant contact information, and inviting them out to events that the chapter will be hosting or participating in. For example, inviting rushees to intramural games, sorority events, or even community service events can provide an excellent opportunity to recruit new members, although recruitment may not be the primary purpose of the event.

One way to determine if your chapter truly practices year-round recruitment is whether or not the recruitment chairman provides an officer report at every meeting of the year. If he typically does not have anything to report outside of the normal recruitment schedule, then it is not very likely that the chapter is effectively recruiting year-round. By giving a quality report at every chapter meeting, probing the chapter for additional recruits to add to the green book every week, and always reminding members to invite these recruits out to various events throughout the semester, you have created the beginnings of a truly year-round recruitment program.

Competitive Factors

External criteria are those factors which contribute to our outward appearance of strength - they determine our reputation and standing. These external criteria are visible to all other fraternities – as well as sororities, non-Greeks, and the community.

A football team includes special teams, linemen, receivers, running backs, linebackers, defensive backs and a quarterback. In evaluating any given team, their strengths and weaknesses can be evaluated in these areas. In much the same way, the factors that contribute to a fraternity’s reputation can also be identified and evaluated.

There are six external, competitive factors that determine overall strength and reputation: size, athletics, campus power, social preference, act and appearance and scholarship. These factors have not been placed in any particular order to indicate relative significance or priority. Each factor contributes equally to overall strength and reputation.

1. Size

In no Greek system is the top fraternity below average or average in regards to size. Although the biggest fraternity in a given community is not necessarily the best, the best

fraternity on campus is always one of the two or three largest. Size is the single most distinctive attribute of fraternity success.

Strength depends on both quality and quantity, and we would never suggest sacrificing quality for sheer numbers, but a fraternity cannot be competitive unless it is competitive in size.

Size depends greatly on where you go to school, and what may be considered to be large at one school may be only average in size at another school. As mentioned earlier, the largest fraternities at some schools may have 50-60 men, while at other schools, the top fraternities will pledge that many in rush. Although size is relative, it is not absolute. However, as the poker theory states, the relationship of size to power is consistent across the board: what is large is strong and powerful, and what is small is weak and inconsequential.

If your chapter is one of the largest on campus, then you already realize and enjoy the benefits of competitive size. More men means more resources to draw from, more athletes, more leaders, and more finances; an all around deeper talent pool. Your chapter should set a goal to become ten percent larger than the second largest fraternity on campus to insure long-term success. The key to strength in size relies on recruiting the most quality men every single rush period.

If your chapter is small or average in size in relation to the largest fraternities on campus, then achieving competitive size should be a top priority for your recruitment program. Many times, chapters with quality members find themselves suffering from insufficient quantity. The bottom line is that a small fraternity cannot compete with a larger fraternity for any extended period of time, just as a football team with only 11 players on the roster cannot compete against a team with three men at each position in the depth chart.

2. Athletics

Fraternities depend largely on athletics to determine the strength of their rivals, and so a strong showing on the athletic field can provide a definite enhancement to a fraternity's reputation and standing. Intramural athletics is one of the few areas in which fraternities can compete directly with one another and the respect (or lack of it) that your chapter will receive from other fraternities depends largely on its strength in athletics. It is not necessarily essential that Pi Kappa Alpha wins each and every game, but every time another fraternity plays the Pikes they should consider it a "big game". To insure a strong reputation in athletics, your chapter should make it a top priority to finish in the top three in every sport.

3. Campus Power

Campus power is expressed by key individuals on your campus, men of recognized importance. These are the "big men on campus". The two most traditional sources of campus power are varsity athletes and student leaders. These are men who are recognized for their individual achievement and for their association with the Fraternity. It goes without saying that there is only one homecoming king, one student body president, and one IFC president. Only the best fraternity on campus can claim these men.

It should be noted that a man should not be asked to join the Fraternity solely on the basis of his position on campus, but rather the decision should be made based on an assessment of all of his personal qualities. However, a prominent student leader or a varsity athlete can promote Pi Kappa Alpha in ways that other students cannot, so special attention should be given to recruiting these types of men.

4. Social Preference

Members in top fraternities usually enjoy a certain social allure. Given a choice, women in sororities often prefer to spend their time with the men in top fraternities. So what comes first, top standing or social preference? Viewed one way, social preference is a benefit of being a top fraternity. Viewed another way, social preference is required to become a top fraternity.

This is the most intriguing competitive factor, and by far the most difficult to define. Social preference definitely does not mean "great parties." Some may argue that parties are a competitive factor, but this is simply not the case. Anyone can throw together a good party. When surrounded by friends and a fun atmosphere, it would be difficult not to enjoy yourself; and certainly friends and good times are not the exclusive domain of the top fraternities. Factors to determine which fraternity has social preference on your campus include: What fraternities host functions with the best sororities? At sorority date parties and formals, which fraternities are the best represented? Though more difficult to calculate than athletics, size, or campus power, social preference is a vital element to becoming a top fraternity.

5. Act and Appearance

Another competitive factor that separates the weak fraternities from those that are strong is how they act and appear as a group. As a group, does the fraternity convey a sense of confidence, attractiveness, pride, and self-discipline inherent in great teams? As a whole, is the chapter competitive, confident but not cocky, polite, and sharply dressed?

The desire of individuals to "stand out from the crowd" must be balanced with the need to "stand out as a crowd." Top fraternities have an aura about them. To enhance its reputation for being the best, a fraternity must concentrate on looking and acting like the best.

6. Scholarship

Scholarship must be a top priority for every Pi Kappa Alpha chapter. Good grades increase high self-esteem, a feeling of success, and the promise of achievement beyond college. Good academic performance indicates growth and progress in the most fundamental way possible. At many schools, scholarship is a major factor of chapter strength and fraternities are judged by their academic standing in the Greek community. A scholarship program is vital to the reputation of your chapter. What sharp recruit will join a fraternity that will hinder his academic performance? Be firm in your chapter's view of scholarship. If a recruit is a leader, an athlete, and a gentleman, but scholarship is

non-existent, let the other fraternities rush him. Chances are he won't make grades and he will soon be a former member of your university's Greek system.

Image Over Time = Reality

Many people hesitate to talk about image, and say that perceptions do not matter. To them, individuality and self-expression are most important, and image takes a back seat. Well, while our Fraternity was founded on certain values, and we encourage all members to uphold their own personal standards, image is absolutely a part of how our Fraternity operates within the Greek community and the world as a whole.

Your chapter's image has everything to do with recruitment. Many facets of rush are superficial by default (particularly if you have formal rush), so it is important that our chapters understand how to convey the right image. For example, every chapter in the fraternity world has probably described themselves as "a good group of guys," because most everyone considers themselves and their friends generally good people. But consider the following scenario:

A college freshman is at his first football game, and sees a three of his peers doing keg stands while yelling obnoxiously at a nearby tailgate spot. He glances at the tent and sees Greek letters that say Pi-K-A. He then asks his friend about it, and his friend replies, "Yeah, those are the Pikes. I met one of them last year, and he was hitting on my girlfriend while I was standing right there. Those guys are jerks." He doesn't think much more about it, and heads into the game.

The next week, he's sitting in the lunchroom and gets approached by another student with a flyer in his hand, who's wearing a t-shirt that reads "PIKE: Better Than You Since 1868" with torn up jeans and a three-day beard. The young man seems to be inviting him out to a Pi Kappa Alpha rush event, and is telling him about how good his chapter's brotherhood is. How do you think the freshman responded?

Now the answer to this scenario may be obvious, but consider these facts. The chapter of Pi Kappa Alpha that he encountered actually completed 1,500 hours of community service, donated \$6,000 to charity, and carried a cumulative 3.0 GPA. In all reality, it's a very good chapter; but the recruit only encountered 3 of the members, and has to make his judgments based off what he knows. To quote an old saying:

"It looks like a duck, it walks like a duck, and it talks like a duck. Well, it must be a duck."

Thus, if your chapter "just has a bad image" for a semester or two, you can bet that image has become your chapter's reality. That reality will determine your perceived power and standing on campus, as well as affect all of your recruitment efforts.

The same assumption about perceptions can be made for campus officials and the rest of the community. Yes, they may only encounter or read about fraternities a few times a year. But if what they see is negative, their judgments will last for many years. These are the people that recruits will go to for advice and opinions. This is why it is so important to your

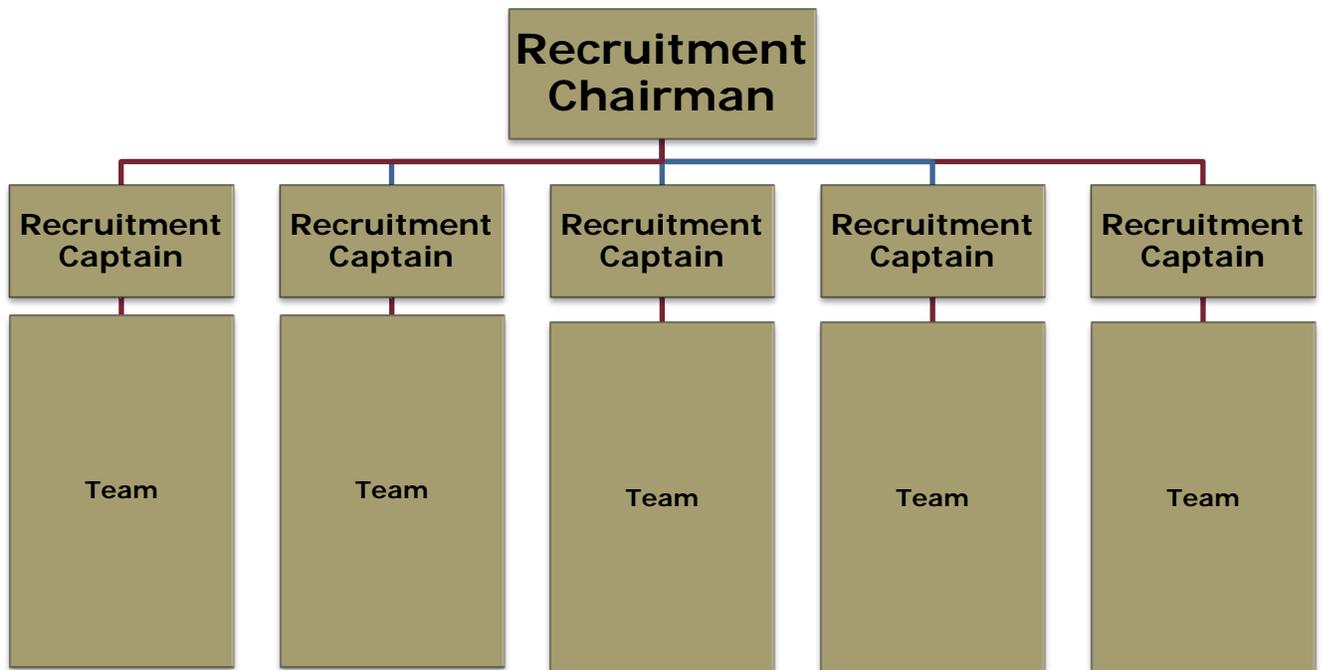
recruitment program that your chapter maintain a positive image on campus, to all audiences.

Consider taking measures to create positive images of your chapter over the course of time. Have the members dress in collared shirts on a regular basis. Create rush materials with positive messages on them. Create publicity for the positive events the chapter participates in, such as community service and philanthropy. All of these things will help create an image – which in turn will become your reality – that will aid your chapter in recruiting the most, best men.

THE RECRUITMENT COMMITTEE

Recruitment Committee Structure

The recruitment committee is structured much like a vice president’s cabinet, with the recruitment chairman at the head. Just like other executive officers, the recruitment chairman delegates down to his recruitment captains, who then delegate down to their team. Every member of the chapter can participate in the recruitment committee in some capacity, so long as they have the desire to do so.



Ideally, the recruitment committee would include several recruitment captains having specific areas of responsibility, with additional committee members included to help the captains in their duties. In smaller chapters, this may not be completely possible; but it is always possible to appoint at least a couple of recruitment captains to help the recruitment chairman execute the program.

To achieve outstanding recruitment results, a committee must do more than exist in name only. The committee must be an active force of the recruitment program. As recruitment chairman, a list of names designated as the recruitment committee will be of no service to you. In order to be effective, the recruitment committee must meet regularly and in private. The recruitment committee is responsible for bringing in members that will create the future of your chapter, so it is imperative that the committee members be dedicated, motivated, and organized.

For the planning process and the actual recruitment effort to be effective, it is necessary that the committee be given the right to act and make decisions on behalf of the chapter. This cannot be achieved if the committee seeks the approval of each and every member as they prepare for recruitment. The recruitment committee must have the confidence that they can speak with candor, and that they have the freedom to make the proper decisions from the first days of preparations to the final moment when a recruit is extended an invitation to join the chapter.

Recruitment Chairman Responsibilities

The chapter president should appoint the recruitment chairman. Elections often turn out to be popularity contests or a mechanism for filling spots with only those who expressed interest in getting involved. The best recruitment chairman is not necessarily "popular" and he is not the type of man who will accept whatever position the chapter offers him, nor is he necessarily the chapter's best recruiter. The chairman should be a competitor who is highly organized and mature enough to delegate tasks and authority with confidence in those who receive his directives. Like a good coach, he recognizes the need to keep people motivated. He should thrive on the recruitment challenge. Winning is everything, and to succeed in recruitment he must understand the absolute need of utilizing the entire chapter to accomplish this objective.

Generally speaking, the recruitment chairman's responsibilities can be defined by the following:

- Setting recruitment goals and devising strategies to accomplish them
- Educating the chapter on effective recruitment techniques
- Motivating the chapter to recruit aggressively
- Managing and delegating tasks to the recruitment captains
- Maintaining the "green book" or recruitment database that keeps track of all potential members
- Incorporating year-round recruitment into *all* chapter activities
- Making the ultimate decision on who gets invited to join

The chairman should have ultimate authority over recruitment. This philosophy is referred to as the "Czar Recruitment Chairman." He must have the authority to accomplish the goal that has been given to him without the red tape of obtaining approval at every turn or being subject to a few naysayers who may have a deteriorating influence on the whole team. The recruitment chairman should have the authority to decide to whom a bid will be given, and when it will be given. To some, this concept may seem alarming. However, if each chapter member makes a point of meeting the rushees and passing their thoughts along to the recruitment chairman or to a person on the recruitment committee, the opinions of the membership will be heard. If the recruitment chairman hears some negative feedback about a rushee, he's not going to authorize a bid until he's convinced the person will be a positive addition to the chapter. The system of using an all-chapter vote to determine to whom bids will be given is an antiquated practice that encourages laziness in the chapter, is a distraction from the objective at hand, and all too often has a negative impact on the recruitment effort.

The recruitment chairman, with individual input from chapter members and the recruitment committee, will quickly make the same decision the chapter would have made after an all night voting session. The recruitment chairman should be able to conduct or delegate the delivery of a bid at the most opportune time to close the sale, whenever and wherever that might be.

The recruitment chairman is ultimately responsible for the development and execution of a strategic plan. The chairman must be prepared to educate the entire chapter on the basics of how to recruit (cold mechanics), and then how to do it within a well-organized plan. Time allows little room for mistakes in executing the plan that the recruitment chairman has laid out. If a member is not accomplishing the tasks he has been assigned, he must be replaced immediately. The chairman must stay abreast of the chapter's motivational attitude and utilize the chapter officers as often as necessary to keep the plan on course.

Recruitment Captain Roles

One of the primary responsibilities of the recruitment chairman is to delegate tasks to his recruitment captains. These captains need to be capable of running a chapter program, so they must be organized and driven. These are the men that will be executing the specific parts of the recruitment plan that will lead PIKE to victory during rush. Their specific responsibilities may vary slightly from chapter to chapter, but they need to be specific nonetheless. Having “general” recruitment captains who are supposed to help the chairman in day-to-day activities generally just lead to complacency, frustration, and a lack of action. Every captain needs to be assigned specific responsibilities and tasks.

Below are a few examples of what kind of recruitment captains you may appoint, as well as what their responsibilities may be. Again, these may be tailored to your individual campus and/or Greek system. Most of these roles are centered around a certain program or function, such as sorority presentations or marketing. Another option is to organize the captains geographically, which is also known as regional recruitment. More information on this system can be found in the summer recruitment portion in Section II under regional recruitment.

Rush Event Captain – in charge of planning and organizing rush events. Procures materials, makes reservations, sets up events, and coordinates clean-ups.

Marketing Captain – prints flyers, t-shirts, and other promotional materials. Finds creative ways to get the word out about joining Pi Kappa Alpha.

Summer Recruitment Captain – manages involvement at summer orientations and runs regional recruitment program. Hosts various recruitment events during summer months.

Referral Generation Captain – organizes presentations to campus organizations (particularly sororities) and contacts professors and alumni to generate contact information for possible recruits.

Recruitment Scholarship Captain – administers recruitment scholarship program. Sends out applications to incoming male freshmen, collects information, and sets up awards banquet.

Green Book Captain – manages recruits’ contact information in an Excel file, keeps track of contact w/ recruits.

Transportation Captain – in charge of facilitating recruits’ participation in events by setting up transportation to and from the event by various means.

Brotherhood Captain – in charge of “rushing the chapter” to participate in recruitment, show up to events, and contribute referrals to the green book.

Scholar Leader Athlete Gentlemen Captains – four captains in charge of recruiting for scholars, leaders, athletes, and gentlemen.

Scholastic Captain – recruits scholars through a recruitment scholarship and by targeting the Dean’s List.

Leadership Captain – in charge of recruiting leaders from other organizations such as student government or professional groups.

Athletic Captain – in charge of recruiting players from other intramural sports teams, club sports, and for meeting with varsity coaches to recruit varsity athletes.

Gentleman Captain – finds gentlemen by conducting sorority presentations and asking women for recruitment recommendations.

Regional Captain – has comprehensive responsibilities for a particular region, where they manage all recruitment activities for that geographic area.

(For more information on the programs that the recruitment captains can administer, please see Section II of this handbook.)

Recruitment Teams

Every last member of the chapter can have a role on the recruitment committee, so long as they are willing. Each recruitment captain has a lot of responsibility, so they can undoubtedly use help in their area of programming. If a few members have no desire to help, do not fret. Let them sit on the sidelines and watch the rest of their brothers build the best fraternity on campus. But anyone that is willing to help with the committee should be given a role.

This can be as simple as assigning the members to a particular team and having them report to one of the captains. The more involvement and input you have from all members, the more participation you will have in recruitment, and the more buy-in you will have for the recruitment plan. Members of the rush event team can help set up and plan rush events. Members of the sorority presentation team can help execute presentations and build

relationships with each sorority. The possibilities are numerous, and there is always plenty of work to be spread around when it comes to recruitment.

Another alternative is to set up competitive teams for recruitment. Dividing committee members into teams, and setting up a contest to see who can contribute the most recruits to the green book or which team eventually yields the most signed pledges can create a competitive environment that will increase the chapter's effort and results.

THE RECRUITMENT ACTION PLAN

Action Plan Outline

As is the case with any area of chapter programming, in order to achieve great things, you need to have a plan. Metaphorically speaking, if you wanted to get from Point A to Point B, wouldn't it be wise to have a map? What separates those who actually achieve their goals from those who merely *want* to achieve their goals is an action plan. The most successful people in life have not only resolved to accomplish great things, but have taken decisive action to do so. We've decided *what we want to accomplish*, but now we face the challenge of determining *how we're going to do it*. The following steps can be taken to ensure that your chapter achieves your goal of being the top recruiting fraternity on your campus.

1. Build the Foundation
2. Assess the Status of the Chapter
3. Target Your Market
4. Find Potential Members
5. Contact and Meet Potential Members
6. Bid the Recruits

This outline provides the framework for your overall recruitment plan. Take the time to map out this plan well before your term as recruitment chairman begins, and you will find yourself prepared to win recruitment.

Build the Foundation

When constructing a fraternity house, it is very important that the construction be completed on a firm foundation. Much the same, your chapter's recruitment plan needs to be built on a firm foundation. The following practices will help ensure that the rest of the process goes as smoothly as possible.

Assemble the Recruitment Committee

Before you attempt to take on the challenge of fraternity recruitment on your own, it is necessary for you to appoint additional committee members to help you in the process. While the recruitment chairman has the final say on all recruitment issues, there is much legwork to be done, so it is important for you to have a solid group of members who you can rely on you to help execute the plan.

By going it alone, you would not only be operating in a very inefficient manner, but you would be cheating the chapter of an opportunity to train future generations of recruitment chairmen.

It is a good idea to include some of your better recruiters on the recruitment committee, as they will be able to help train the chapter and provide valuable perspective. But it is even more important that the committee members have a thorough understanding of the recruitment philosophies, in addition to being committed to success and being willing to put in the hard work necessary to accomplish your goals.

Set the Recruitment Calendar

It is crucial that you begin mapping out relevant recruitment dates as early as possible, as you do not want to miss any valuable opportunities by being unprepared. The worst feeling is to have something sneak up on you, and for you to know that you could have enjoyed greater success if you had only looked ahead. Some relevant information to compile would be the following:

- Summer orientation schedule
- First day of classes
- Formal recruitment dates (if any)
- School calendar
- Academic calendar
- Athletic calendars (game dates/times)
- Campus-wide events (Homecoming, etc.)
- Greek events

Once you have this information, you can begin to plan your own recruitment schedule. Keep in mind that the men you will be recruiting are students, so it is important for your calendar to be centered around their school schedules and for it to remain flexible.

Create your Recruitment Budget

While it is not the recruitment chairman's responsibility to manage the chapter's treasury, it is his responsibility to manage the recruitment budget. If the budget is not kept under close supervision, you could find yourself entering the peak of recruitment with insufficient funds. Remember, recruitment is not about throwing money into extravagant events that might break the bank, or about purchasing the fanciest flyers. It is about facilitating the quality interaction that creates friendships, so plan your budget accordingly. Some of the most effective recruitment events can end up costing little or no money.

Make sure to track your expenditures as the recruitment process progresses. That way, you can have a point of reference for future recruitment chairman to refer to when planning their own budget. Also, it may be a good idea to calculate what kind of returns the chapter is getting from its investments. For example: "We spent X amount of dollars on Y recruitment strategy. How many rushees were exposed to it, and how did it affect them?"

Prepare the "Green Book"

A green book is a database of recruits where you can store their contact information and personal notes. It is critical that you have this document ready from the start so that you can constantly update it as the recruitment process progresses. The last thing you want is to lose a recruit because you forgot about him! A top recruit should never be lost because his phone number was misplaced or because the committee didn't record who sent in the recommendation. This type of loss is inexcusable. Recruitment is a hectic activity, so you must develop a contact list and maintain it zealously.

It is as simple as creating an Excel spreadsheet that includes every recruit's name, phone number, email address, and the source of their recommendation (i.e. sorority, IFC list, active member). It is also recommended that you include personal notes about the recruit, as well as a log of what kind of contact and conversation you have had with him.

(A sample green book can be found under Appendix A at the end of Section I.)

Educate the Chapter

Recruitment in its simplest form is the process of making friends and assuring them that you are the best fraternity they can find. As recruitment chairman, you know there is more to it than this basic philosophy of the recruitment program. It is up to you to educate the chapter on what it takes to not only build a friendship, but also what it also takes to make that friend a member of Pi Kappa Alpha.

The strength of a top recruitment program is the ability of the Fraternity's individual members to "sell" recruits on the immediate and lifelong benefits of being a fraternity man. Knowledge of salesmanship is essential for all members of your chapter in order for them to properly shoulder their portion of recruitment. The thought of "selling" the Fraternity is a terrifying prospect for some individuals. This fear of the recruit can be wrongly interpreted and give the recruit a poor impression of Pi Kappa Alpha.

For these types of individuals, you need to stress to them that they simply need to act friendly. Make a small introduction; make the recruit feel welcome as a guest of the chapter, and then move on. This type of routine will result in large groups of Pikes continually meeting the recruit and making them feel comfortable. The recruitment committee carries the bulk of the workload by rushing on a more personal level.

The ideal time to educate your members on proper recruitment techniques would be a recruitment retreat. It would be an opportunity for you to have time with every single member to not only *tell* them how to recruit, but to also *show* them. Role-playing with members as you teach them the techniques is probably the most effective way to educate them. Just like with anything else, good recruitment takes practice, and you don't want chapter members to be nervous the first time they speak with a rushee.

(More information on the recruitment retreat can be found under "Motivating the Entire Chapter" towards the end of Section I. Also, Section III is dedicated to recruitment education for the general membership.)

Develop a Recruitment Culture

The word *culture* can be defined as “the attitudes and behavior that are characteristic of a particular social group or organization.” In creating a *recruitment culture*, you are instilling in every chapter member the idea that recruitment is 365 days a year, that it is the responsibility of every member, and that recruitment equals making friends.

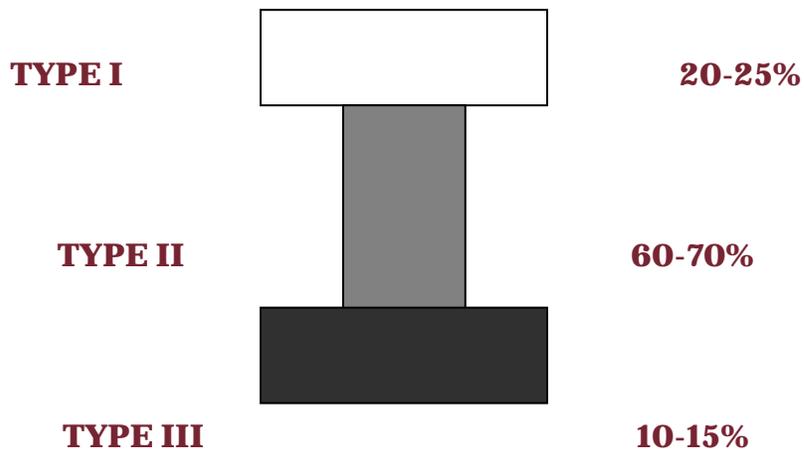
This is not something that can merely happen overnight. It is something that takes time. But you can start by preaching these ideas during chapter meeting and in any and all Fraternity conversations. Once the chapter makes these realizations, the recruitment culture will be in place and the chapter will begin to reap the rewards. Implementing the ideas in this handbook will certainly contribute to the formation of a recruitment culture in your chapter.

Assess the Status of the Chapter

The justification for this portion of the action plan can best be answered with a question: How can you expect to determine where you are going, if you don't know where you currently are? In order to best assess this, you can use the following tools to analyze the chapter's current status in relation to itself and to other organizations on campus.

The Classic "I" Diagram

The classic "I" diagram is key to understanding any given Greek system, and does not change from school to school. This diagram is deeply rooted in competitive factors, which have changed very little over time and do not vary based on your campus or region. One of the basic concepts behind the classic "I" diagram is that the strongest and the weakest fraternities are easily recognizable.



Type I: The Inner Circle (20-25%)

These are the top fraternities on campus, the "blue chips". Fraternities in the inner circle compete against each other for recruits, social preference, and intramural championships. They are familiar with one another and to them the other fraternities do not exist because they present no threat and offer no competition. Only the other fraternities in the inner circle are important, the rest of the fraternities are not on an equal level. The inner circle comprises 20-25 percent of the total number of all fraternities in a given Greek community.

Type II: Recognized Followers (10-15%)

These fraternities are perceived as the weakest. On a large campus most people might not even know these groups exist. Traditionally, these groups have very low numbers, poor quality of membership, and usually struggle from year to year with little or no improvement. They pride themselves on being "different" - not like the other fraternities (or any fraternity for that matter). They stress "individuality" to the point of absurdity. "You don't have to give up your individuality to join our house" translates to "we'll take anyone, and we don't require anything of you once you're in." The recognized followers comprise ten to fifteen percent of the total number of fraternities in a given Greek community.

Type III: Everyone Else (60-70%)

Type I and Type III fraternities are easily identified and rushees can quickly and easily determine the strongest and weakest fraternities on campus. The Type II fraternities exist peacefully but suffer from lack of recognition. These groups compete directly with other Type II fraternities but long for membership in the inner circle. A Type II fraternity may have one or two areas in which it excels but it is pretty much average or below average in most areas. Everyone else comprises 60-70 percent of the total number of fraternities in a given Greek system.

When a fraternity system is out of the classic configuration, it is said to be "volatile." This provides an excellent opportunity for a Type II chapter to upgrade itself to Type I status. A word of warning, however, as there are surely several Type II chapters that are hungry to move up in the ranks. It is imperative that the Type I chapters continue to be aggressive in order to stay on top. When a Greek system is in a volatile stage of movement it is much easier. It will only be a matter of time before the system locks up again, making movement extremely difficult.

The following example should help to illustrate this point: A fraternity system's life cycle can be compared to an automobile race. When the cars are on the straight-away, there are always a few in the lead, a lot in the middle, and a few bringing up the rear. When the cars go into the turn and come out onto the second straight-away, often times there are new cars in the lead and some of the former leaders have fallen back in the pack. From time to time, things occur in a Greek community and cause it to go into a "turn" which produces new leaders at the expense of the old ones.

Chapter Assessment

To truly understand where the chapter falls in regards to its overall standing on campus, it is important to have some sort of means for evaluation. For example, every chapter gets a visitation report from their chapter consultant on a yearly basis. This is a great place to start when trying to figure out where the chapter can stand to improve, as well as some ideas on how they can do it.

Yet recruitment sometimes takes a more in-depth analysis to truly understand where you are and where you could be. Consider filling out a chapter assessment with the recruitment committee, and possibly including an objective third-party in the assessment, such as a Greek advisor or a sorority member.

It is very important to be absolutely honest with yourself when filling out the assessment. It doesn't do the chapter any good to lie about their current standing. The first step to improving is acknowledging the problems.

(A chapter assessment form can be found under Appendix B at the end of Section I.)

SWOT Analysis

SWOT analysis has been used by top companies around the world for many years now, and can be applied to any person, group, or organization. Consider listing out the following four categories of characteristics during a recruitment retreat.

Strengths – internal traits, what sets you apart from other organizations
(i.e. manpower, social preference, scholarship)

Weaknesses – *internal* traits, what you could stand to improve on
(i.e. organization, poor reputation, a run-down house)

Opportunities – external factors that could help you, both in the near and distant future
(i.e. increased enrollment, improved sorority relations, campus involvement)

Threats – external factors that could hurt you, both in the near and distant future
(i.e. bad retention, complacency, competition)

A sample diagram for SWOT analysis can be found near the end of the chapter assessment. Again, it is absolutely imperative that you are honest in your appraisal. It may be extra helpful to consider using an objective third party to complete the evaluation, such as a Greek advisor or sorority woman.

Target Your Market

Scholars

Why should we actively recruit scholars? Simply put, academics are the primary reason to attend college. The best chapters are composed of men who are committed to academic success.

Also, one of the most tangible measuring points of a fraternity is its grade point average. The campus and community demand that fraternities succeed in the classroom. Pi Kappa Alpha also demands that our chapters achieve academically.

When strategically determining the quality of a potential member, first look at his academic potential. The reasons are obvious. Why pledge someone who in all likelihood will never make grades, and eventually flunk out of school? Why pledge someone who will laugh off failing grades? Why pledge someone who will most surely bring others down with him?

Leaders

Why should we actively recruit leaders? Again, the logic is quite simple. Our best chapters are always among the most visible on campus. Campus leadership provides what is known as perceived power. If a chapter has the student body president, IFC president, and starting quarterback on the varsity football team, there is perceived power. In all likelihood, there is also real power.

At the chapter level, natural leaders will be able to capably fill the positions of chapter president, vice president, treasurer, rush chairman, and so on. With qualified men in these positions, the chapter can further establish itself as the best fraternity on campus. Therefore, leadership is essential to the long-term success and growth of any chapter.

From a recruitment perspective, leaders will naturally attract those they lead to the fraternity. The student body president has an already established relationship with the student body vice president, the student senate leader, and many other campus leaders. Once one leader joins, the others are sure to follow if strategically and competitively recruited properly.

Athletes

Athletes are essential to the balanced success of any chapter, whether they are varsity athletes, club athletes, or intramural athletes. If a rival is constantly claiming the title of best fraternity, it must be supported valid evidence. No matter what the assertion, if your chapter has beaten them in intramural football, basketball, volleyball, soccer, and softball, then it has no value.

From a varsity perspective, athletes are essential to the campus image. How can your chapter not enjoy cheering on the starting point guard as he hits a three-pointer? How can your chapter not enjoy the heavyweight wrestler winning the conference tournament and wiping his sweaty brow with a garnet and gold towel? How can everyone in the Fraternity not enjoy seeing a wide out be on the receiving end of the game-winning touchdown? Without question, varsity athletes provide a competitive edge in rush. If your chapter doesn't have them, the other fraternities will.

Furthermore, all athletes possess a competitive nature and are willing to attack challenges head on, accepting nothing but the best. It is that competitive drive and winning attitude that we seek in all of our members.

Gentlemen

Of the four characteristics the ideal Pi Kappa Alpha member, gentlemanly conduct is the catch-all. Absolutely every member of your chapter should be a gentleman. In the recommendation process, which will be explained shortly, success is guaranteed if the chapter behaves in a gentlemanly fashion.

Chapters are judged on the way they carry themselves. After a hard-fought victory, gentlemen shake the opponents' hands. After a narrow defeat, gentlemen shake the opponents' hands. Victories are sweeter and losses are learning and growing experiences from a gentleman's point of view.

From a recruitment perspective, gentlemanly conduct is essential. Sorority women, administrators, and campus leaders will not recommend anyone to an "Animal House" chapter. Once the recommendation line starts flowing, only conduct unbecoming of a gentleman can stop it.

In summary, the perfect rushee is a scholar, a leader, an athlete, and a gentleman. If your chapter is among the largest on campus and your members carry each of these attributes, rest assured that your chapter is perceived as the best... *The Ideal Fraternity*.

Target Wisely

By merely participating in the recruitment process, the chapter can attract new members. However, the ideal recruit is not necessarily the man who signs up for rush. The ideal prospective member must be strategically targeted, sought out, interviewed, educated and offered an invitation to join.

When targeting your chapter's market, assess the chapter's strengths and weaknesses. Target men who will improve the chapter GPA, become involved on campus, enable the chapter to win the intramural championship, and achieve all of these things in a gentlemanly manner. Accept nothing less. If a man encompasses all of these qualities but has a cumulative 2.2 GPA, don't pledge him. Encourage and assist him in raising his grade point average to an acceptable level. If a man is the student body president but is known to treat women poorly, don't pledge him. All of the traits are vital in targeting.

On the same token, be sure to recruit to your needs. If your starting quarterback for your flag football team is graduating, and you are afraid it will hurt the team, recruit a new one from an independent team. If your chapter's grade point average is low, recruit from the Dean's List. If your chapter needs to be more visible, recruit student government senators. Or if your chapter has an un-gentlemanly reputation, recruit through sorority presentations. By targeting the right kind of recruits, you can greatly improve your chapter's standing on your campus.

Goal-Setting

Now that you have targeted your market and decided what type of men you are seeking to recruit, it is time to set concrete goals to guide your efforts the rest of the way. By setting SMART goals (specific, measurable, ambitious, realistic, timely), your chapter can set itself on a course for success in recruitment.

Of course, whenever a chapter starts a discussion about setting goals for recruitment, someone in the chapter will object on the basis that setting a goal will lead to a compromise in quality. This argument is inane because it assumes that instead of working harder to find the best men the chapter will ultimately settle for anybody to meet a quantity goal. Regardless, the issue will likely be raised. Therefore, in addition to setting a quantity goal, the chapter should also set a quality goal. This will emphasize to every member the chapter's commitment to a large pledge class of the highest quality men.

The Quantity Goal

Now that you have determined the qualities you seek in recruits, it's time to establish a quantity goal to ensure that you get the *most*, best men.

- **Specific:** To have the largest pledge class is not specific, as it varies according to the competition. Set the number goal based on your own capabilities and expectations.
- **Measurable:** A specific number is measurable; “a *bunch* of good guys” is not. Also, setting multiple goals, such as a normal goal and a stretch goal, may help better motivate the chapter.
- **Ambitious:** It is definitely a good idea to set a quantity goal that stretches the chapter's normal limits. Again, setting a stretch goal may provide increased motivation.
- **Realistic:** A 100 man pledge class is probably not achievable. Be sure your quantity goal is within reach. An unattainable goal will only depress the chapter's morale when it is not reached.
- **Timely:** Setting deadlines for different benchmarks in regards to name generation, bids, and signings will help you monitor the recruitment committee's continual progress.

Goal-setting is critical in rush. It can mean the difference between recruiting a “bunch of good guys” and 45 of the top scholars, leaders, athletes and gentlemen the campus has to offer. Remember, you can recruit a large quantity of high quality men. You simply need to develop and then execute a good plan for finding and recruiting those men.

Find Potential Members

Now that the planning portion of your action plan is complete, it's time to take action. The next step is to go out and find the young men that will continue the legacy of Pi Kappa Alpha. Finding potential recruits may seem like a daunting task, but it simply comes down to leaving no stone unturned and exploiting every resource that chapter has at its disposal.

It's a Numbers Game

When a Fortune 500 company is looking to beat the competition, the men in charge do not just sit back and wait for customers to come to them. They mobilize their salespeople to generate as many contacts as humanly possible, then pursue those potential clients that would most greatly benefit their company. They generate these contacts through cold calls, mass marketing, and referrals. But the bottom line is this: They realize that the more contacts they generate, the more sales they will close, and the more likely they are to beat the competition. They also realize that their most profitable customers are not the ones that came to them, but rather the ones that they found and pursued through active measures.

Much of the same can be said for fraternity recruitment. We must mobilize our most zealous members and actively search for as many high-quality recruits as possible. The more contacts that you make, the more rushees you will have at your recruitment events, the more men that you have to choose from, and the more members your chapter will gain. In turn, your chapter will enjoy the benefits of having a larger budget, more campus involvement, and a greater reputation, but most importantly MORE FRIENDS and MORE FUN.

Let's run some sample numbers to illustrate the point a bit further. Let's say you have a green book with 40 names in it, most of which were provided by your local Interfraternity Council. It is reasonable to think that maybe half of them will show up to your recruitment events. Out of these 20 men, 5 of them decide that they do not wish to join a fraternity for some reason or another, and 5 of them decide to join a different fraternity. Thus, you are left with 10 men that are looking to join PIKE right now.

Now let's say that you worked hard and generated a green book with 100 names in it through making sorority presentations and getting referrals from various sections of campus. And out of the 50 that show up to the event, 10 decide that they do not want to join, and 5 decide to join another fraternity. Now you are faced with 35 men that you can potentially bid. Which scenario would you prefer? The moral of the story is that in order to increase your chances of recruiting the largest pledge class on campus, you must remember that *recruitment is a numbers game*.

Name Generation

In order to maximize the amount of contacts in your green book, it is vital for you to search for recruits from as many areas of campus as possible. To start, here is a list of sources that could possibly yield high-quality recruits.

- Sorority referrals
- Intramural teams
- Student government
- Dean's List
- Alumni referrals
- Classroom
- Varsity/club sports
- Student newspaper
- High schools
- Campus gym
- Current pledge class
- Social networking sites

Generally speaking, PIKE needs to be recruiting and meeting people at any location where there is a large conglomeration of college men. The specific areas may vary slightly according to your campus' configuration, but the principle remains the same. Networking yourself into all areas of your university is easily the best way to generate names for the green book and to eventually sign the most, best men.

(For more details on how to generate high-quality referrals through efficient summer recruitment, sorority presentations, and a recruitment scholarship, please refer to the recruitment captains' information in Section II of this handbook.)

Contact and Meet Potential Members

Now that you have accumulated a sizable list of potential Pikes, it is time to get them in front of you in order to provide the face-to-face personal contact that will convince them that Pi Kappa Alpha is the place where they should grow and develop as a young man. There are many ways to contact a recruit, and they vary in personability. From least personal to most personal, they are letters/emails, phone conversations, and face-to-face conversations. Ideally, you want to speak to recruits face-to-face, because that is when they experience the strongest feelings of fellowship. Many times though, it is necessary to contact them by phone, letter, or email in order to get them in front of you.

The Cold Call → The Warm Call

Some of the names you receive will be friends of members. The initial contact with these men will be fairly easy. It is likely that the members will bring their friends to recruitment meetings or chapter events to meet the chapter members. An aggressive recruitment chairman will have ample opportunity to get to know these prospects.

Many of the names on your prospect list will not be close friends of members. In fact, they may be perfect strangers who have come to your attention by way of a third party recommendation or by way of a list of student leaders. Many of these “strangers” could eventually be your best active members, but you will never find out if you do not make the initial contact.

In reality the “cold” call is really a “warm” call, especially if a member, sorority member, alumnus, or campus administrator has recommended the prospect. A “cold” call is random, where the caller has no connection with or information on the person he is calling. In a “warm” call, the caller has a connection – the recommending party. You also have some information: you know that he is considered by the person who recommended him to be a scholar, leader, or athlete (or all three) and at the very least, a gentleman.

Do not fret the call. Keep in mind that the worst thing that can happen during this “warm” call is that the potential member can say, “No, I will not meet with you.” Everything stays the same in your life and the person turning down the offer to meet with you will not get the chance to become a member of the leading fraternity in North America. On the other hand, the prospect, being confident of himself and obviously intelligent, might say, “Yes, I’ll meet with you to learn how I can expand my horizons. I am not afraid of a new thing.” Here are a few key points to keep in mind when completing a cold call:

- Understand that you are not trying to recruit him over the phone. The call is to set up and interview or invite the member to a rush function.
- Make sure that he does not feel like he is being asked to make commitment to something over the phone.

- Build him up by telling him the qualities you described to the person who recommended him and by letting him know that you value his opinion.
- Don't take "no" for an answer. If he says he is not interested, tell him you want to learn why. He may have a good reason based on something factual or he may hold some common misconceptions.
- No matter how he responds to your comments, be cordial and polite. He may change his mind in the future, or recommend the Fraternity to friends.
- Stay natural in your conversation. Practice sounding natural giving any response. Do not feel as if you have to adhere strictly to the script. Be personable and let the conversation run its natural course.
- Pi Kappa Alpha represents Scholars, Leaders, Athletes, and Gentlemen, and you have been recommended as a person who has these qualities. Our recruitment program is very exclusive and based on recommendations only.

(A sample script for completing a cold call can be found under Appendix C at the end of Section I.)

Rush Events

One of the primary misconceptions about fraternity rush events is that the best ones are over-the-top social events that cost hundreds or even thousands of dollars. Remember, recruitment is all about making friends, so your rush events should be planned accordingly. Some of the best rush events can be thrown with the simplest ideas and a very low budget. Take the following scenario for example.

At one university with a large fraternity system, the top fraternities regularly spend \$6,000-\$10,000 each on summer recruitment; pinning 35-40 pledges a piece during that time. Each fraternity had four traveling recruitment chairmen. Each recruitment chairman received a salary, clothing allowance and expenses. There was a formal recruitment in the fall, but most of the top men pledged in the summer.

The Pi Kappa Alpha chapter there was average on the campus: average size, average quality, average reputation and prestige. They wanted to become one of the best fraternities, but to do that they had to pledge the top recruits, and that meant battling it out with the giants in the summer. They had one recruitment chairman, and only about \$1,000 in the recruitment budget.

The chapter planned carefully. They realized that they couldn't match the top groups dollar for dollar, or man for man. They couldn't throw the same style recruitment events or make the same striking impression as a group, so they decided to spend their money in a way that would do the most good for them. Here is what they did:

1. The recruitment chairman set up headquarters in the chapter house and kept in constant phone, letter, and email contact with his area and city chairmen. A list of incoming freshmen, plus names of local high school prospects were recommended by the brothers and gave him a solid working list.
2. Intensive, persistent, one-on-one recruitment was organized. Then, when the area or city chairman felt that a recruit or group of recruits was sincerely interested in PIKE,

the recruitment chairman drove down to that city and "made the sale." The emphasis was on quality and hard work by the brothers.

3. The chapter reasoned that with so much money at their disposal, the big fraternities would tend to let their events get impersonal, and depend more on splendor than personal attention. The Pikes didn't call their functions "parties" because that word suggested bands and lots of people - and in that case they would compare unfavorably. Instead, they invited rushees to "get-togethers" at private homes or brothers' apartments. These activities were informal, small and inexpensive: a canoe trip or river float, a cookout (bring your own), a softball game, etc. In all cases, personal contact was the key.
4. When a man decided to pledge, he was given an exceptionally warm welcome by the brothers. He was presented with an inexpensive PIKE jersey - something no other fraternity did for their new pledges - and it gave him an immediate and tangible identification with the group. It also helped quell any "second thoughts" by a man who would ordinarily have pledged a larger, stronger fraternity.

Of course, the top fraternities continued to get the top pledge classes. But PIKE also began to get top men – not as many, but men of the same quality as those pledged by the major houses. While the best fraternities pledged 35-40 men, PIKE pledged 20 men. And while the other fraternities sat back during the year, PIKE worked hard in open rush, until they too had 35 sharp pledges. Within two years, PIKE was as large and powerful as any fraternity on the campus. They got there through sound planning, proper allocation of resources, and understanding the market. And they did it with about 15 percent of the rush budget of the top chapters on campus.

The moral of this story is that rush events are not about spending money, or throwing extravagant social events. The best rush events are the ones that merely facilitate the quality interaction that friendships are built upon. Present the recruits with a comfortable environment, a warm welcome, and a good time, and they will want to join.

(For more information on hosting effective rush events, please see the recruitment captains' information in Section II of this handbook.)

Bid the Recruits

Two-Step Interview Process

When evaluating and eventually bidding a rushee, it is highly encouraged to use a two-step interview process. This process gives you an opportunity to uncover the recruits thoughts and feelings on joining a fraternity, as well as to subtly sell him on why joining PIKE is a good idea. It also gives the recruit a very straightforward and professional impression. Using the interview process can be a valuable part of your chapter's recruitment program for the purposes of educating rushees, generating names, and eventually closing the deal. For the purpose of keeping the process a bit less formal and making the rushee feel more comfortable, you may want to substitute the word "meeting" for "interview" when speaking to the rushee.

Interview I

This meeting is primarily meant to uncover the rushee's concerns, needs, and objections, and to match the Fraternity's benefits to their situation. You also will introduce the Fraternity and dispel any misconceptions that the rushee may have about joining.

(A sample script for Interview I can be found under Appendix D at the end of Section I.)

Interview II

The second meeting is somewhat shorter. The primary purposes are to make sure he understands the commitments of joining, handle any further objections that he may have, and offer him a bid if you decide he deserves one.

(A sample script for Interview II can be found under Appendix D at the end of Section I.)

The "No" Factor

You will invariably encounter recruits who have objections to joining the Fraternity, either during the recruitment process, during an interview, or while bidding him. As the recruitment chairman, you must be prepared to handle any objection that is made. The way in which you handle yourself in that situation may determine whether or not you close the deal. Also, preparing the chapter to handle adverse responses is imperative to appearing confident in the eyes of prospective candidates. Anticipating objections *is* something you can prepare for, and a skill you can take with you wherever you go.

1. Listen to the rushee's concerns and clarify that you understand his objection.
2. Side with him. Explain how you had similar concerns, or point someone else out in the chapter who was in the same situation. "I understand. I had the same concerns before I joined the Fraternity."
3. Put the concern in the form of a question, and prepare your response.
4. Answer the question.

(A database of common "No" Factors and how to handle them can be found under Appendix E at the end of Section I.)

What to Remember When Extending a Bid

Never issue a verbal bid to more than one man at a time. You may pledge 50 men a year, but each of those men pledges PIKE only one time, so make it special. Every man wants to be considered individually, not as part of a "package deal" or as part of a chapter's quota.

Pick your own place to bid. Sometimes the surroundings are as important as the words you say when issuing a bid. Some chapters issue bids during rush events, but the rush chairman pulls each recruit aside individually and extends a bid in an isolated and quiet area. Once the recruit accepts the bid, he is brought back to the event, an announcement is made, and he is congratulated by all of the brothers in attendance.

Assume that he will pledge. You have already done all the preliminary work. You have thoroughly sold the recruit on the chapter, and you believe he will say yes. You have

anticipated his objections and have answered them. Now that you are ready to pledge him, here is an example of what you might say:

"Dave, I'm the recruitment chairman as you know, and in a minute I'll be officially inviting you to become a member of Pi Kappa Alpha. But first, let me tell you why we have chosen you and why we feel you would be an excellent addition to the chapter."

At this point you will be completely focused on the recruit. You will be able to tell by his reactions whether or not he will accept the bid. Explain how he fits into the chapter. Concentrate on his areas of interest such as athletics, social life, campus activities, etc... Let him see how he and the chapter will benefit each other.

"Now Dave, the entire membership wants you in our chapter because you're going to help us stay on top (or - get back on top). Are there any last concerns that you would like addressed or any reservations you have about becoming a member of Pi Kappa Alpha?"

This will give you one last chance to combat any reasons he may have for not accepting a bid. It will keep the ball in your court as well as prevent you from having a bid outstanding. Once all of his questions have been answered, proceed.

*"On behalf of the brothers of Pi Kappa Alpha, I'm extending to you the official bid to join our Fraternity. Now, all it takes for you to accept that invitation is to sign on that line." (Once he has signed, smile and shake his hand).
"Congratulations!"*

You have assumed that he will pledge. Now, instead of your waiting for him to say yes, he will have to go out of his way to say no. If you've done your homework, he'll be ready to pledge. If he needs a slight nudge, this will provide it. Rush is a confusing time for these men. You should help him make the right decision. Some people are just afraid to make that final decision. If you've followed the right strategy, the only decision will be Pi Kappa Alpha.

Follow-up

Once you are finished extending your bids to the recruits there are several things that need to be done in order for the recruitment effort to be complete. Your first priority is to determine your results. You do this by contacting the men who did not take their bid and ask them where they stand on accepting their bid. Make sure that they know that you are not some used car salesman selling a lemon, but rather you are offering the best thing going.

Secondly, it is important for you to give consideration to the men who were not extended bids. Review the men again and make sure that nobody is being overlooked. It would be a serious mistake to put a lot of effort into recruiting someone and then forget to give him a bid.

After recruitment is over it is vital to follow through with everything that was promised during recruitment. If you do not follow up with what you have told the recruits, you will find that your pledge class will start to shrink. This is why it is important for you to be honest with them throughout the entire time of recruitment. You must also be able to answer any

questions that they might have both during recruitment and after they have accepted their bid. This instills the confidence and reassurance they need to feel comfortable with their decision to pledge Pi Kappa Alpha.

The next step is to ask the new pledge class what their evaluations and opinions are concerning recruitment. Ask them what they thought of Pi Kappa Alpha's rush and how it rated, both good and bad. You should then ask them what they thought of the other fraternities' rush and try to incorporate the good things the other fraternities did into your recruitment program. The evaluations should be documented so that they can be reviewed before the next period begins, and it can serve as a constant reminder of what went right and wrong during recruitment.

(You can find a pledge class recruitment evaluation under Appendix G at the end of Section I.)

After getting the evaluations from the pledges, you should then get any recommendations of men who they know who could be potential members. Upon receiving the list of names you should then start to contact these men and set up individual interviews. If it is possible to get these men in the new pledge class, then do it. If you cannot sign these men for the current pledge class then stay in correspondence with them and make sure they are pledged with the next class.

These men that you pledge after recruitment can turn an already good recruitment into an excellent recruitment by becoming the chapter's most excited recruiters. They should be encouraged to invite their friends to fraternity functions and to investigate membership in PIKE.

Report Your New Members

You are now sitting back looking at the best pledge class on campus and are realizing that all of the hard work you have put in has paid off. Before you transition with the new recruitment chairman, there are a few business items you must take care of.

First and foremost, it is necessary for you or the chapter secretary to report the new members to the International Fraternity within 5 days of pledging, according to the Fraternity's *Constitution and Chapter Codes*. This can be done by the chapter secretary accessing Vault. Next, make sure you have each of the new members fill out a membership card that can be filed with the chapter secretary. It can include all of their contact information, as well as emergency contact information for their family.

You will also want to have them fill out any new member forms the university requires. Many schools will do this to do update their rosters, as well as to allow for their grades to be included in the chapter's cumulative grade point average.

Finally, you will want to introduce the new members to their pledge educator. This is the person who they will be working closely with over the next eight weeks, and will be able to answer any questions they may have at this point.

SETTING THE PLAN INTO MOTION

Motivating the Entire Chapter

Once appointed to the office of recruitment chairman, you may find yourself wanting to handle all aspects of the recruitment program. The recruitment chairman who attempts to attend to every detail of rush will soon find himself running out of hours in the day and tallying poor numbers due to the exclusion of the rest of the chapter. A few quality individuals may pledge the Fraternity, but a large number of quality men will miss the Pi Kappa Alpha experience due to a lack of chapter motivation on behalf of the recruitment chairman.

There are over 200 men serving as recruitment chairman for Pi Kappa Alpha at chapters and colonies across North America. How many outstanding recruitment chairmen have you seen? How often have you witnessed a chapter that benefits from the extraordinary leadership of its recruitment chairman? If you have the sincere desire to succeed, you must understand what great leaders do, and how they accomplish their tremendous feats must be discussed.

Great leaders are almost always simplifiers, who cut through argument, debate and doubt to offer a solution everybody can understand and remember. Motivation is not complicated. It is not even difficult. All it requires is persistence, and the knowledge of what works. In motivating the chapter, there are three key aspects that must be discussed:

- Organization
- Confidence
- Pride

Apathy within the chapter often stems from a lack of one or all of these elements.

Organization is Essential

As stated earlier, a recruitment chairman who possesses outstanding "people skills," but who lacks organization, will not be successful for a number of reasons. One of these reasons may be a failure to motivate the chapter. As recruitment chairman, you may believe there are times when you are not getting the support of the chapter. If you believe this is the case with your chapter, take a look at the structure of your program. If there is no structured plan through which the membership can contribute, then the recruitment chairman is to be held responsible for running a one-man show. To avoid or correct this problem, and to provide the proper organizational base, you must do these things:

1. Have a thorough understanding of university and IFC recruitment policies
2. Research the existing program including past practices, budgets, and events
3. Have a written recruitment program that includes the overall strategy for your term of office, as well as the continuing policies and goals for the chapter's recruitment efforts.
4. Maintain an active recruitment committee to advise you, and to generate broad support of the program in the chapter.
5. Keep the chapter constantly up-to-date on the current schedule of recruitment events, and the short term recruitment goals.

Confidence is Key

A lack of confidence in the recruitment committee and its program can be crippling to the outcome of recruitment. Recruitment can be an anxious, fast-paced, and emotional time. During these intense moments it is critical that the chapter have the confidence to seize the momentum and finish strong, rather than lose confidence in the program and give the edge to the competition. A lack of confidence can be altered if you are aware of the signs. Symptoms are apathy and lack of cooperation on the part of the chapter members. To avoid or correct this do the following:

1. Choose the rush committee carefully.
2. Have the recruitment committee in place far enough in advance of the chapter's major recruitment efforts so that they can demonstrate their skills and earn the respect and confidence of the chapter prior to the critical moments of recruitment.
3. Always maintain a positive attitude to the rest of the chapter. Even a highly skilled recruitment chairman may tend to dwell on negative things in his conversations. This type of attitude is contagious and can lead to a crisis within the chapter.
4. Empower the recruitment committee through the delegation of important tasks and responsibilities. This will help to build trust and accountability amongst the committee.
5. Celebrate victories! Winning is contagious and breeds confidence; highlighting individual acts that lead to the collective victory will build confidence and motivate others to work hard for the winning team.

Chapter Pride is a Must

Motivation isn't possible if pride is non-existent in your group of men. The chapter must have a proud belief of their identity as a group. They will be motivated to work hard to maintain the group's prominence (or regain it as the case may be) among their peers. If you are recruitment chairman of a top fraternity on your campus, then you must stress this distinction to the members. Let them know that recruitment will have a substantial impact on the future of the chapter and that the outcome will be a personal victory or defeat for them. If your group is not among the top fraternities on campus, stress to them that as the group's prestige rises, so does that of the individual members. A group that is apathetic, lazy, and lacking in unity is a group that simply has no pride.

To build pride within the group you as recruitment chairman can encourage the chapter to begin developing pride at the personal level. Promote high self-esteem and a strong personal appearance among the members. If the recruits sense the presence of a strong group, the chapter substantially increases its chances of signing quality men. You then need to look to chapter activities that rely on the group strength for success. Athletics and philanthropies are fantastic areas to develop unity amongst the group. By striving together to have a championship season or by sponsoring a philanthropy to support a worthwhile cause the group will see the power of their numbers and the realization that they have the ability to be the top fraternity on campus.

Recruiting the Chapter

Your recruitment committee will devote its' complete energy to recruiting new members. Yet you must also remember to recruit the chapter on your recruitment program. To be successful in recruiting new members as well as the chapter, organization, confidence and pride must always be consistent attributes of your ability as a leader.

The Recruitment Retreat

As mentioned earlier, it is impossible for you as recruitment chairman to do everything yourself. One of the best ways to motivate and educate your fellow brothers is to have a recruitment retreat. Typically, a good recruitment retreat would include the following elements.

- Overview of basic recruitment concepts
- Recruitment goal-setting – quality and quantity
- Recruitment practice/role-playing
- Recruitment discussion/brainstorming
- Recruitment schedule
- Motivational session

This retreat should be planned well enough in advance that all the arrangements can be made ahead of time, and so that everyone can put it on their calendar. It is crucial to the success of recruitment for as many members as possible to attend and participate. Consider hosting a brotherhood event directly after the retreat in order to increase attendance.

The retreat could be held outside of the chapter house to keep the brothers free from distractions. There is no set length of time for the recruitment retreat, but the agenda should flow smoothly so that the chapter does not get bored. It is the job of the recruitment committee and you to make sure that everyone is geared up and involved during the retreat.

It is your job as recruitment chairman to make sure that everyone is educated and motivated to have the best recruitment on campus. The more education and direction that every chapter member has on recruitment, the easier your job is going to be. Recruitment is a competition, and the winning chapters are the ones that are the most prepared. The recruitment retreat is the best way to prepare the chapter to dominate recruitment at your university.

(A sample recruitment retreat agenda can be found under Appendix F at the end of Section I.)

Section 1 Appendices

Appendix B – Chapter Recruitment Assessment

Chapter Recruitment Assessment <INSERT CHAPTER>

Be honest with yourself when answering the following questions.

Statistics

- Number of fraternities on campus
- Average fraternity size
- Your size rank on campus
- Chapter size 4 years ago
- Chapter size 2 years ago
- Chapter size last year
- Current chapter size
- Most recent new member class size Fall Spring
- Number initiated last year Fall Spring
- Current University enrollment
- Enrollment is increasing decreasing
- Percentage of male students
- Percentage of Greek students
- Number of men going Greek is rising falling steady
- Recruitment system at your campus:
 - Fall Formal Fall Informal Fall Open Summer Rush
 - Spring Formal Spring Informal Spring Open Year Round

What type of recruitment restrictions exist on your campus? _____

Do you have a year-round recruitment program? Yes No

If so, describe? _____

If not, why not? _____

Competition

Who are the top three fraternities on your campus and what are they known for/what is each one's image?

Where does your chapter rank if not in the top 3?

Who are the top 3 recruiting fraternities?

Do you lose recruits to these fraternities? Yes No

If yes, why? _____

Attributes

Chapter GPA

New Member class GPA

All-fraternity GPA

Where does your chapter rank?

Do you sponsor a campus-wide event?

Percentage of members in other organizations

How many are officers in other organizations?

List some outside campus organizations represented by Pikes

Athletics

Last year's intramural ranking

Current rank

Do you consistently compete for the intramural championship? Yes No

Who are the top three athletic fraternities?

Do you compete with these fraternities? Yes No

Do most members participate? Yes No

Do you have varsity/club athletes? Yes No

If yes, what sports? _____

Social

Who are the top three sororities?

Do they socially prefer/frequently mix with you? Yes No

How would you describe your chapter in regards to popularity with sororities?

How would the sororities describe your chapter?

How would the general campus population describe your chapter?

Your chapter's recruitment program

Do you appoint your recruitment chairman? Yes No

Term: Quarter Semester Year

Do you have recruitment committee/captains? Yes No

Do you hold a recruitment workshop/retreat? Yes No

Do you have a written recruitment program? Yes No

Did recruitment chairman attend the Chapter Executives Conference? Yes No

Did recruitment chairman attend The Academy/Convention? Yes No

What is your budget for recruitment this year?

What is the average amount spent on recruitment by other fraternities?

SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

International Fraternity staff members are highly trained and experienced in PIKE's winning recruitment strategies and all areas of chapter programming.

Please feel free to schedule as many additional meetings as you wish. However, be sure to have at least the following meetings scheduled **prior to arrival**:

1. SMC and Recruitment Chair
2. Executive Board
3. Recruitment Committee
4. New Member Educator
5. Entire Chapter
6. Wrap up with SMC and Recruitment Chair

Schedule a one hour block for each meeting.

	0/00/2016 day	0/00/2016 day	0/00/2016 day
9:00 AM			
9:30 AM			
10:00 AM			
10:30 AM			
11:00 AM			
11:30 AM			
12:00 PM			
12:30 PM			
1:00 PM			
1:30 PM			
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5:30 PM			
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7:00 PM			
7:30 PM			
8:00 PM			
8:30 PM			
9:00 PM			

Appendix C – Cold Call Script

Set up the interview - Your only goal with the call is to schedule a meeting. NOT to sell PIKE.

Outline and sample script:

1. Introduce yourself and tell him how you got his number.

“Hi, is this John?”

“Yes”

“Hi, John, my name is Robertson Howard and I’m the recruitment chairman for PIKE. I got your name and number from Katie Jones in Delta Gamma. Do you know Katie?”

2. Tell him you want to meet to ask him a few questions.

“Great. I’m looking to improve our organization’s recruitment and so I’m trying to gather feedback from the best students on campus. Katie said you would be an excellent guy to talk to. I just want to ask you a few questions about your opinions on Greek life; shouldn’t take more than 5-10 minutes.”

3. Set up a meeting time/location

“We can meet on campus between your classes, whenever it’s convenient for you. What does your schedule look like tomorrow?”

“Do you know where (room location) is? Great. I’ll text you tomorrow morning to remind you of the time and location. See you tomorrow!”

4. Don’t take “no” for an answer

Some recruits may give a little resistance. Remain comfortable and ensure that it’s no big deal, you just want to ask a few questions and it will be 5-10 minutes max. Remind him that he came highly recommended from the person who referred him.

“No thanks, I’m not interested.”

“We’re actually not trying to sell anything or get you to join anything, John. All we’re looking for is a few minutes to ask a few questions. It would really help me out and Katie said you were someone I definitely needed to meet with.”

“I’m not interested in joining a frat.”

“Oh, no problem, John. I’m not trying to convince you to join, I’m simply trying to hear some of your opinions. Katie highly recommended I talk to you.”

“Can we just do the questions over the phone?”

“We actually have some things to show you in person that we’d like your feedback on. It will only take a few minutes. When is convenient for you to meet?”

“I don’t have time.”

“That’s understandable, I’m sure you have a busy schedule. We’ll keep it short and sweet – about 5 minutes. Any time that’s convenient for you. When do you have a short break?”

Calling tips

- Be comfortable and talk as if he’s your friend. Use your normal speaking tone and language but keep it professional
- Short – less than 2 minutes
- The **only** goal is to set up a meeting. **Do not** try to recruit him or sell PIKE.
- Stress you only want to gather his opinions
- Stress that it will only be 5-10 minutes, whenever is convenient for him

(continued on next page)

- If needed, remind him he came highly recommended and who it was from
- **Don't take "no" for an answer.** Everybody has 10 minutes. If you need to, tell him you're not trying to recruit him – just ask a few quick questions (it's true – you need to get to know him before you recruit him!).

Appendix D – The Two-Step Interview

INTERVIEW I

The recruit will naturally become very interested in PIKE during this meeting if you do it right. If you decide he may be worth signing, **your only goal with interview 1 is to schedule a second interview.**

Outline

1. Outline and introductions
2. Question: What's your opinion on Greek life?
3. Question: What would your ideal men's organization look like?
4. Describe SLAG
5. Give handouts
6. Set up next meeting

Prepare

- Meet in a quiet, private setting (ideally an on-campus meeting room)
- Ideally, interview with two brothers and one recruit (never more than three brothers)
- Wear a suit and tie
- Be professional and courteous. Maintain solid eye contact.
- Have handouts prepared to give the recruit: good items are the Shield & Diamond and recruitment brochure

Sample script:

1. Introductions

Stand up and give the recruit a firm handshake and eye contact. Then, sit down and explain the interview process to him.

“John, thanks for coming in today. Like I said on the phone, we just need a few minutes. We'll get to know each other a bit, then ask you a few questions to get your opinion, tell you a little bit about what we're trying to do here at the University of Virginia, then get you out of here. Sound good?”

Next, you'll get to know the recruit. Good questions to ask:

- Why did you choose to come to school here?
- What are some of your interests?
- Where are you from/what's it like?
- Where do you see yourself when you graduate?
- How are you enjoying your time on campus? Have you gotten involved in anything?

“Great. So, John, tell us a little bit about yourself... (insert any questions you like or just let him talk)”

Let conversation flow here, allowing him to talk as much as possible. The more he talks, the better. Tell him about yourselves and highlight any commonalities you share with him.

2. Ask his opinion on Greek life

“Alright, John, like we said we don't want to keep you here too long so let's get into it. What's your opinion/perception of fraternities and sororities here at the University of Virginia?”

Whatever he says, sympathize with his opinion. **Do not** speak poorly about any Greek organizations.

“So you think (rephrase whatever he said). Okay, we've heard the same thing from a lot of students.”

3. Ask what his ideal student organization would look like

“John, if you could join an ideal student organization – doesn’t have to be a fraternity per se – just a men’s organization that’s perfect for you, what would it look like? What kind of men would be in it?”

Make mental note of what he says, as you’re going to relate what PIKE does to his interests

4. Describe SLAG

“That’s great, John. I see you’d like an organization where (whatever he said). At PIKE, we define the men we look for with the acronym SLAG. It stands for Scholars, Leaders, Athletes, and Gentlemen.”

Scholars: We look for men who are academically driven. We all came here to get an education and we want men who will use it to be successful later in life.

Leaders: We look for men who are leaders on campus in and their community. Alpha males.

Athletes: We recruit varsity, club, and intramural athletes and are known for winning. However, we don’t only recruit athletes per se – more importantly, we want men who are competitive. Men who want to be the best at everything they do.

Gentlemen: Most importantly, we look for gentlemen. If a man is a scholar, leader, and athlete, but not a gentlemen, we don’t want him. We want men who respect themselves and everyone around them.

John, do you think that is a good model for an organization here at the University of Virginia?”

He’ll say yes, he thinks it’s a good idea.

5. Give Handouts

“Great. Well, John, thank you so much for taking a few minutes to answer our questions. We’d like to leave you with a few things. (Hand him Shield & Diamond and recruitment brochure).

“These contain some facts and info for you to see what we’re about a little more. They’re yours to keep. Feel free to page through whenever you have a few extra minutes. We’d like to leave this with you for a day or two and then meet with you again to ask you a few more questions.”

6. Set up next meeting

Set a next meeting for a day or two later. Write down the time on a business card if you have one and hand it to him.

“Thank you again, John. We look forward to seeing you tomorrow at the same time, same location. I’ll text you in the morning again as a reminder.”

INTERVIEW II

You sparked interest in interview I. Now, you close the deal.

Outline

1. Small talk/questions/outline interview II
2. International Fraternity facts
3. Organizational chart
4. Time
5. Finances
6. Close

Preparation

- Supplies: organizational chart, bid card, new member materials
- Review notes about recruit
- Responses to no factors ready

Sample script:

1. Open

"Welcome back, John! Thanks for taking a few minutes to meet with us again. How is your day going? (small talk) Were you able to take a look at the things we gave you? Do you have any questions about it?"

If he has questions about time or finances, say you're going to cover that in this meeting. Answer anything else that you can.

"In this meeting, we're going to cover some facts and outline the structure of our organization as well as the time and financial commitment we ask of members, and get your feedback on those things. Sound good?"

2. International Fraternity facts

"Okay, great. First, we want to share some facts about the International Fraternity and our chapter."

- *Founded in 1868 at the University of Virginia*
- *Grown since then to over 225 chapters and colonies across North America*
- *Largest average chapter size of any fraternity*
- *85% of our chapters rank in the top 3 on their campus*

Next, mention any impressive facts your chapter holds (significant philanthropy/community service figures, size if you're the largest on campus, athletes in your chapter, athletic championships, GPA, etc.)

3. Organizational Chart

"Next, John, we'll show you how our organization operates. We run the fraternity like a business (show organizational chart). (<-LINK that text) (available for purchase in the PIKE store this summer)

Explain that the fraternity is like a business with the chapter president as CEO and everyone with different job titles. Use it to explain some of your chapter's highlights.

"The Continuing Educator facilitates skills training that we wouldn't otherwise gain in college. For example, last semester he brought in a hiring professional to conduct a resume workshop."

Cater the description to the recruit's interests and/or major

"Many brothers enjoy that they can add to their resume through their accomplishments in the fraternity. For example, our current marketing chair is a marketing major and includes projects he completes for the fraternity in his professional portfolio."

End with, *“What do you think of that, John? Do you think that’s a good model to run this type of an organization?”*

4. Time

Show him that the minimum time commitment is small and every member can choose how much time to put into the organization. Say it will only add support to his other commitments.

“Now, John, for time, the great thing about PIKE is that it’s designed to enhance a man’s other activities rather than take away from them. Like we said, we’re looking for men who are involved on campus and we don’t want to detract from that.

All that’s required time-wise is attending a weekly chapter meeting – about one hour. Beyond that, it’s a buffet of opportunity. If men want to participate in community service, they can choose to do so. If men want to attend social events, they can do that. If someone has exams one week and can’t make it to all of the chapter events, that’s perfectly fine. It’s completely up to the individual what he wants his level of involvement to be.

Does that sound like a reasonable expectation?”

5. Finances

Be honest about the financial commitment, but be sure to show him the value he’ll get for his money.

“Fraternities, like any club or organization, cost money to operate. Some guys may be concerned with what that goes toward. With PIKE, our members are investing in themselves. The money covers insurance and fees for the services we receive from our international organization, and beyond that the chapter spends the money however it likes. Dues are simply everyone pooling their money together so they can do great things that will improve their college experience (give examples like formal or fun brotherhood or social events the chapter does).

6. Close

The last step is to have him sign a bid. Compliment the things you found impressive about him and paint the picture of him being in the fraternity. Then ask him if he’s interested.

“John, thank you for taking time to meet with us. We have been really impressed with the characteristics you’ve demonstrated: you clearly have your head on straight with your high GPA and post-college aspirations. You’re athletic and with your experience on the football field, I could see a guy like you scoring touchdowns leading to our next intramural championship. What would you think about being a part of an organization like this?”

At this point, he’ll either say he loves it – in which case you hand him the bid and he signs – or he’s unsure and he’ll give you a no factor. [Refer to the no factor guide](#), respond, and have him sign that bid card.

Appendix E – The “No” Factors

1. *“I don’t have the time.”*

“I understand the feeling. With work, school, and the other activities I’m involved with, things can get pretty hectic. However, I’ve found that the Fraternity has really helped me keep everything in balance. The additional responsibility has helped me stay motivated and involved.”

“The fraternity isn’t intended to detract from your other obligations. It is merely here to enhance your college career. Balancing your time is part of the process. The mandatory obligations with the fraternity are minimal.”

2. *“I don’t have the money.”*

Be straightforward! Don’t lie about money just to get him to sign. If he’s concerned about money to begin with, he probably will be throughout his time in the chapter. Be honest about all of the financial commitments on the front end.

“I can assure you that the experiences you have will be much greater than that of a 3 hour course and a much greater value for your dollar. In addition, all organizations take money to operate, and a fraternity is no different.”

Don’t be afraid to cover some of the things the dues cover: athletics, social, formals, etc.

3. *“I don’t feel I need to buy my friends.”*

“Being a part of a fraternity isn’t a matter of buying your friends, it’s more like playing on an athletic team. It’s not as if you play sports because you need to meet people, you play for the competition, the teamwork, and winning. You get to experience many of the same feelings throughout your membership in the fraternity. Just like you had to pay league fees and tournament fees with sports, that’s where the dues come in. The fraternity needs money to operate with.”

4. *“My parents won’t let me.” or “My parents are concerned about my grades.”*

Talk about all of the positive things your fraternity does for its’ members, the community, and university. (Hopefully there are some!) Offer to speak to his parents if he didn’t think they would mind.

Mention the chapters’ comprehensive scholarship program. Mention things like study hours, mentor programs, help files, etc. If it’s favorable, talk about where the fraternity ranks on campus relative to the other organizations. If not, mention how the fraternity is making a concerted effort towards it’s’ academics and how he is the type of individual you are looking for to help raise that standard. Again, offer to speak to his parents.

Whatever you do, don’t lie about your scholarship.

5. *“I think I’m going to wait until next semester.”*

“Many guys think about waiting to join. Some who do, wish they wouldn’t have because of the experiences they missed out on that first semester. By the time they joined, over 12% of their college career was over. You’re only here for a short amount of time and I’d hate for you to miss out on any opportunities”

6. *“I’ve heard stories, and I don’t want to be hazed.”*

“Unfortunately, there are some chapters in the country that still haze. But I can tell you that (1) we don’t want somebody in our chapter who thinks that hazing is valuable and (2) we recruit people that have enough self confidence that they don’t need to degrade others or tell them what to do. We are adamantly opposed to hazing and you will never be asked to do anything that would compromise the respect of the individual or the Fraternity.”

Be honest. Pi Kappa Alpha does not tolerate hazing in any way shape or form. If you feel that your chapter is hazing, address the issue with the Executive Council, Alumni Advisor, or Memorial Headquarters staff person, such as your chapter consultant.

7. *“My friends who joined a fraternity last year won’t even talk to me anymore. They have become arrogant and only hang out with their ‘frat’ now.”*

“At Pi Kappa Alpha, we don’t encourage alienation. In fact, we do the opposite. We want all of our members to get involved in other organizations on campus. Pikes are successful, in part, because of the strength of the relationships our members have outside of the fraternity.”

8. *“I don’t drink.”*

“There is nothing in any fraternity that states you must drink. A responsible social life is a part of fraternity life, not its primary purpose. The majority of events we host have nothing to do with alcohol, and those which do are completely voluntary.”

9. *“I just don’t see myself fitting into a fraternity.”*

“Many of our members felt the same way. That is why we have such a diverse group. We are not looking for a group of guys who all dress the same, talk the same, and look the same. What type of challenge is there in joining a group of individuals exactly like yourself? The variety we have has added to our fraternity experience and helped us learn a great deal.”

10. *“I don’t want to be associated with that image.”*

“Unfortunately, the image that people see on TV and read about in the newspaper doesn’t tell the whole story. Last year we raised _____ amount of dollars for charity and did _____ amount of hours in community service. The fraternity is about friendship, personal development and leadership.”

11. *“I’m not a jock or a party guy.”*

“Pi Kappa Alpha does have the reputation of being an “athlete’s fraternity.” However, that is more because the ideals of teamwork, competition, and winning are things that

translate well into fraternity life. We are constantly striving to be the best organization on this campus, and feel that men who have a competitive drive will help us accomplish that goal.”

12. “I’m already in an honors/service fraternity.” or “I’m already in two student organizations.”

“Congratulations, we encourage all of our members to get involved on campus. We currently have Bob, Steve, and Johnny involved in _____, _____, and _____ (If you don’t have anyone in any positions.....why not?) Our involvement outside of Pi Kappa Alpha has really helped us solidify our fraternity as the best on campus. Our International Fraternity also has scholarships available to members who are in certain academic honor societies.”

“Scholarship and service are two areas which Pi Kappa Alpha places a great deal of emphasis on. I think you will find that our organization promotes many of the same ideals that honors/service fraternities do in addition to much more. We are also looking to co-sponsor events with some of those organizations this year.”

13. “I’m graduating in a year, what’s in it for me.”

“The fraternity experience means different things to people at various times in their life. Freshmen are often looking to get involved and meet people. Upper classmen often look for an opportunity to build their resume, take an immediate leadership position, or utilize networking contacts. Membership in Pi Kappa Alpha is a lifetime one.... Once a Pike...Always a Pike. The relationships you build will last long beyond your college years as will the other benefits of membership.”

14. “All of my friends from high school are Tri-Lambs.”

“I assume you went away to college to meet new people. Pi Kappa Alpha presents you with that opportunity. I have met some of my closest friends during my time here. On the other hand, we do work closely with all of the other chapters and by joining PIKE, that doesn’t mean you won’t spend time with guys in other fraternities. In fact, some of my best friends are in Omega Omega fraternity.”

15. “My dad was a Tri-Lamb, and he wants me to pledge there.”

“Having the opportunity to be part of a legacy is a unique opportunity. However, every individual must be able to make the best decision for themselves. What was right for their dad may not be the best thing for them. We have guys that have been on both sides of the fence. Some of them are legacies and pledged PIKE, while others joined a different organization from their fathers or brothers. What they have found out is that there is still a special bond within the Greek world, whether or not it is within the same chapter.”

16. “I want to wait and see who is who on campus (what type of guys I’ll be joining with).”

“I understand that you want to wait, and appreciate the fact that you want to be part of the best group on campus. I can assure you that Pi Kappa Alpha is one of the preeminent fraternities in North America (Insert local and national facts and accomplishments here).

This is probably the type of guy who is looking for something specific. Find out what it is (intramural, campus involvement, social preference) and drive it home.

17. *“The house is cool, but my dorm is really nice.”*

“The dorms are nice, but it doesn’t come close to the overall fraternity experience. You can come back to the chapter house in twenty years and have a relationship with the people who live there. You can’t get that out of the dorms. A fraternity house doesn’t make the fraternity; it’s the guys within it. You just can’t have that same type of relationship with guys on a dorm floor.”

18. *“You guys don’t have a house.” or “Your house sucks.”*

“We have been very successful without a house (or with our less-than-ideal house). Guys join a fraternity for the people they meet, not because of a physical structure.”

“This gives us an opportunity to host events at locations all over campus, and we also don’t have a live-in requirement. Our members get to live wherever they want.”

19. *“I’m going to the Tri-Lamb rush event, and I’ve been hanging out with them all summer.”*

Without sounding too arrogant: “Tri-Lambs? Are they the guys with the small house on the corner?” (Do not bash them, but act like you have no idea who they are.)

“I think you’ll see though that Pi Kappa Alpha has quite a bit to offer. We encourage all of our rushees to take a look at the other fraternities. We feel that they will make the best decision for themselves in the long run.”

20. *“My girlfriend doesn’t like fraternities.”*

Explain all of the positive things that the fraternity has to offer and invite the girlfriend over for some of the rush events. Introduce her to other brothers’ girlfriends and the Dream Girl. Also mention the formals and date functions you’ve had recently.

APPENDIX F - The Recruitment Retreat Agenda

The recruitment retreat is a prime opportunity to get the chapter organized, trained, and motivated to win recruitment. A good retreat takes ample planning and a sound structure. It is important to find the right balance between conveying the right information and keeping your members' interest. Consider the following sample recruitment retreat agenda:

- 10:00 *Arrival and Setup*
- 10:15 *Welcome & Agenda Review*
 - Objectives
 - Our Focus
- 10:30 *Basic Recruitment Concepts*
 - Philosophy and Formula
 - Making Friends
 - Dos and Don'ts
- 11:30 *Recruitment Self-Assessment*
 - Competitive Position
 - SWOT Analysis
- 12:30 *Lunch Break*
- 1:00 *Recruitment Discussion & Brainstorming*
 - Review Past Successes
 - New Ideas
- 2:00 *Recruitment Schedule*
 - Events, Dates, Times, Locations
 - Timeline & Responsibilities
- 2:30 *One-on-One Recruitment*
 - Best Practices
 - Role-Playing
 - Unique Selling Points
 - No Factors
- 3:30 *Goal-Setting*
 - Quality (SLAG)
 - Quantity
- 4:00 *Motivational Session*
- 4:30 *Closing*

Appendix G - Pledge Class Recruitment Evaluation

1. What did you *like* best about Pi Kappa Alpha's recruitment program?
2. What did you *dislike* about Pi Kappa Alpha's recruitment program?
3. What were some things that the other fraternities did that you *liked*?
4. What were some of the things that the other fraternities did that you *disliked*?
5. How did Pi Kappa Alpha's recruitment compare to other fraternities?
6. What made you decide to initially rush?
7. What factors kept you coming back?
8. What made you eventually decide to join?
9. Please list anyone that you recommend to Pi Kappa Alpha below:

NAME

PHONE NUMBER

GENERAL COMMENTS:

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SECTION II OVERVIEW

This section of the recruitment handbook is meant to guide your recruitment captains in the implementation of the specific strategies and tactics that will take your chapter's recruitment to the next level. Each sub-section describes a specific recruitment program, along with what duties it entails and what tactics can be employed to ensure its success. Ideally, you would have one captain appointed for each one of these roles, who would be held responsible for the execution of the program. This is not to say that other recruitment captains could not or should not be used. The above captain roles are merely suggestions of recruitment programming and specialization that we have seen succeed at several chapters. As always, these roles may be adjusted to best suit your chapter. The primary objective, though, is that you appoint recruitment captains within your recruitment committee that can be held accountable to very specific responsibilities, such as the ones above.

RUSH EVENT CAPTAIN

Job Description

The rush event captain is in charge of the planning and oversight of various rush events throughout the semester and/o school year. His specific duties within the recruitment committee may include, but are not limited to:

- Creating and managing the rush calendar
- Making reservations for event locations
- Planning formal recruitment events (if any)
- Contacting rushees for events
- Ensuring chapter participation in events
- Arranging food and/or entertainment for events
- Partnering with the risk awareness officer to oversee safe execution of events
- Managing the rush event budget

Because of the nature of his responsibilities, it is important that the rush event captain be detail-oriented. It would also be wise to appoint someone that has some experience in managing fraternity events, as it can be a daunting and stressful task for an overly inexperienced member.

The Best Rush Event

One of the first questions that is typically asked by a newly-appointed rush event captain would be “What is the best rush event?” Depending on who you ask, answers to this question can vary greatly. Some people say concerts are the best events. Other may say parties are the best way to recruit. Someone from California may say that a beach day is the best rush event. But when it comes down to it, *the best rush events in the fraternity world are those that facilitate the most quality interaction between the members and the men they are trying to recruit.*

With that in mind, are concerts or parties the best events? Well if the music is so loud that the rushee can barely hear himself, much less the people around him, then probably not. It doesn't matter if the recruit had a great time if he never gets a chance to speak to anyone while he's there. What makes a good *rush event* as compared to a good *social event* is the quality interaction between the members and the rushees. “Showing him a good time” is not the key to successful recruitment. Rushees can “have a good time” at any number of places without ever joining a fraternity. What makes a fraternity is the camaraderie that is enjoyed between its members, so we have to keep this in mind when coordinating our recruitment events.

Keys to a Successful Rush Event

Here are some generally good policies and ideas when creating successful rush events. While regional preferences may vary, these basic ideas tend to hold true across both time and geography.

- **Include good food.** Good food is generally associated with good feelings. Having food at the event gives it some purpose, and will also serve to keep rushees at your events for a longer amount of time.
- **Play some music, but at a respectable level.** While you or some of your brothers may enjoy blaring heavy metal every once in a while, the odds are that the general population does not. Try playing some generally agreeable music that you know most people would enjoy.
- **Invite women to your event.** This will provide quality interaction for the rushees with people outside of the chapter, and help them feel more at ease. Consider giving formal invitations to the women that you would like to attend, as it will increase the likelihood that they show up. Certain schools may have restrictions against this in some way, shape, or form, so only follow this guideline if it is permitted in your community.
- **Dress to impress.** Looking better than the average college student will only serve to help the impression your chapter will make. While dressing in a suit to every recruitment event may be intimidating for some rushees in some Greek systems, wearing a clean collared shirt and khakis is likely to make a positive impression in almost any situation. As it will be detailed in later sections, your chapter's image over time is its reality.
- **Have something for the rushees to do.** While it may seem obvious, having something interesting for the recruits to do while they are at your event will help keep their attention. This can range from games (such as billiards or darts) to guest speakers to sporting events. Many people may be tempted to create over-the-top activities for the rushees to do, but it is most often the simplest of things that can create the most quality interaction between your members and rushees. Think of what you and your friends like to do in their spare time, and go from there.

Again, the specifics may vary. What is deemed good food in one area may not be good in another, and what is seen as fun in one region may be dull in other places. But by following the above universal guidelines, you will be able to create worthwhile events that will help your chapter achieve its recruitment goals.

Below are some ideas for specific rush events that may be effective at your respective chapter and campus:

- Dorm move-in days
- Cookouts / barbeque / roast
- Beach / pool day
- Games night (pool, darts, poker, bowling etc.)
- College or professional sporting events
- Athletic games / tournaments (basketball, softball, flag football, etc.)
- Formal dinner (possibly w/ a sorority)

Rush Event Planning

Proper planning prevents poor performance. If you are going to have effective recruitment events, it is going to be absolutely imperative that you do an ample amount of planning ahead of time. There are materials that will need to be purchased, reservations

that need to be made, people that need to be contacted, and many other things that will need to be taken care of before the event. To try and shoot from the hip on something as important as a recruitment event would be a foolish thing to do.

Create an Event Checklist

For each rush event that your chapter will put on, you should create an event checklist. This checklist should include every task that needs to be completed in order to throw a successful event, from making the reservation three weeks in advance, to setting up the room directly before hand, and as far as writing thank-you notes to appropriate parties once the event is completed. It is also wise to include hard deadlines for each task on the checklist. This will help ensure that every last detail is taken care of, with ample time for completion and adjustments. *(A sample event checklist can be found at the end of this portion of Section II.)*

Delegate Tasks as Necessary

While it is the rush event captain's responsibility to oversee recruitment events, it is not necessarily his duty to complete every task on the event checklist. Just as the recruitment chairman needs to know how to delegate to his captains, the captains need to understand how to delegate to other members of the recruitment committee.

While the rush event captain may want to take care of some of the long-term tasks himself (such as making reservations or managing the budget), it would be advisable for him to delegate some of the simpler tasks (such as purchasing supplies or contacting members/rushees) to other chapter members. Not only does this lighten the load of the captain, leaving him to handle the top-level management of the events, but it gives other members an opportunity to get involved, gain valuable leadership experience, and take part in the success of both the event and the recruitment program as a whole. In other words, if the rush event captain is making a last-minute run to purchase ice for the drinks at a rush event, he probably is not operating as efficiently as he could be.

Maintain the Recruitment Calendar

Once you begin to determine what kind of events your chapter will host, write them into the recruitment calendar. Work with the recruitment chairman to make sure that the events are planned for the most opportune dates. Include hard deadlines in your calendar as a reminder of when you must have certain tasks completed. *(A sample recruitment calendar can be found at the end of this portion of Section II.)*

Sample Rush Event Checklist

Sand Volleyball and Barbecue

Time: Thursday, August 18 @ 11:00 AM
 Location: Campus Recreation Center

Event Description

Rushees will be invited to come eat barbecue and play sand volleyball with chapter members and local women at the campus recreation center. The chapter will grill hamburgers and hot dogs on location, facilitate multiple pickup games of volleyball on 2 courts, and enjoy music in the great outdoors. The recruitment committee will have a green book on hand to make sure we record all potential members contact information before they leave. In the case of rain or bad weather, we will move the festivities to the indoor volleyball courts, and will save the food for another day.

Tasks (Deadlines)

- | | |
|--|---|
| <input type="checkbox"/> Reserve volleyball courts (Aug 1) | <input type="checkbox"/> Purchase and gather materials (Aug 17) |
| <input type="checkbox"/> Submit event info to IFC (Aug 3) | <input type="checkbox"/> Move supplies to location (9:00 AM) |
| <input type="checkbox"/> Notify rushees (Aug 12) | <input type="checkbox"/> Chapter members arrive (10:00 AM) |
| <input type="checkbox"/> Notify sorority women (Aug 12) | <input type="checkbox"/> Begin grilling food (10:30 AM) |
| <input type="checkbox"/> Remind chapter members (Aug 16) | |

Materials and Supplies

- | | |
|---|--|
| <input type="checkbox"/> BBQ grill | <input type="checkbox"/> 7 bags of ice |
| <input type="checkbox"/> 2 bags of charcoal | <input type="checkbox"/> 3 trash cans w/ trash bags |
| <input type="checkbox"/> Lighter fluid | <input type="checkbox"/> 2 tables |
| <input type="checkbox"/> Spatula, tongs, cooking utensils | <input type="checkbox"/> 3 Volleyballs |
| <input type="checkbox"/> Paper towels, napkins | <input type="checkbox"/> Hose to water down the sand |
| <input type="checkbox"/> Paper plates, eating utensils | <input type="checkbox"/> Rake |
| <input type="checkbox"/> 4 foil trays and aluminum foil | <input type="checkbox"/> Extra volleyball net |
| <input type="checkbox"/> 50 burgers w/ buns | <input type="checkbox"/> 4 bottles of sunscreen |
| <input type="checkbox"/> 50 hot dogs w/ buns | <input type="checkbox"/> 2 referee whistles |
| <input type="checkbox"/> Condiments (ketchup, mustard, BBQ) | <input type="checkbox"/> Stereo w/ CDs |
| <input type="checkbox"/> Soda (4 Coke, 1 Diet Coke, 1 Sprite) | <input type="checkbox"/> Extension cord |
| <input type="checkbox"/> 3 coolers | |

Sample Summer Recruitment Schedule

August

	1 Reserve volleyball courts	2	3 Report events to IFC	4	5	6
7	8 Reserve bowling lanes	9	10	11	12	13
14	15 Recruitment Retreat	16	17	18 Volleyball/BB Q	19 Dorm Move-In	20 Dorm Move- In
21 Chapter Meeting	22	23 Classes Start	24 Study Hours	25 Bowling Night	26	27 Delta Gamma Social
28 Chapter Meeting	29 Monday Night Football	30	31 Study Hours			

September

				1	2 Alpha Delta Pi Mixer	3
4 Chapter Meeting	5 Monday Night Football	6	7 Study Hours	8 Blue Chip Formal Dinner	9	10
11 Chapter Meeting	12 Monday Night Football	13 Poker Tournament	14 Study Hours	15	16 IFC Bid Day	17
18 Chapter Meeting Pledge Class Meeting	19 Monday Night Football	20	21 Study Hours	22 Sorority Presentations	23	24 Pledge Class Rush Event
25 Chapter Meeting	26 Monday Night Football	27	28 Study Hours	29	30 Pledge Class Social	

SUMMER RECRUITMENT CAPTAIN

Job Description

As summer recruitment captain, it is your duty to jumpstart your chapter's recruitment program by finding creative ways to make contact with and recruit new members during the summer months, a time when typical college students are not actively engaged on campus. While the specific means for doing so may vary by campus, below are some responsibilities that may typically apply to the summer recruitment captain:

- Hosting summer recruitment events
- Facilitating chapter participation in summer orientations
- Recruiting freshmen directly out of high school
- Coordinating regional recruitment
- Sending recruitment information to incoming freshmen
- Gaining commitment from a large amount of rushees before the fall semester begins

To put it plainly, summer recruitment is what separates the men from the boys. The best chapters in Pi Kappa Alpha put in the necessary work during the summer months to put themselves ahead of the competition. It is the captain's duty to make it happen.

Why Summer Recruitment

Unfortunately, some chapters choose not to participate in summer recruitment, and many more do not participate in it to the fullest degree. They feel that the recruits that they want will come to them once the fall semester comes around, or that the summer time is meant purely for relaxation and trips to the beach. The truth, though, is that the summer season is prime time for prospecting and recruiting new members. Just because classes may not be in session does not mean that your recruitment committee should not be building your chapter's future.

So why is summer recruitment such a good idea? First and foremost, you have an opportunity to make friends with potential rushees before they ever even set foot in a classroom or register for formal recruitment. If you don't think that incoming students, particularly freshmen, aren't chomping at the bit to dive into their college experience, you're sadly mistaken. There's no reason that you can't gain full commitment from a recruit to join Pi Kappa Alpha before the first day of classes. Regardless of restrictions on rush events, giving out bids, or school schedule, there is no reason you can't bring a significant amount of recruits into your inner circle of friends during the summer months.

Most students (though not all) do not have classes, homework assignments, or projects to work on during the summer. There are no football games, basketball games, or study hours. The schedule is wide open for your chapter members to network with other students and make new friends.

If your campus has a formal recruitment system, where all fraternities can count on a significant amount of rushees to come to them during the rush week, then this is only *more*

of a reason to utilize a summer rush program, especially if the other fraternities are used to letting the recruits come to them. Imagine how good you would feel, if on the first day of formal recruitment, you could look into the crowd and spot 20 or more men that you already know will absolutely sign with PIKE. Beyond that, think of how this would affect the other rushees. Don't you think that they would be more likely to rush PIKE if they saw a large group of their compatriots already gung ho about joining before rush even began? You can bet they would.

To put it plainly one more time, summer recruitment is an incredible opportunity for your chapter, and can determine whether you spend the rest of your year in the winner's circle, or in the pits wondering what could have been.

Types of Summer Recruitment

The message is clear: we need to be participating in summer recruitment. Yet this term can mean many things on different campuses. Let's explore what types of summer recruitment exist, and what this terminology can mean.

Summer Orientations

Just about every school in North America has at least a couple sessions during the summer where new students become acquainted with their campus. No matter what the format is, PIKE needs to have a strong presence at these orientations. Who better to help new students familiarize themselves with their new surroundings than some of the campus' most well-rounded student leaders? You can set up tables in strategic spots around campus, hand out campus maps, or just hang out and throw a football or frisbee in a high-profile area. Even if you just have a few members walking around campus, showing students how to find particular buildings, this is a great opportunity to make contacts and meet recruits.

Dorm Move-Ins

For those universities that have abundant campus housing, there are often organized dorm move-in dates. By signing up through the appropriate campus office (or possibly just showing up at the appropriate time), you can help new students transport their belongings and move into their dorm. Not only is a good service to your campus, but it is another fantastic way to meet potential members. Perhaps you can even encourage all members to show up in a PIKE t-shirt in order to create positive public relations at the same time.

Summer Rush Events

Rush events should not be restricted to the beginning of the fall or spring semester. In subscribing to the year-round recruitment philosophy, we can all agree that summer is a highly appropriate time to host events. While following the same guidelines set forth in the Rush Event Captain section of this handbook, it may be wise to center these events on pre-existing school events. For example, since you know that many new students will be on campus during a summer orientation, this would be a wise time to host a rush event. A less obvious example may be to host a rush event when athletic recruiters are bringing high school athletes to campus. Not only are you doing your part to help recruit athletes to come to your university, but you are firmly placing Pi Kappa Alpha in their minds as a positive environment for them to take part in.

A more in-depth and somewhat sophisticated form of summer recruitment is commonly known as regional recruitment. This is the most advanced level of summer recruitment.

Regional Recruitment

Regional recruitment focuses on strategic geographic areas where higher concentrations of potential recruits exist. The summer recruitment captain appoints an area director for each of these locations who will be directly responsible for the recruitment of men in their area. On commuter or metropolitan campuses, area chairmen can be appointed for various high schools from which students are drawn, while on the large state campuses, chairmen can be selected for the key cities in the different parts of the state. Private schools present a somewhat more difficult situation, but inevitably there are a few new students enrolling from some of the brothers' hometowns. The function of the area chairmen becomes a microcosm of the chapter chairman. It is their responsibility to motivate the brothers in their area to determine who are the outstanding recruits and then become friends with these recruits. Each area chairman should make an effort, along with other brothers, to personally visit all the incoming students in his area.

The Process

If your situation permits, obtain a list of incoming freshmen. This list is then broken down geographically and distributed to the area directors. They are then instructed to write or call all freshmen in their area and follow up with a personal visit. Remember: a personal visit is infinitely more effective than a mailing or phone call. Gear the visit toward answering questions about the college first, and then drift into talk of fraternities and Pi Kappa Alpha. Have rush materials and facts and figures on hand to leave with the student. If possible, it is a good idea to include parents in the discussion; they usually ask more questions. Visits may be followed up with personal letters from the Chapter President to both the student and parents.

After a majority of the incoming students have been personally contacted, a couple of recruitment functions should be scheduled by the area chairmen with whom the brothers and outstanding rushees in the vicinity can become better acquainted. These recruitment functions are most successful when they are informal, and may include things such as cookouts, raft trips, water skiing, tennis, golf, picnics, or skeet shooting. Functions of this variety offer the recruit a chance to get to know several members of the chapter well enough that he begins feeling comfortable about the chapter.

The summer recruitment captain should also arrange one or two all-chapter functions at the campus or house during the summer, where most of the brothers can attend and bring top recruits from their respective areas. A function of this type makes it convenient for the recruit to meet most of the brothers; while at the same time, it allows the members to get a good preview of many potential members. At some campuses with open recruitment, some of the recruits can be approved for pledging at a large summer rush function. A major summer recruitment function may be a pig roast, softball game, golf tournament, shrimp boil party or trip to the beach.

Some chapters use what is called the "50-man concept" (the number may vary according to the chapter's plans). The summer recruitment captain compiles a list during the course of the summer (or during the fall if the chapter is on deferred recruitment) of the top 50 recruitment prospects – also known as blue chip recruits. These names are accumulated from the area directors and brothers and represent the best candidates for membership in Pi Kappa Alpha. The entire chapter makes a concerted effort to get these 50 men to all fraternity events, so that the recruit is familiar with the chapter and has resolved any hesitancy about pledging. An organized chapter that concentrates on 50 men during the summer should have at least 30 of those men wearing PIKE pledge pins in the fall.

Area Director Responsibilities

1. Organize and carry out an area recruitment program and social functions.
2. Maintain database on area recruits.
3. Make personal visits to top recruits and their parents.
4. Coordinate other brothers in the area to assist you.
5. Provide recruits with rides to summer and fall functions.
6. Report progress to the summer recruitment captain weekly.

Sample Summer Recruitment Schedule

Dorm Storm – Todd Mudd

- Get everyone up by 8:15AM
- Get doughnuts and milk
- Make sure everyone has a rush t-shirt
- Equip everyone with a “Green Book” and pen

Paintball – Steve Heck

- Make sure to at the house no later than 10:00AM
- Make sure you have a list of everyone that has paid
- Be sure to coordinate transportation for all of the rushees
- Divide up teams fairly so there are equal numbers of brothers and rushees

3-on-3 Basketball Tournament – Dar Sidebotham

- Meet at the house at 9:30AM
- Make sure everyone is organized and aware of the event
- Be sure to split up teams between brothers and rushees

Volleyball Tournament – Eric Wulf

- Meet at the house at 9:30
- Invite rushees and sorority women
- Be sure teams are evenly dispersed
- Check with the food committee to be sure everything is set up

Ice Cream Social – Tom Handler

- Have everyone meet at the house at 6:30 and leave together
- Dress appropriately and wear letters
- Make sure that both the ladies and the rushees are joining us for the event

Disco Bowling – Kevin Knaus

- Make sure to meet at the house at 10:30
- Make sure to have the list of who has paid
- Make sure transportation is set up
- Be sure to invite the sorority women

Blue Chip Dinner – Justin Buck

- Arrange transportation for all blue chips
- Make reservations at restaurant for the evening
- Make sure the restaurant is set up accordingly
- Reserved seats for blue chips

RUSH RECOMMENDATION CAPTAIN

Job Description

The rush recommendation captain is responsible for generating as many quality recommendations as humanly possible, from various areas of campus, and from alumni. His duties may include:

- Coordinating presentations to sororities and other campus organizations
- Following up with these organizations to retrieve rush recommendations
- Sending letters to alumni asking for rush recommendations
- Managing the recruitment committee's relationships with sororities
- Meeting with deans, professors, and coaches to generate recommendations
- Making sure the recommended recruits' contact information gets put into the green book and that they are appropriately followed up with

Given that name generation is possibly the most difficult part of recruitment, the rush recommendation captain plays a very important role in the recruitment committee. He needs to be capable of managing relationships with several organizations and entities, while having the communication skills to gain favorable responses.

The Recommendation Rationale

A rush recommendation is simply when a member or non-member recommends a certain young man to your fraternity. This is a person that someone else feels can be a positive part of your organization. So why would we count on someone else to find our rushees for us?

So long as you are soliciting from a credible person or group, our best sources of names can come from recommendations, and they can be solicited from more sources than just our own members. Every person knows someone who should be in a fraternity but is not. More often than not, these are the men we are trying to target. These are the men who are looking for an ideal fraternity – not the "Animal House" stereotype. The point is that our top prospective members may not be looking to join a fraternity. They must be educated and sold on the idea of fraternity. This type of fraternity man can take your chapter to the highest level, and are typically connected with other quality people on campus.

Meetings should be arranged on a continuous basis with sororities, administrators, campus leaders, and campus organizations. In these meetings, presentations should be made by prominent chapter members explaining the benefits and ideals of Pi Kappa Alpha. Then you can ask these people to recommend to you men that can help you build a fraternity that is based off of these ideals.

Some chapters feel that asking for rush recommendations from other sources will make them look desperate. This could not be further from the truth. By explaining the high ideals and enviable characteristics that Pi Kappa Alpha looks for, you end up looking anything but desperate. This is simply an excuse not to use a bold tactic that will surely gain your chapter more high quality rushees than it has ever enjoyed.

Think about it this way: If two or three nicely dressed, attractive young women from a top campus sorority came to your chapter meeting to praise you, explain their motivation and ideals in a well-thought presentation, and present your chapter president with a gift, would you be interested in helping that sorority? Would you think pretty highly of them? Of course you would.

The Sorority Presentation

While this presentation should appear natural and somewhat off-the-cuff, you must spend ample time preparing. Believe it or not, an off-the-cuff speech requires more preparation than a formal one. Winston Churchill once said, “It takes several days to prepare a good impromptu speech.”

The first thing to do is choose the members who will make the presentations. They do not have to be the recruitment chairman and president. They should be sharp looking men who can speak well in public and that represent the chapter well. These men should be versed in the recruitment program and the image the chapter wants to project during rush. They should carefully rehearse their portions of the presentation and prepare for questions. A well-prepared presentation can leave the kind of impression that will have a sorority buzzing about PIKE for weeks.

The next step is to have the recruitment chairman arrange a meeting with each sorority president to ask for an opportunity to address the entire chapter at their next meeting. If you cannot address them at a meeting, you might be able to speak at another one of their group functions, so long as you feel the majority of the chapter will be in attendance and willing to give you their attention.

Now as for the completion of the presentation itself, it is highly recommended that the presenters wear a suit and tie. Some may say that they want to go for a more casual “laid-back” feel, but here is the problem. If you tell the women that Pikes are scholars, leaders, athletes, and gentlemen, you need to dress accordingly. By wearing a suit and tie, you will look more scholarly, more like a leader, and more like a gentleman. It will provide instant credibility to everything you say, and will set you apart as different from other fraternity men. In the Greek world, image is everything.

(A sample sorority presentation script can be found at the end of this section.)

Now that the presentation is complete, it is time to follow up, as it is a very important part of the process. Give the sorority a few days to generate some names. Dressed nicely, stop by in the middle of the week to pick up the recommendation sheet, and be sure to leave another one with them. If you see some women in the foyer while you’re picking up the sheets, ask them if they put any names on the list. If not, ask them why? If they did, thank them for their efforts.

Now that you have a list of recommendations, it’s time to start calling. Be sure to thank each sorority member individually if one of her recommendations becomes a pledge of Pi Kappa Alpha.

Presenting to Campus Organizations

Sororities are not the only groups that you can ask for rush recommendations. By tweaking the above process to fit your target audience, you can make similar presentations to other groups on campus as well. Some example of organizations where you may find good recommendations would be the following.

- Student government
- Women's athletic teams
- Honors college
- Community service groups
- Student newspaper
- Club sports teams

Again, the members of these organizations are likely to know quality men on your campus. They may even be top-notch recruits themselves. Even if you do not receive as many recommendations a you would from a sorority, you still presented a very favorable impression of Pi Kappa Alpha, and have improved your chapter's public relations.

Other Sources of Recommendations

There are countless other possible sources of recommendations. Some of the more common ones may be athletic coaches, deans, or professors. By meeting with these individuals and telling them about what kind of men you are looking to recruit and describing the ideal chapter that you seek to build, you can win your chapter a valuable ally and gain some high-quality recommendations.

Also, many chapters do not think to solicit their alumni. Most of them likely know some college-age men, and are very likely to refer them to you. All you have to do is ask, so consider putting a brief note in every alumni newsletter or email asking for rush recommendations, and providing the rush chairman's contact information. (Sample alumni letters/emails can be found at the end of this section.)

Sample Alumni Letters

Recommendation Solicitation Letter

(Date)

(Address)

Dear Brother Alumnus,

We at (CHAPTER NAME) have been working on our recruitment plans for the coming year. Our first step is to compile a recruitment list of prospective members. We would appreciate your assistance in this effort. I am sure that your activities have brought you into contact with young men who will be entering our university and who you believe to be prospects for Pi Kappa Alpha.

Enclosed, you will find a number of recommendation forms which you may use to inform us of potential recruits. We would like to contact these men as quickly as possible for we feel that personal, extended contact is the most sincere way of recruiting members. Because of this, I would appreciate your quick attention to this matter.

We will be very grateful for any help you can provide.

Sincerely,

Josh Jones, Recruitment Chairman

Thank-You Letter

(ADDRESS)

(DATE)

Dear Alumnus,

Thank you for your recommendation of (NAME). As you know, we rely on alumni recommendations for the bulk of our recruitment prospects. The interest that you and other alumni have shown in the chapter has provided us with added incentive to have a successful recruitment.

At this time, we have (CONTACTED, BID, or PLEDGED) (NAME). We agree that he will make a fine Pike and wish to thank you again for your interest.

We are always happy to hear from our alumnus brothers, so keep in touch.

Sincerely,

Josh Jones, Recruitment Chairman

RECRUITMENT SCHOLARSHIP CAPTAIN

Job Description

The recruitment scholarship captain is responsible for the administration of the chapter's recruitment scholarship program. His duties may involve the following responsibilities:

- Organizing the materials and manpower for the program
- Distributing the scholarship application to possible recruits
- Creating awareness for the scholarship
- Collecting applications and filtering the statistics and information
- Facilitating correspondence with applicants
- Appointing and managing the selection committee
- Coordinating interviews of finalists
- Planning a scholarship awards banquet

Coordinating a recruitment scholarship program is a long-term project that requires a high level of organization and diligence. When administered correctly, though, it can be a strong differentiating factor in your recruitment program.

The Program

Many people may wonder what issuing a scholarship has to do with recruiting young men into your fraternity. Well first, think about what kind of information goes into a scholarship application: grades, involvement, contact information, etc. Does this sound like information that you like to know about your recruits? Next, think about what kind of people apply for scholarships: they generally make good grades, were fairly involved, and are proactive enough to fill out an application. Does this sound like the type of person we would want to recruit?

Another one of the beauties of issuing a scholarship is that the chapter can emphasize the characteristics that are important to it. For example, if the chapter's grades have been suffering, it can make GPA the most heavily weighted factor. If the chapter is seeking to improve its intramural standing, it can grant points specifically for involvement in athletics. While different scholarship applications will generally ask for similar pieces of information, small adjustments can be made to emphasize the traits that are important to your chapter.

Goals of the Program

There are two goals of the scholarship program, the first is to find the most outstanding male students, and the second is to pledge them. In the process your chapter will be making a commitment to academics and will portray an image to the public that is often overlooked. A chapter that stresses academics will attract men that feel academics is the priority. Likewise, a chapter that portrays a "party house" image will attract men that feel partying is the priority.

The recruitment scholarship program seeks to reward men who demonstrate devotion to academic achievement and a commitment to making both the University and community

better places to live. The program will consist of an application and interview process to determine who will receive the award. This process will enable the chapter to identify and contact the most outstanding men, in addition to creating a scholastic culture in the chapter and doing a positive thing for the University.

Cost of the Program

The most important question to ask in the developing stages is: How much money does the chapter have to facilitate the scholarship? Like anything, the more money you have the better, but money should not be the deciding issue. A chapter with healthy finances may offer three scholarships, a first place of \$500 and two runners-up at \$250 each. The amounts are completely up to the chapter. Likewise, a smaller chapter may decide to award one finalist with a \$500 scholarship. The most important objective will be to establish a legitimate scholarship - a \$25 scholarship will not attract the most outstanding men.

Items to budget for are:

- Initial mail-out
- Response to applicants (Finalist and non-finalist letters)
- Awards Banquet/Bid Party/Reception (Printing and postage)
- Finalist awards (Certificates, plaques)
- Telephone expenses (Contact with finalists)
- First Place Scholarship
- Second Place Scholarship
- Third Place Scholarship

Putting the Right Person in Charge

Selecting the right person for the job is critical to the program's success. The chairman will work closely with the recruitment chairman and must attend all interviews of the candidates. It is suggested that the chairman be on the recruitment committee and live on or near campus during the summer. The time commitment is substantial in order for the scholarship to be an effective rush tool. Availability must be a consideration.

Because the ultimate goal of the scholarship program is new member recruitment, the scholarship coordinator must present a favorable image of the fraternity and be well versed in the recruitment process. Many applicants will have little or no interest in joining a Fraternity and it is the responsibility of the scholarship director to get them thinking seriously about Pi Kappa Alpha. In addition, superb organizational and time management skills are a must.

The Time-Line

The time-line below explains when certain stages of the program should be achieved. When setting your calendar keep in mind the signing date or bid day. The scholarship can be awarded at that time.

February 1: Initial letters with applications are sent to every senior counselor at every high school in the State. It is important to send the information out early

because many seniors are beginning to conduct their scholarship research process.

- May 1: This is the due date for all applications. This date is early enough to allow the scholarship director to select the top candidates before school is out. It also gives the rush chairman time to contact all applicants that are no longer in the running for the scholarship.
- June 1: Letters are sent to all finalists and non-finalists. The director determines the number of finalists.
- June 5: Contact all finalists by phone to set up interview dates and times.

An ideal time to set up the interviews is during new student orientation. This will give you an opportunity to spend time with the candidate and his parents in an ideal environment. If it is impossible to meet during orientation, set up an interview at the candidate's home. Once all finalists have been interviewed the scholarship winners should be selected.

The date the scholarship is awarded should coincide or be close to bid day. It is important that each scholarship candidate knows that Pi Kappa Alpha is interested in him as a potential member of the Fraternity.

The Application Process

One of the first things you need to do is create the scholarship application. As stated previously, the scholarship can emphasize whatever characteristics you would like it to. But generally speaking, the types of information it needs to seek are grades, leadership experience, and community involvement. Beyond that, the application needs to have a clean and professional look to it, as this will reflect well on the chapter.

The next step is to get the application out to high school seniors. The easiest ways to do this are to mail packets to area high school guidance counselors, include them in mail-outs through the admissions office, or to email them directly to incoming freshman. Your university's admissions office should be willing to send this out to some sort of list-serve, since you are sending something that will attract students to the university and provide them with funds to spend at the institution.

The packet should include an explanation of the scholarship (amounts, requirements, etc.), applications, and a personal letter from the scholarship director. Follow the sample given at the end of this section to create an effective application. Each packet should be followed up with a telephone call and a visit if possible. Letters should also be written to all rushees informing them of the scholarship program.

(A sample scholarship application can be found at the end of this section.)

Processing the Applications

Once the students begin mailing the applications back to, you are going to need to have criteria set up for evaluating the applicants, as well as a means for selecting and notifying the finalists and non-finalists.

The criteria for selecting the finalists should be set before the selection process begins. The numbers of finalists will be your decision. Applications should be judged on academic performance and involvement in the school and community, each category receiving a certain percentage of the final score. For example:

Cumulative GPA	25%
ACT/SAT	25%
Activities	50%

Extracurricular activities are given equal weight in the judging process because the scholarship is awarded on the basis of scholarship and leadership. Points for extracurricular activity should be awarded on the basis of the applicant's level of involvement. For example, the president of student council will be awarded 5 points, while a representative will only be awarded 1 point. The scholarship chairman determines the value you assign to each leadership position.

Notifying Finalists and Non-Finalists

Once you have determined the number of finalists you wish to select from, each person who applied for the scholarship should be notified of his status. Applicants that are not considered finalists should remain in contact with the Fraternity, but by the rush chairman instead of the scholarship director.

The finalist letter should offer congratulations. It is important to mention the interview process and that the director will give him a call in three to four days to set up an appointment. Encourage the finalist to call the scholarship director if he has any questions.

The conciliatory letter should express thanks for the applicant's interest. Explain in the letter the difficulty of choosing a finalist and tactfully tell him he is not a finalist. It is important that this letter is written with the applicants' feelings in mind because he is still considered a candidate for membership. The rush chairman should be in contact with the applicant and the normal rush process will take place.

(Examples of congratulatory and conciliatory letters follow at the end of this section.)

The Interview Process

You are now ready to interview the finalists. It is important to schedule interviews as soon as possible after the finalist letter is mailed. As stated earlier, it is best to schedule interviews during orientation at the chapter facility or on campus.

The interview should last no less than 45 minutes. Parents are invited and should be encouraged to attend. Meetings should be scheduled with plenty of time between meetings to review the applicant's information.

Before calling each finalist, the chairman should familiarize himself with the applicant, a quick review of the application is necessary. Keep the application in front of you while you speak to the finalist. It is also good practice to make notes during the conversation. This will make the interview process more comfortable for you and the finalist because you will be able to refer to your earlier conversation.

When you talk to the finalist on the phone, make sure he is well aware of why you are calling. He should have received the congratulatory letter by now and is well aware of Pi Kappa Alpha. Start the conversation with general small talk, make sure he has received the letter you sent, answer any questions he may have.

Once all questions have been answered, inform him of the interview process and set up the best time for him to meet, ideally during school orientation. Orientation is an informal affair, so don't anticipate finalists wearing coat and tie. If he asks, tell him it is informal. The interviewers however, should be dressed in coat and tie. Once the date and time is set, give the finalist your name and number again and repeat to him the time of the meeting. Make sure you give accurate directions to the chapter facility or campus facility and offer to provide transportation.

The Interview

The interview can be the most effective event in the entire scholarship process. The goal is to find out more about the applicant and by the end of the interview his interest in Pi Kappa Alpha should be at its highest level. Each finalist should leave the interview as a recruit.

The format to follow is very similar to the interview used by the recruitment chairman. Start with an explanation of the interview and give a brief overview of the subjects that will be covered. Begin the interview with an introduction given by the finalist then proceed with the agenda utilizing comfortable conversation at every point. Follow the outline below:

1. Start the interview off by welcoming the finalist and his parents then give a brief description of the things you will cover in the interview.
2. Give a brief description of the scholarship (amount, basis for choosing a winner, etc.). Also give an overview of Pi Kappa Alpha. Start with the history of the Fraternity including your chapter. Explain briefly your goal is to foster academics and leadership and to provide opportunities for undergraduates to excel in all areas of college life.
3. Move to personal introductions beginning with the finalist and moving to the interviewers.
4. Interviewers should begin asking questions. Conversation should be relaxed at this point and the finalist should be made to feel comfortable. Start with high school activities and interests. Ask questions pertaining to his high school career. What were his successes and regrets and what would he do if he could live it over again.
5. After you have talked about his high school experience, move to questions about college. How did he decide to attend _____ University? The goal is to find out the degree he will pursue, classes he will take and his interests in college.

6. It is important to mention activities during this part of the interview. Does he have interest in campus activities and is he planning to get involved at your school? The answer will most likely be yes. He was active in high school and wishes to remain involved. It is important to ask if the finalist has any interest in becoming Greek. If there is no interest, drop the subject. If he has an interest, be prepared to give information about Pi Kappa Alpha later in the interview and answer any questions he may have.
7. The next step in the interview is to ask more involved questions. The responses should require a certain amount of thought, stay away from yes or no questions. The goal is to get the finalist to talk about how he sees himself. Some sample questions are: "Do you see yourself as a leader or a-follower?" If he is involved in sports, ask him questions that are related to athletics. "What is the most important position on a basketball team, why and what position would you play?" "Where do you see yourself in ten years?", "What qualities do you look for in other people?", "What would you improve about yourself?" This will give the interview a more businesslike tone. The final question is "Why should you be the winner of the Pi Kappa Alpha Scholarship?"
8. The final part of the interview is for additional information and question answering. It is important to press the issue of campus involvement. Generally, students will have questions about the Fraternity. The approach you have taken is totally different than any other Fraternities rush efforts. You have raised his interest by appealing to the things he places value on, like scholarship and leadership. This is where we have missed quality candidates in the past.
9. The meeting should end by giving the rushee a date he can expect to hear from the scholarship director and giving him a contact number should he have any questions. Included with the number should be an invitation to any rush events you may have planned-including the event you plan to award the scholarship.

Once the interview is complete, make notes of the conversations you had. What are his strong points, weaknesses, etc ... Follow the evaluation form example given below. If the finalist told you he has an interest in becoming Greek, contact the rush chairman immediately. The more people he is in contact with the better. Follow up with the finalist by writing him a letter thanking him for his attendance.

(A sample interview evaluation can be found at the end of this section.)

Awarding the Scholarship

The winner should be selected by combining the application and the interview. This can be subjective because of the nature of the application and interview process. A finalist that appears excellent on paper may be average in person. Considerable emphasis should be put on the personal interview.

The manner in which you award the scholarship is up to you. Your options are:

- A. A banquet dedicated to the scholarship finalists.
- B. Award the scholarship at a bid/signing party.

- C. Awards announcement reception.
- D. No event, simply award the winners personally.

The decision will most likely be made according to the amount of money you have to spend. If you choose to set up a banquet make sure it is a success. The final piece of this puzzle can prove to people you are a quality organization. Work within your means, an ill-prepared banquet with low attendance will scare off rushees. On the other hand, a well-planned reception can make the entire program a success.

Sample Scholarship Application

THE PI KAPPA ALPHA SCHOLARSHIP AWARDING EXCELLENCE IN ACADEMICS AND LEADERSHIP

Name _____
(First) (Middle) (Last)

Date of Birth _____ Student ID _____

Home Address _____

Home Phone # _____

Email Address _____

Parent's/Guardian's Name _____

SCHOLARSHIP

High School Attended _____

Grade Point Average _____

Rank in Class _____ out of _____

SAT and/or ACT score _____

SCHOLASTIC AWARDS & ACHIEVEMENTS

EXTRACURRICULAR ACTIVITIES AND LEADERSHIP

	Activity	Position Held
1.	_____	_____
2.	_____	_____
3.	_____	_____

COMMUNITY INVOLVEMENT

Employment

Job Title, Number of Years

- 1. _____
- 2. _____
- 3. _____

Community Service

Number of Years

- 1. _____
- 2. _____
- 3. _____

ATHLETICS

Sport

of Years

Awards/Achievements

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Attach all additional information to the application.

The application must be completed and postmarked by _____ date.

Enclose an official high school transcript and send to:

[Insert Chapter Address]

APPLICANT

Signed this _____ day of _____, 20__.

Sample Letters

Sample Application Letter

Mr. Prospective Winner
Address
City, State Zip

Mr. Prospective:

The men of Pi Kappa Alpha would like to take this opportunity to congratulate on your acceptance to _____ University. As a result of your outstanding qualities you have been recommended to us as a candidate for the Pi Kappa Alpha Scholarship.

The scholarship is provided by the alumni of the Pi Kappa Alpha Fraternity. The Pi Kappa Alpha Fraternity, or PIKE as we are known, is one of the largest international fraternities with over 220 chapters at universities and colleges throughout North America. The Pikes are known for their excellence in academics, leadership, and athletics. The Pikes here at _____ University have established the same reputation. The scholarship will be awarded to an individual who demonstrates these qualities.

The Pi Kappa Alpha Scholarship is a \$500 non-renewable award available to incoming freshman or first semester transfer students. To remain eligible for the scholarship you must complete the enclosed application and drop it in the mail by August 15, 200_ (a self addressed envelope is enclosed.) The finalists will have their pictures published in the local newspaper, so we will need a photograph of yourself (senior picture, yearbook picture) sent with your application.

If you have any questions or concerns, feel free to call me. I look forward to hearing from you.

Sincerely,

Justin A. Buck
8347 West Range Cove
Memphis, TN 38125
901 / 748-1868

Sample Finalist Letter

May 22, 20__

Robertson Howard
8347 West Range Cove
Memphis, TN 38125

Dear Robertson,

On behalf of the Pi Kappa Alpha Fraternity, I thank you for the submitting your application for the Pi Kappa Alpha Scholarship Awarded for Excellence in Academics and Leadership. After reviewing a large number of applications, I would like to congratulate you on becoming a finalist for the 200__ award.

The next step in the process is the personal interview. You will be contacted in the next several days to set up a time to meet.

As you are probably well aware, the scholarship can only be awarded to students that will be attending school in the fall. Please contact us if your decision has changed. Further, please feel free to contact me if you have any questions pertaining to the scholarship or Pi Kappa Alpha Fraternity. My telephone number is (901) 748-1868.

Once again, congratulations, and I look forward to meeting you.

Sincerely,

Justin A. Buck
Scholarship Director

Sample Non-Finalist Letter

May 22, 20__

Mr. Robertson Howard
8347 West Range Cove
Memphis, TN 38125

Dear Robertson,

On behalf of the Pi Kappa Alpha Fraternity, I would like to thank you for your interest in the Pi Kappa Alpha Scholarship. Our Fraternity has a firm commitment to seeking out the most outstanding students entering the university.

In response to our scholarship, we received a large number of applications from around the state and across the country. The quality of applications this year has been nothing less than outstanding and we have had a difficult time choosing the finalists. I am sorry I cannot announce you as a finalist for the scholarship. If you have any questions, feel free to contact me at (901) 748-1868.

Once again, thank you for your interest, and I am looking forward to seeing you on campus this fall.

Sincerely,

Justin A. Buck
Scholarship Director

Sample Interview Evaluation Form

The Pi Kappa Alpha Scholarship Interview Evaluation

Name _____ Date _____

Interviewers _____ Time _____

Excellent

Above Average

Average

Communication Skills

Scholastic History

Leadership Ability

Athletic History

Confidence / Presence

Cumulative Rating

What impressed you about the finalist?

How well did he respond to questions asked?

Does he have an interest in Pi Kappa Alpha?

Should this person be seriously considered for the award?

MARKETING CAPTAIN

Job Description

As the CMO (Chief Marketing Officer) of your chapter, it is the marketing captain's responsibility to actively market the fraternity through various tactics and media, create and support a good overall image of the chapter, and to portray the chapter's brand through effective means, all in support of the chapter's recruitment efforts. Such responsibilities and tasks may include the following:

- Creating and distributing recruitment shirts
- Making recruitment ads, flyers, and banners
- Publicizing the chapter's recruitment schedule through various means
- Getting the word out across campus about joining PIKE

While much of the actual design and physical creation of the media may be outsourced to other artistically, graphically, or technologically minded members – or even possibly to a third-party vendor – it is the marketing captain's responsibility to oversee the execution of these ideas.

Effective Marketing

Effective marketing can be a wonderful tool in recruiting new members. While no t-shirt, advertisement, or banner is going to convince someone to join your fraternity (only you can do that!), these measures can help heighten awareness about PIKE at your campus and in your community, as well as create a positive image of the chapter to those outside of it. Potential recruits will know who you are before you contact them, campus leaders will have a positive image of your chapter when you ask them for referrals, and sorority women will be more likely to help you recruit if you have an effective marketing plan put in place.

Know Your Recruiting Goals

Are you looking for men with higher GPA's, athletic ability, or potential to fill leadership positions in the chapter or on campus? Then your messages should highlight those areas before, during and after your formal recruitment process starts. Ultimately, marketing supports chapter recruitment goals by showing rushees the kind of men they can become.

Keep Your Audience in Mind

Remember who you're marketing to. Many chapters make a mistake in assuming that they are marketing to themselves, or only to young male college students. Keep in mind that effective recruitment programs are not only good at winning over rushees, but the people who will help you gain them. This includes parents, professors, sorority women, campus leaders, and anyone else that a recruit may come in contact with or who's opinion they will respect. Thus, your marketing must be appropriately aimed at all of these audiences.

Know Your Product

When you are creating your marketing materials, it is important that you know what product you are marketing. In our case, you are advertising for people to join your fraternity, so your product is the PIKE experience. Ask yourself, does your advertisement accurately reflect your product?

Avoid Humor

One of the primary mistakes that chapters will make is focusing on making their marketing message “funny.” Well what is typically amusing to a member of your chapter is often not amusing to anyone else, or sometimes even offensive to outside audiences. Save your sense of humor for when you meet a recruit face-to-face, as it is much more effective and more appropriate than trying to tell your inside joke via t-shirts, flyers, or banners. A good question to ask when creating such messages is, “Would I be able to proudly show this message to my mother? And if so, would she understand it?” If the answer is no, then that message is probably not a good idea.

Make Your Message Clear

Marketing your chapter should not be a complicated campaign. Even Fortune 500 companies subscribe to the philosophy that your message should be simple and clear when trying to convey an idea to your target audience. If you’re advertising for a recruitment event, make sure that the viewer can come away with the simple facts: the who, what, when, why, and where. If you’re creating a rush t-shirt, make sure that your message is legible from more than just a couple feet away. The best message in the world will do you no good if it is not easily perceived by those who are reading it. At the same time, having a clear message can do worlds of harm if it is not the right kind of message.

Building Your Brand

Another business concept that is becoming more and more relevant in fraternity life, and one that is closely related to marketing, is the concept of branding. In the business sense, branding can be defined as the process of creating a unique, positive and recognizable identity for a product or service. For our purposes, the product or service that we are marketing is our fraternity experience. Thus, through effective branding, we can create a unique, positive, and recognizable identity for the PIKE fraternity experience. If our audience is able to quickly recognize our positive brand, then it will help facilitate our recruitment of the most, best men, because our brand will be a part of our quality reputation not only to recruits, but to the people that actively influence them.

So what exactly makes up a fraternity’s brand? Overall, your chapter’s brand is similar to its image. Many different variables affect it. It is not only what images and messages that you put on your ads and t-shirts; it is how your members dress and conduct themselves. In the end, it is the reputation that these men hold as individuals and therefore as an organization. So how does one go about creating a positive brand for their chapter? Well first, let us determine what kind of brand we would like to create.

The PIKE Brand

In a world where so many fraternities perpetuate negative images, Pi Kappa Alpha has the opportunity to create a uniquely positive brand: a brand of class, integrity, and high moral character, and a brand of scholars, leaders, athletes and gentlemen. We seek to create a

brand of friendly winners, of men that can be looked up to within their college communities and beyond, and of men that any woman would be proud to bring home to their parents. This is the brand and the image that all PIKE chapters should seek to create. Below are some tips on how to go about creating and penetrating the PIKE brand effectively.

- **Make it unique.** One of the foremost mistakes that many chapters make is to hide their brand within someone else’s brand. For example, while it may look neat to replace the “N” on a Nike symbol with a “P”, most people would not recognize it as a PIKE brand. They would glance at the symbol’s shape and design and fill in the blank with the brand that they are most familiar with – Nike. Thus, your brand would yield no positive results for PIKE.
- **Make it easily recognizable.** You may be tempted to try to create a groundbreaking branding campaign for your chapter, but it is advisable to start small and keep things simple. Most importantly, your brand needs to be easy to discern. Just like any other good marketing concept, your brand and its message need to be very clear. The look of your brand should reflect your members – strong, positive, and clean.
- **Use it consistently.** Unfortunately, the nature of fraternity chapters is that most things change every year or so with the development of new leadership. This does not bode well for effective branding, because one year is not enough time to effectively develop and penetrate a brand. In order for the chapter’s brand to be widely recognizable, the brand will need to be a part of your long-term strategic plan. Most marketing officers say that once your brand begins to become somewhat annoying for you to see, it is just then beginning to work.

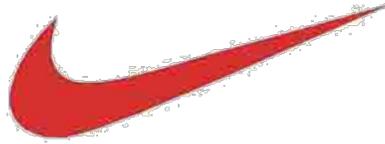
These guidelines will help you create an *effective* brand. Now let’s focus on promoting the *right kind of brand*. Below are some key phrases and characteristics that you DO NOT want affiliated with your brand.

<i>Cocky</i>	<i>Conceited</i>	<i>Goofy</i>	<i>Lazy</i>
<i>Alcoholic</i>	<i>Better Than You</i>	<i>Hate</i>	<i>Jealousy</i>
<i>Indifferent</i>	<i>Isolated</i>	<i>Rude</i>	<i>Womanizer</i>

All of the above words and phrases have a negative connotation. We want our message to be positive so that it can illicit good feelings to everyone who views it. That way, people will affiliate our brand with the good experience that is Pi Kappa Alpha. Here are some positive words to include and be affiliated with your brand.

Confident	Winners	Friendly	Driven
Exciting	Fun	Competitive	Leaders
Sharp	Strong	Intelligent	Ambitious

Look at the brands below. What do these brands make you feel? When viewing the BMW logo, most people instantly think “The Ultimate Driving Machine.” It’s a feeling of confidence and power. What about Nike? “Just Do It.” It speaks to athletes that seek less talk and more action. Without even having a written message, these logos are able to communicate powerful messages.



It is possible for our chapters to take advantage of the same type of brand recognition. Using the guidelines and practices described above, we can create the same kind of positive feelings about our Fraternity. Below are some examples of positive brands created by both the International Fraternity and local chapters.

THE PI KAPPA ALPHA FRATERNITY

PIKE

Scholars, Leaders, Athletes, Gentlemen



ΠΚΑ

PI KAPPA ALPHA

Scholars, Leaders, Athletes, Gentlemen

PIKE University

Marketing Ideas

Once you have chosen or created your brand, incorporate it into everything the chapter does. Put it on every t-shirt, place it on every flyer, and plaster it on every banner. Putting this type of effort into a strong positive brand over the course of several semesters, combined with good public relations and high personal standards for your members, will help create the kind of image and recognition that your chapter can enjoy. Below are some ideas for ways to get the word out about joining PIKE:

- T-shirts
- Flyers
- Banners
- Newspaper Ads
- Business Cards
- Facebook
- Polo Shirts
- Press Releases
- Campus TV Show
- Chapter Website

SECTION III - Recruitment for All Members

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SECTION III OVERVIEW

This section of the recruitment handbook is meant to be given out to every member of your chapter. It contains information that is useful to members at all levels of involvement, from a newly pinned pledge to a graduating senior. This contains the specific information that will take your members from run-of-the-mill fraternity men to top-notch recruiters. If every member is familiar with the concepts contained in this section, your chapter will have a severe strategic advantage over your fraternal adversaries. Some of the beginning concepts contained herein are the same as what is introduced in Section I, but Section III goes into far greater detail as to how every member of your chapter can directly recruit the most, best men on your college campus.

INTRODUCTION TO RECRUITMENT

The Most Important Program

Depending on the length of time you've been in your chapter, you may have heard many different programs described as "the most important." Scholarship is number one to many members, because everyone should be enrolled in college to eventually get a degree. Some may cite intramurals as the most important, because there is no more concrete way to stack up against other fraternities than athletic competition. Others may say that social events are the top priority, because we were founded as a social college fraternity.

The Lifeblood of the Fraternity

The bottom line is this, though: In order for any of these programs to exist to any degree, you must first recruit the men to participate in them and manage them. Simply put, recruitment is the lifeblood of our Fraternity. Without successful recruitment, our Fraternity would cease to exist.

The Solution to Any Problem

Some chapter may fear that they need to solve some other inclement problem before shifting their focus to recruitment. Let's say that your chapter has a large debt, and wants to mostly focus on fundraising for the duration of the semester. Well how about recruiting more men to pitch in to the financial pot?

Others may be worried about their chapter's grades, and say that they will take a break this semester to focus on their GPA. While grades should always be a personal focus, how about recruiting more scholastically inclined students from the Honors College or Dean's List in order to raise the overall GPA and shift the culture of your group?

Is your chapter terrible at intramural soccer? Recruit more soccer players. Are your men not very popular with sororities? Ask the women for recommendations of who they think you should recruit. There is not a single problem that your fraternity can face that cannot be helped by a good recruitment program. It is the solution to all of your problems.

The Ultimate Competition

Recruitment is the ultimate competition. The chapter that recruits the most intelligent men will typically win the scholarship cup. The fraternity that recruits the best athletes will usually win the intramural honors. The fraternity that recruits the hardest working leaders will maintain a leadership presence on campus. And the fraternity that recruits the most gentlemen will have good social relations with the sororities and within the community.

On any given campus, the best fraternities will be comprised of not just the best men on campus, but the most outstanding men on campus. A simple rule of competition is that you must have the resources to compete. For fraternities, this means you need to have enough good men to draw upon. Your ultimate aim as recruitment chairman is to have the best and the largest pledge class on campus. Visit any campus across the country and you will find that the best fraternity on campus is usually the largest fraternity.

With this in mind, your goal as recruitment chairman is to recruit a pledge class that will allow your chapter to reach the top or stay on top if you're already there. You are not recruiting to "fill the house" or "to replace graduating seniors", you are "recruiting to win." Your aim is to get the best pledge class on campus containing the most scholars, leaders, athletes, and above all, gentlemen.

There is no better way to physically measure up with the other fraternities on campus. *In rush, there are winners, and there are losers. The fraternity with the biggest, best pledge class wins.*

Every Member's Responsibility

Recruitment is the most important program in our Fraternity; therefore it is every member's responsibility to help ensure PIKE's victory year in and year out. There are several key things that every member can be doing in order aid in our cause.

Name Generation

The toughest, most time-consuming part of any recruitment program is finding the young men that we will invite to our events, some of which we will eventually invite to join. This is why it is so important that every chapter member contribute to leaving no stone unturned and finding every potential Pike on your campus. These men can be found in any number of places, including but not limited to the following sources:

- Classroom
- Study groups
- Gym or intramural fields
- Residence halls
- Lunch rooms
- Friends of friends
- Your local high school

Name generation is not just the responsibility of the recruitment chairman. If every member is contributing by submitting names and contact information, there is no reason that your chapter can't build a "green book" of a couple hundred young recruits, no matter what the chapter size.

Don't leave this important task up to anyone else. It is absolutely imperative that everyone in the chapter contributes to finding the young men that will define Pi Kappa Alpha's identity on your respective campus for years to come.

The Recruitment Culture – 24/7/365

Many chapters do a great job at rush, but do a horrible job at recruitment. The difference is this: Rush is a formal period designated by the University near the beginning of a given semester when fraternities typically take new pledge classes, while recruitment is a continual process by which we draw in the best men on our campus to be a part of our Fraternity.

With many Greek systems becoming more and more competitive each year, the best chapters employ a 365 recruitment strategy. This means that regardless of the time of year, every member has the mindset that their chapter is actively looking for and recruiting the top men.

For example, let's say you are sitting in class in early November. Your fall pledge class is two weeks away from getting initiated, but you've met a guy in your class that seems like a very sharp student. Many people might not even give it a second thought; but if your chapter has a 365 recruitment culture, you would think to get the young man's contact information, submit it to the recruitment chairman at the next meeting, and invite him to the cookout the chapter is hosting that weekend. That way, this recruit could already be in the pipeline for the next pledge class before you have even initiated the current one.

That is how simple a year-round recruitment culture can be. All it takes is for the chapter members to be constantly on the lookout for potential Pikes, submitting names and contact information to the recruitment chairman, and inviting these young men out to various chapter events.

Representing PIKE's Values

As Pikes, we pride ourselves on being Scholars, Leaders, Athletes, and Gentlemen; and during recruitment, we use these traits to differentiate ourselves from other fraternities. But if we are not actively representing these values on our campus, the SLAG pitch loses its effectiveness altogether. It is every member's duty to exemplify these characteristics, and to strive to be a True Pike. All it takes is a couple poor decisions by a few members to tarnish the reputation of the entire chapter. These are the type of things that can decimate your recruitment effort.

On the other hand, good publicity and a concerted effort to be well-perceived on campus can go a long way. If every member strives to dress a step above their peers, be open and friendly to their colleagues, and be positively involved on their campus, the recruitment effort will be exponentially improved.

RECRUITMENT STRATEGY

The PIKE Recruitment Philosophy

What is fraternity recruitment? By definition, it is the means by which fraternities seek to expand their membership. Without recruitment, fraternities would eventually cease operations because all members would either graduate or leave school. Therefore, it's obviously beneficial to all fraternity chapters to have a thorough understanding of recruitment.

Every school has some type of system that allows college men who are not currently in a fraternity to see what benefits may be available for them in the Greek system. Be it formal rush, open rush, or summer rush, there is a system. Theoretically, the system benefits the interested undergraduate in that he is provided with all of the necessary information to reach the correct decision. The system also benefits the respective fraternity chapters in that they are provided with a pool of potential members. In itself, the system is quite simple.

Individual chapter approaches to rush vary. Some are willing to accept whoever is willing to accept them. Others make a last minute effort in the hopes that they may be perceived as desirable when this may not actually be the case. Lastly, some chapters may put on a good show, recruit some men partly because of the system and partly because of their status in the Greek system, then pat themselves on the back saying that they have done everything in their power to recruit.

At Pi Kappa Alpha, recruitment is taken to the next level. Our Fraternity views rush not as a means of getting men, but as a vehicle to actively and strategically recruit the *best* men. Taken a step further, we arrive at the PIKE recruitment philosophy:

“Pi Kappa Alpha strives to recruit the most, best men; and through recruiting the most outstanding men, we enable ourselves to become the ideal fraternity.”

Simply put, quantity and quality are not mutually exclusive. It is distinctly possible to recruit the most men on your campus while also attracting the best men. The best fraternity chapters in the world do this year in and year out. There is no compromise. We want it all.

The PIKE Rush Formula

Once a chapter has resolved to recruit the most, best men, the next logical step is to determine *how*. While there are an abundance of opinions on the best recruitment strategies, it all comes down to one basic idea. The PIKE rush formula is a time-tested, factual description of the reasons why men join fraternities.

“The rushee will join the best fraternity he can find where he believes he has the most friends.”

There are two primary aspects to this formula, and both must be addressed in creating a successful recruitment program for your chapter. All of our recruitment strategies tie into this formula one way or another.

“The best fraternity he can find...”

First, you want to convince the rushee that Pi Kappa Alpha is, or soon will be, the best fraternity on campus. If your chapter is already the best on campus, then your job is straightforward. Point out the chapter's long tradition of excellence and describe your plans for continued success.

If you do not currently have a top reputation, you must make an honest assessment of your chapter's standing. In addition, the chapter must have the attitude that it will soon be the best. There is no future in selling the fraternity as a second-rate product, for this will only breed second-rate expectations. Whether Pi Kappa Alpha is #2 or #22 on your campus, as recruitment chairman you must promote a winning attitude. "We will soon be # 1 in everyone's eyes." This winning attitude, when combined with careful planning and execution, cannot be beaten.

Second, your job is to dominate the rushee's time. Reread the first half of the rush formula. Give special attention to the phrase, "*he can find...*" If the rushee looks at only a few other fraternities, as opposed to all of them, then you have improved the chances of getting him to join Pi Kappa Alpha. Many men join a fraternity for the simple reason that they never looked elsewhere. Many will join where their high school friends join or where they are made to feel welcome. In summer or open rush the chapter can target quality rushees and pledge them before the competition even finds out they exist. The bottom line is that if you make yourself visible and make the rushee feel always welcome, you greatly increase your chances of being the best fraternity he can find.

“Where he believes he has the most friends...”

Recruitment events do not recruit new members, people do. **Recruitment, in its most basic form, is simply the process of making friends.** Rushees want to feel welcome, wanted and liked. They want to feel important and to fit in. It is extremely important that the brothers pay attention to the rushees. This thought will scare some of the brothers. Talking to a new person can be a terrifying prospect. This is a common mistake known in fraternity circles as "fear of the recruit." Brothers who do not know how to talk to rushees are perceived as cold and aloof.

During recruitment the chapter must concentrate on friendliness and personal contact, and this is required of the entire chapter – not just the recruitment chairman or the recruitment committee. At recruitment events, tell the less outgoing brothers, "be friendly... you do not have to talk to the recruits, but merely introduce yourself. Welcome them to the house, and move on." The effect will be masses of brothers briefly greeting the rushees and making them feel comfortable.

The recruitment committee can assign certain members to do the heavy recruiting. The key to overcoming fear of the recruit is to remember that the recruit is probably twice as scared as anyone in the chapter. Fraternities are new and mysterious to the recruits, and fraternity recruitment can be very intimidating for young men. The chapter members must go out of their way to make the rushees feel comfortable.

As mentioned earlier, the recruitment committee should designate several men as key recruiters. These key recruiters, or recruitment captains, should be some of the sharpest men in the chapter, and must be comfortable talking to recruits. The recruitment captains will be doing most of the one-on-one recruiting. Personal contact is vital to the second half of the recruitment formula. As the old rule goes: a phone call is better than a letter, and a visit is better than a phone call. Use of letters and phone calls in the recruitment program is important, but the chapter cannot rely on them exclusively. Personal contact is the key to making friends, and establishing friendships is the second half of the rush formula.

The One-Two Punch

The rush formula, taken as a whole, comes down to this: The chapter must come across as being winners and being friendly. If the chapter can convey this impression simultaneously to a large number of men, then recruitment will be a success. The fraternities that continue to dominate recruitment effectively use what is known as the following:

The One-Two Punch – a strong visual impression immediately followed by sincere friendliness.

Some of the best fraternities make the mistake during recruitment of being overconfident and unfriendly, which will turn off most rushees. Present a strong positive image, but do not forget the second half of the recruitment formula (friendship), or underestimate its importance.

The elements of the One-Two Punch can be embodied in the characteristics of a good introduction. Giving a firm handshake, looking someone in the eye, flashing a friendly smile, and offering a warm greeting, all while being dressed in a sharp manner, makes the type of first impression that will firmly place Pi Kappa Alpha in the rushee's mind as a group of friendly winners. The "strong visual impression" is created by your sharp dress, healthy hygiene, and by looking him in the eyes with confidence. Then by smiling, offering a cordial greeting, and asking the right kinds of questions, you have showed the rushee "sincere friendliness."

The One-Two Punch can also be applied on a macro level as well. When the entire chapter comes together, dressed to impress, and doing their best to make rushees feel welcome and comfortable, they will make the kind of impression that will inspire young men to want to be a part of Pi Kappa Alpha.

Putting It All Together

Knowing and understanding the above three concepts – the PIKE Recruitment Philosophy, the PIKE Rush Formula, and the One-Two Punch – will have you well on your way to being a strong asset in your chapter's recruitment program. Always keeping these concepts in mind will help you make sense of every recruitment concept to which you are introduced.

All Greek communities are unique. There are probably several things present on your campus that are not found on any other college campus. These unique factors can be important, and you should develop your chapter's rush program with these elements in mind.

For example, average fraternity size varies from campus to campus. At some schools the largest fraternities may have only 50-60 men, while at other schools the top chapters may pledge that many in one recruitment period. Housing may also differ. At some schools nearly all men in the chapter may live in the fraternity house, while at other schools no Greek housing exists. Some campuses, such as large regional schools, are primarily residential while others are commuter based.

However, while there are various unique elements present at each school, there are also many factors that are consistent in every Greek community. Let's call them common denominators; factors that remain the same from school to school and region to region. Viewed in terms of common denominators, Greek systems are predictable. The situations may vary, but rules of the game do not change. The concepts detailed in the above section are the winning recruitment strategies, no matter what college campus you are on.

SELLING PIKE

Developing Friendships

Recruitment in its truest sense is just making friends. It is an activity we engage in every day of the year as we are attending to our academics, sports, or campus activities. Recruitment is giving others a taste of what Pi Kappa Alpha is really like. It is involving prospective members in all facets of our chapter operations. If you can make friends, you can recruit.

First Impressions and a Firm Handshake

A good, firm handshake can be the difference between a successful first impression or a weak one. A limp handshake is a turn-off, while a firm handshake carries with it sincerity, solidarity and warmth. Do not crush the bones in anyone's hand, especially a woman, and do not extend a weak hand or shake hands at an uncomfortable. Men stand up when shaking hands while women remain seated.

Practice with your brothers until you have developed a strong, natural handshake. This simple asset will be invaluable to all of your relationships, especially with your career.

Look Sharp Every Day

The standards for dress and personal grooming vary from campus to campus, and according to the occasion, how you wear your clothes is much more important than what clothes you wear. Read a "dress for success" book. Properly cleaned and pressed clothes wear longer and look better. Regardless of how expensive or inexpensive your clothing is, you can keep it clean and neat.

Through observation, you will soon learn how you are expected to dress on campus. You should attempt to avoid over or under dressing. Remember that some on-campus styles are frequently not considered appropriate off-campus. A good wardrobe is adaptable. Lean toward the traditional styles and rely on men's fashion classics, and you will end up with a selection of clothes that can survive shifting trends. Polo shirts, khakis, and button-up shirts have been in style for decades, and will likely remain to do so in the future.

Looking sharp also means grooming properly. Your fingernails and hair deserve careful attention. Fingernails should be kept short and clean. Hairstyles are a personal matter, but regardless of the style, the way you have it cut should look good on you. A slight fragrance of cologne or after shave can be pleasant, but an overwhelming smell can be offensive.

Make Frequent Contact

It has been proven that the main contributing factor for creating a true friendship is frequency of contact. Research in college, housing projects and neighborhoods shows a consistent relationship between friendship and how often people have contact with each other. To have more frequent contact with other students, get involved in one or more of the many extracurricular activities on campus that will bring you into contact with other students with similar interests.

Once you meet someone, make it a point to say hello every time you see them. Go out of your way to greet someone. Don't look down when you walk or travel with headphones in your ear. Make eye contact with people as you pass them, and offer a friendly smile.

Be Assertive

Can you walk up to someone who looks interesting and initiate a conversation? If you are in the cafeteria, can you go to a stranger, ask permission to join that person, and ask several questions that will help you get to know each other? Can you voluntarily offer your opinions or thoughts in a way that lets others get to know you?

Once you decide to take some initiative and make a reasonable effort to create what you would like to have, you will find that your life works better. One of the important lessons of life is to learn how to develop friendships, how to be a good friend, and how to gain the support of other people. It could be that learning how to develop and maintain friendships and gain support will prove to be one of the most valuable abilities you learn in college. In order to do this, you have to take risks and put yourself out there. The only way to learn is to practice it every day.

If you sit back passively and hope that others will go out of their way to be friends with you, you are likely to be disappointed. Be proactive in your efforts to meet people and make friends.

Be a Good Listener

People like being listened to, thus they generally feel good toward a person who has a sincere interest in them. How do you accomplish this? Ask questions and listen closely to their answers.

Do not be judgmental. A judgmental person, even though remaining silent, eventually communicates through facial expressions, body language, and other reactions. Good listeners have a wide range of acceptance for what they learn about others. This is why so many people feel good toward a person who is accepting and tolerant.

Take special care to listen to what a person is saying, not just hear what comes out of their mouth. Listening is an active process. You have to actively think about what a person says in order to retain it. Taking note of these things will make it much easier for you to become friends.

Have Something Interesting to Say

Listening is not enough. You need to be able to hold a conversation on varying subjects. Read up on current events that could help you prompt an interesting discussion. Staying up to date on local news, current events, and politics is a great way to start.

If you are uninformed on a particular subject, don't fret. Just ask questions, and then relate it to something you do know. Another alternative is to bring someone else in on the conversation that may be more versed in that subject.

Let People Know You

If you want people to accept and like you, you have to let them know what you feel and think. If people have little knowledge of you as a person, there is little for them to relate to. You have to open up to people in order for true friendships to be developed.

Being honest in your responses is important as well. Putting up fronts or attempting to sound “cool” will only hurt your chances of developing worthwhile friendships. Once someone gets tagged as a liar, it is hard to shake that stigma.

Friends to Pikes

You have a choice about how many friends you have. Having friends is not a matter of luck or having money or having a great personality. Friendship develops between people as a result of a combination of variables that you can influence. Learning these skills will ensure that you have many true friends for the rest of your life, many of which you will be able to ask to join your fraternity.

- Master the art of a firm handshake and a good first impression
- Maintain good personal hygiene
- Dress sharp every day
- Be outgoing and personable
- Practice lively conversation and learn to listen
- Open up to people and be sincere and honest

Six Tips for Remembering Names

Using someone's name can be one of the most effective ways to make them feel comfortable in a social setting. According to Dale Carnegie's best-selling book *How to Win Friends and Influence People*:

"If you want to win friends, make it a point to remember them. If you remember my name, you pay me a subtle compliment; you indicate that I have made an impression on you.

Remember my name and you add to my feeling of importance."

1. Pay careful attention during the introduction. Don't worry about what you are going to say. Instead, concentrate fully on hearing the person's name. Repeat the name, and ask for a spelling if the name is unusual.
2. Find ways to work the person's name into the conversation. Address the person by name whenever you ask a question and as you say good-bye.
3. Write the name down. If the person doesn't hand you a business card, write his or her name on a piece of paper you can use later as a memory jogger.
4. Try to limit multiple introductions. The more people's name you will have to remember at once, the more difficult the situation.
5. After the people you are introduced to at a social gathering walk away, glance at them from time to time. Repeat their names silently to yourself, using the paper you wrote their names on as a "cheat sheet" if you need to. Keep doing this throughout the evening, adding more new people to the list as you are introduced to them. You probably won't remember everyone, but you may remember most of them by the end of the evening.
6. After you leave, review the names you've written down. Try to visualize the people you met as you look at the names on the cards. Do this right away, while the faces are fresh in your memory. Before long, many of the names and faces should become a part of your permanent memory.

Use the recruit's name whenever possible. Not only will it help you remember his name for the future, but it will help him feel more comfortable, more confident, and more important.

The Right Kind of Questions

When recruiting an individual, it should be your goal for them to speak more than you do. You want to know what their interests are and who they are as a person, so it is most important for you to be able to ask the right kinds of questions. The right questions will help you truly get to know a recruit, uncover what he's looking to get out of his college experience, and eventually become friends with him.

First and foremost, your questions need to be open-ended. An open-ended question is most easily described as a question that cannot be answered with simple yes or a no. Open-ended questions require a complete sentence as an answer, and encourage elaboration. For example, here are some closed questions that can be converted into open-ended questions.

Closed Question: *“Do you like to play sports?”*

Open-Ended Question: *“What kind of sports do you enjoy?”*

Closed Question: *“So was _____ University your first choice for school?”*

Open-Ended Question: *“What made you decide to come to _____ University?”*

Closed Question: *“What’s your major?”*

Open-Ended Question: *“So where do you see yourself after college?”*

By asking open-ended questions, you will make the recruit feel more confident and comfortable, because you're asking him questions about a subject in which he is extremely well-versed: himself. Here are some more examples of good open-ended questions to ask during conversations with a rushee.

- *“What do you do for fun?”*
- *“What do you think about (insert a local topic or current event)?”*
- *“What’s your story?”*
- *“How are you enjoying _____ University so far?”*
- *“What were you involved in during high school?”*
- *“I’m pretty passionate about _____. What are you passionate about?”*
- *“What are you looking to get out of college?”*

These are just a few generic examples of questions you could possibly ask a rushee. You are encouraged to come up with your own, though. Just remember, keep them open-ended, keep them interesting, and keep it about *them*.

Unique Selling Points – USPs

Recruitment in its simplest form is making friends. Yet you may encounter rushees that have made friends in multiple fraternities. This is when the competitive forces have to kick in. In order for you to be able to differentiate yourself from the competition, it is important that you have a mental inventory of your chapter's “unique selling points,” or USPs. These are the qualities that your chapter possesses which make it stand out amongst the crowd.

Unique Selling Point (USP) – a characteristic or benefit that attracts people to your chapter and is unique to your particular group.

All chapters have at least one or two unique selling points, and most probably have several. It is important for the chapter to talk about and determine what its USPs are so that all members can be well-versed in the subject. This will ensure that the messages that the members are sending to rushees are clear and consistent. Below are some examples of unique selling points for fraternities. It is important to emphasize the *benefit* that these USPs provide.

“We were the only fraternity to participate in every intramural sport last year, and everyone had a great time doing it. We provide an incredible opportunity for athletic involvement. It really helps foster a fun and competitive environment.”

“Our chapter just recently started a scholarship incentive program, so when our members make good grades, they receive awards and discounts on their dues. We’re on our way to developing a good academic culture, and our grades have been improving because of it.”

“We’ve had exchanges with every sorority over the course of the past 2 years, and we plan on repeating the same pattern for the next 2 years. I’ve been fortunate to get to know ladies from all parts of campus because of it.”

“PIKE actually has a continuing education program, where we host guest speakers and educate our members in areas such as health and fitness, professional development, social awareness, and even date etiquette. It really provides us with a higher education that you can’t always get in the classroom.”

By having a working knowledge of your chapter’s strengths and practicing a clear way of stating them, you will be able to quickly and easily convey to a rushee the value of involvement in Pi Kappa Alpha.

Brotherhood to the Recruit

As recruiters, it is extremely important that we separate "brotherhood" from the business aspect of recruitment. This is not suggesting that brotherhood is not important to Pi Kappa Alpha. As members of PIKE, we have the opportunity to forge friendships that will last a lifetime. However, to the rushee, brotherhood is intangible, immeasurable, and difficult to understand.

You will find that a great number of fraternities on your campus will promote their "brotherhood" during recruitment. At nearly every fraternity, he will hear the pitch, "Our brotherhood is the best on campus." It is not a unique characteristic, and does not differentiate your chapter when speaking to a rushee.

Brotherhood is the last resort of a weak fraternity which has nothing else going for it. Since brotherhood cannot be accurately measured, who is to say which fraternity has the best brotherhood. Every fraternity on campus will be selling brotherhood, so avoid the topic entirely unless a recruit brings it up. The best way to convey the value of brotherhood is to show it to the rushee through your interaction with your brothers and by showing respect to the rushee.

The "No" Factors

You will invariably encounter recruits who have objections to joining the Fraternity during your conversations with them. Anticipating objections *is* something you can prepare for, and a skill you can take with you wherever you go.

1. Listen to the rushee's concerns and clarify that you understand his objection.
2. Put the concern in the form of a question, and prepare your response.
3. Side with him. Explain how you had similar concerns, or point someone else out in the chapter who was in the same situation. "I understand. I had the same concerns before I joined the Fraternity."
4. Answer the question.

Below is a list of the 20 most common objections to joining a fraternity, accompanied by a suggested means of handling it. Make yourself familiar with each of these scenarios, and you will be prepared for any conversation.

1. "I don't have the time."

"I understand the feeling. With work, school, and the other activities I'm involved with, things can get pretty hectic. However, I've found that the Fraternity has really helped me keep everything in balance. The additional responsibility has helped me stay motivated and involved.

"The fraternity isn't intended to detract from your other obligations. It is merely here to enhance your college career. Balancing your time is part of the process. The mandatory obligations with the fraternity are minimal."

2. "I don't have the money."

Be straightforward! Don't lie about money just to get him to sign. If he's concerned about money now, he probably will be throughout his time in the chapter. Be honest about all of the financial commitments on the front end.

“I can assure you that the experiences you have will be much greater than that of a 3 hour course and a much greater value for your dollar. In addition, most organizations take money to operate, and a fraternity is no different.”

Don't be afraid to cover some of the things the dues cover: athletics, social, formals, etc.

3. *“I don't feel I need to buy my friends.”*

“Being a part of a fraternity isn't a matter of buying your friends, it's more like playing on an athletic team. It's not as if you play sports because you need to meet people, you play for the competition, the teamwork, and winning. You get to experience many of the same feelings throughout your membership in the fraternity. Just like you had to pay league fees and tournament fees with sports, that's where the dues come in.”

4. *“My parents won't let me.” or “My parents are concerned about my grades.”*

Talk about all of the positive things your fraternity does for its' members, the community, and university. (Hopefully there are some!) Offer to speak to his parents if he didn't think they would mind.

Mention the chapters' comprehensive scholarship program. Mention things like study hours, mentor programs, help files, etc. If it's favorable, talk about where the fraternity ranks on campus relative to the other organizations. If not, mention how the fraternity is making a concerted effort towards its' academics and how he is the type of individual you are looking for to help raise that standard. Again, offer to speak to his parents.

Whatever you do, don't lie about your scholarship.

5. *“I think I'm going to wait until next semester.”*

“Many guys think about waiting to join. Some who do, wish they wouldn't have because of the experiences they missed out on that first semester. By the time they joined, over 12% of their college career was over. You're only here for a short amount of time and I'd hate for you to miss out on any opportunities”

6. *“I've heard stories, and I don't want to be hazed.”*

“Unfortunately, there are some chapters in the country that still haze. But I can tell you that (1) we don't want somebody in our chapter who thinks that hazing is valuable and (2) we recruit people that have enough self confidence that they don't need to degrade others or tell them what to do. We are adamantly opposed to hazing and you will never be asked to do anything that would compromise the respect of the individual or the Fraternity.”

Be honest. Pi Kappa Alpha does not tolerate hazing in any way shape or form. If you feel that your chapter is hazing, address the issue with the Executive Council, Alumni Advisor, or Memorial Headquarters staff person, such as your chapter consultant.

7. *“My friends who joined a fraternity last year won't even talk to me anymore. They have become arrogant and only hang out with their 'frat' now.”*

“At Pi Kappa Alpha, we don’t encourage alienation. In fact, we do the opposite. We want all of our members to get involved in other organizations on campus. Pikes are successful, in part, because of the strength of the relationships our members have outside of the fraternity.”

8. “I don’t drink.”

“There is nothing in any fraternity that states you must drink. A responsible social life is a part of fraternity life, not its primary purpose. The majority of events we host have nothing to do with alcohol, and those which do are completely voluntary.”

9. “I just don’t see myself fitting into a fraternity.”

“Many of our members felt the same way. That is why we have such a diverse group. We are not looking for a group of guys who all dress the same, talk the same, and look the same. What type of challenge is there in joining a group of individuals exactly like yourself? The variety we have has added to our fraternity experience and helped us learn a great deal.”

10. “I don’t want to be associated with that image.”

“Unfortunately, the image that people see on TV and read about in the newspaper doesn’t tell the whole story. Last year we raised _____ amount of dollars for charity and did _____ amount of hours in community service. The fraternity is about friendship, personal development and leadership.”

11. “I’m not a jock or a party guy.”

“Pi Kappa Alpha does have the reputation of being an “athlete’s fraternity.” However, that is more because the ideals of teamwork, competition, and winning are things that translate well into fraternity life. We are constantly striving to be the best organization on this campus, and feel that men who have a competitive drive will help us accomplish that goal.”

12. “I’m already in an honors/service fraternity.” or “I’m already in two student organizations.”

“Congratulations, we encourage all of our members to get involved on campus. We currently have Bob, Steve, and Johnny involved in _____, _____, and _____ (If you don’t have anyone in any positions.....why not?) Our involvement outside of Pi Kappa Alpha has really helped us solidify our fraternity as the best on campus. Our International Fraternity also has scholarships available to members who are in certain academic honor societies.”

“Scholarship and service are two areas which Pi Kappa Alpha places a great deal of emphasis on. I think you will find that our organization promotes many of the same ideals that honors/service fraternities do in addition to much more. We are also looking to co-sponsor events with some of those organizations this year.”

13. “I’m graduating in a year, what’s in it for me.”

“The fraternity experience means different things to people at various times in their life. Upper classmen often look for an opportunity to build their resume, take an immediate

leadership position, or utilize networking contacts. Membership in Pi Kappa Alpha is a lifetime one.... Once a Pike...Always a Pike. The relationships you build will last long beyond your college years as will the other benefits of membership.”

14. “All of my friends from high school are Tri-Lambs.”

“I assume you went away to college to meet new people. Pi Kappa Alpha presents you with that opportunity. I have met some of my closest friends during my time here. On the other hand, we do work closely with all of the other chapters and by joining Pikes, that doesn’t mean you won’t spend time with guys in other fraternities. In fact, some of my best friends are in Omega Omega fraternity.”

15. “My dad was a Tri-Lamb, and he wants me to pledge there.”

“Having the opportunity to be part of a legacy is a unique opportunity. However, every individual must be able to make the best decision for themselves. What was right for their dad may not be the best thing for them. We have guys that have been on both sides of the fence. Some of them are legacies and pledged PIKE, while others joined a different organization from their fathers or brothers. What they have found out is that there is still a special bond within the Greek world, whether or not it is within the same chapter.”

16. “I want to wait and see who is who on campus (what type of guys I’ll be joining with).”

“I understand that you want to wait, and appreciate the fact that you want to be part of the best group on campus. I can assure you that Pi Kappa Alpha is one of the preeminent fraternities in North America (Insert local and national facts and accomplishments here).

This is probably the type of guy who is looking for something specific. Find out what it is (intramural, campus involvement, social preference) and drive it home.

17. “The house is cool, but my dorm is really nice.”

“The dorms are nice, but it doesn’t come close to the overall fraternity experience. You can come back to the chapter house in twenty years and have a relationship with the people who live there. You can’t get that out of the dorms. A fraternity house doesn’t make the fraternity; it’s the guys within it. You just can’t have that same type of relationship with guys on a dorm floor.”

18. “You guys don’t have a house.” or “Your house sucks.”

“We have been very successful without a house (or with our less-than-ideal house). Guys join a fraternity for the people they meet, not because of a physical structure.”

“This gives us an opportunity to host events at locations all over campus, and we also don’t have a live-in requirement. Our members get to live wherever they want.”

19. “I’m going to the Tri-Lamb rush event, and I’ve been hanging out with them all summer.”

Without sounding too arrogant: “Tri-Lambs? Are they the guys with the small house on the corner?” (Do not bash them, but act like you have no idea who they are.)

“I think you’ll see though that Pi Kappa Alpha has quite a bit to offer. We encourage all of our rushees to take a look at the other fraternities. We feel that they will make the best decision for themselves in the long run.”

20. “My girlfriend doesn’t like fraternities.”

Explain all of the positive things that the fraternity has to offer and invite the girlfriend over for some of the rush events. Introduce her to other brothers’ girlfriends and the Dream Girl. Also mention the formals and date functions you’ve had recently.

The Do's of Recruitment

1. Always use a firm handshake and concentrate on the recruit's name.
2. Look the man in the eye.
3. Be enthusiastic at all times.
4. Speak truthfully and be as frank as possible in all conversations.
5. Treat all recruits equally.
6. Ask your local alumni to attend all recruitment functions.
7. Encourage every rushee to pledge regardless of the fraternity. If you openly recruit the Greek system, recruits will be impressed.
8. Point out the accomplishments of other brothers whenever you get a chance.
9. Recognize a recruit on campus by his first name - doing so is very impressive.
10. Make sure the house is always clean and neat.
11. Always use a positive approach. Say "I look forward to seeing you tomorrow," not, "I hope to see you."
12. Make sure recruits meet other recruits in whom you are interested.
13. Always respect the man's wish to keep previous engagements and visits to other fraternities.
14. Each member of the chapter should be responsible for getting one other man to pledge.
15. Have your recruits over for any chapter activity.
16. If your house is not full, invite promising recruits to spend a week in the house to find out what it is like, free of charge. After a week, you will most likely pledge him.
17. Always be neat and well-groomed.
18. Be a good listener.
19. Introduce recruits to brothers with similar interests and hobbies.
20. Treat all your rushees as newfound friends.
21. Create a relaxed atmosphere where the rushee will feel like one of the group.
22. Work hard. If your chapter can work together like a team, your recruitment will be successful.
23. Get the recruit to talk about themselves.
24. Keep good records.
25. Think like a recruit and put yourself in his place.

The Don'ts of Recruitment

1. DO NOT talk only about yourself Listen to the rushee and talk about what interests him. Satisfy his ego needs.
2. DO NOT criticize any other fraternity or any individual. It is much more impressive to say good things about your fellow Greeks.
3. DO NOT leave a rushee by himself for any reason. There is nothing more uncomfortable than being alone among strangers. If you must leave, introduce the rushee to another brother first.
4. DO NOT refer to a man who is investigating membership in the chapter as "rushee." He is a guest of the chapter.
5. DO NOT try to be artificial to attract new members. Be yourself and as natural as possible.
6. DO NOT lie to a recruit about your fraternity status (scholarship, IM's, finances, etc.)... If you're not #1 now, explain your vision and how you plan to get there.
7. DO NOT criticize brothers in your chapter for their weaknesses. Speak instead of their accomplishments and attributes.
8. DO NOT attempt to convince a man to pledge if he can't afford it. The pressures on him and the problems created for the chapter later on are not worth it.
9. DO NOT congregate with other groups of brothers. You'll have plenty of time after the party, and you don't want a rushee to feel that no one is interested in him.
10. DO NOT act bored no matter how tired you are. This not only affects guests, but also other brothers as well. Maintain your enthusiasm.
11. DO NOT present a sloppy appearance. Dress appropriately for the occasion and ask everyone else to do the same.
12. DO NOT criticize a recruit in the presence of another recruit. It may be a friend of his you're talking about.
13. DO NOT apologize for your weak points. Discuss further plans for reinforcement and also those areas where you are particularly strong.
14. DO NOT tell inside jokes with fellow brothers.
15. DO NOT let tradition set rules for recruitment.
16. DO NOT wait around for a recruit. Go after him and even pick him up.

RECRUITMENT GLOSSARY

This is a compilation of unique words and terminology that pertain to the topic of recruitment. Some of these expressions and phrases are common to Greeks; however some are recognizable only to Pi Kappa Alpha members.

Act & Appearance - Term used when referring to a chapter's overall image on campus; it applies to how they are known to look as a group and what kind of behavioral image they have.

Area Recruitment Chairman - Most commonly found during summer recruitment. Also known as Regional Recruitment Chairman. A member appointed by the Recruitment Chairman to be responsible for coordinating recruitment contacts and activities within a prescribed region of the country or state.

Bid - A formal invitation to pledge a fraternity. Bids should be delivered verbally accompanied by a written invitation.

Blue Chip - A high profile recruit. Someone who receives extra attention

B.M.O.C. - Acronym for Big Man On Campus. Student who is in a high profile and/or powerful position on campus who is, normally, easily recognized by the average student.

Bookie - Individual who is in charge of acquiring background information on each recruit who attend a fraternity function without prior introduction.

Brotherhood - A recruit knows this is common to all fraternities; it has a different meaning to different people, and every fraternity will claim they have the best of it. Good chapters do not waste time trying to explain brotherhood in recruit; they just show it with their actions.

Campus Power - Term used when referring to a fraternity's overall presence and influence on campus as it applies to individual member involvement in student organizations, student government, varsity athletics, etc. with particular weight given to high profile leadership positions.

City Rush Director - Most commonly found during summer recruitment; a member appointed by the Recruitment Chairman to be in charge of coordinating all activities and contacts as they pertain to rush in a particular city or metropolitan area.

Classic "I" Diagram - (Also known as the "I" Theory) A marketing method to analyze the competitive ranking (Type I, II, or III) of chapters in a fraternity or sorority system on any given campus.

Cold Calls – A phone call to a potential recruit where members of the fraternity try to establish first contact and possibly schedule an interview with the potential recruit.

Cold Mechanics - The basic, common sense skills and techniques every member should know when recruiting a person.

Czar Rush Chairman - Term used in describing the ideal Recruitment Chairman; Chairman who has all the power over rush program and has final authority over who will and will not receive a bid.

Deferred Rush - A regulation usually created by the school which normally applies to freshmen (i.e., fraternities are not allowed to pledge freshmen during their first school term on campus and sometimes up to the entire first year on campus). Please note, just because a person cannot pledge does not necessarily mean that he cannot be recruited, check your local rules.

Dynasty – When a chapter is consistently the largest, most dominant, and most socially preferred fraternity for consecutive number of years.

Floater - Commonly found at a formal “rush” event or other organized rush activity; a part of the Greeters, Stringers & Hosts System; walks from Host to Host as they converse with rushees, making sure the conversations are upbeat and flowing, introducing himself and jumping into the conversation when necessary.

Formal Rush - A prescribed “rush” period in which dates, times and locations are dictated by the IFC or school; rushee has equal exposure to all fraternities; there are commonly numerous rules and regulations surrounding this time period.

Green Book - Record keeping method where every recruit’s personal information is kept and his flow through the recruitment process is tracked. It is often kept in a database file.

Greeter - A part of the Greeters, Stringers & Hosts System; the first member a rushee meets when approaching a recruitment function.

Greeters, Stringers & Hosts - General term used when referring to a highly organized rush system which gives chapter members specific duties in moving a rushee through a rush function in a strategic manner; most commonly found in formal recruitment event settings.

Host - A part of the Greeters, Stringers & Host System; member who stays in a general area of a recruitment function who is particularly skilled at carrying on an in-depth conversation with a recruit.

Hot Boxing - Method used when closing a sale and/or extending a bid which utilizes more than one carefully selected member to assist with delivery of the bid in hopes of enhancing the chance of acceptance.

Informal Recruitment - See Open Recruitment.

Market - All male students who have never been a member of a national, Greek letter, social fraternity.

One-on-One Recruitment - The most effective recruitment tactic, the method in which a member or members speak face to face with the recruit whether it be at a rush function, in his dorm room, at his parent's home, or generally anywhere at any time.

One-Two Punch - Practice used to make the best possible first impression: "strong visual impression, followed immediately by sincere friendliness."

Open-Ended Question – A question that cannot be answered with a simple yes or no and that requires some level of elaboration.

Open Recruitment - Any time outside of the formal rush period when rushing is allowed.

Package Deal - See Ticket

Perception Precedes Reality - Theory that "perception over time equals reality;" if you consistently look, talk and act the way you want to be perceived, that image will eventually become a reality.

Pikes Illustrated - A popular title used for a recruitment publication that is laid out in an abbreviated magazine format.

Poker Theory - The rules are the same no matter where the game is played; this means that the principles of strategic recruitment can be applied to any campus.

Quota - Commonly found in sorority systems, rarely found in a fraternity system: a debilitating practice that limits a group from taking no more than an "equal share" of the total number of students who "signed up- to go through recruitment.

Recruitment - The means by which fraternities recruit new members; the process of making friends; the lifeblood of the Fraternity; the ultimate competition.

Recruitment Captain - Member appointed by the Rush Chairman to lead a recruitment team; usually a member of the recruitment committee. Also known as Sergeant, Lieutenant, Foreman, Crew Chief, Pit Boss, Coach, or anything else you can think of.

Recruitment Chairman - Member ultimately responsible for the success or failure of recruitment.

Recruitment Committee - Members appointed by the Recruitment Chairman who he can depend on to accomplish the rush goals; often consists of Recruitment Captains and one or more chapter officers.

Recruitment Formula - "A recruit will pledge the best fraternity he can find where he believes he has the most friends."

Recruitment Retreat – An event where the recruitment committee unveils its vision for recruitment to the rest of the chapter. During the retreat the general chapter membership is educated on recruitment fundamentals, cold mechanics, an assigned various weekly, monthly, and semesterly responsibilities.

Recruitment Team - Group of chapter members appointed by the Recruitment Chairman and led by a Recruitment Captain. Also referred to as a Squad, Squadron, Platoon, and Posse. Crew. Wolf Pack, or anything else you can think of.

S.D.I. - Acronym for Special Dispensation Initiation; a process used to initiate an adult who the chapter believes would be a valuable asset to the Fraternity. It could be virtually any male who has never been a member of a national, Greek letter, social fraternity. This person would not go through a pledge education program. SDI's are commonly relatives of members and/or men of high stature in the community, or faculty members.

Shadow - A member assigned to rush a specific recruit one-on-one.

S.L.A.G. - Acronym for Scholars, Leaders, Athletes & Gentlemen; the ideal Pi Kappa Alpha member.

Social Newtonism - Theory which involves the social application of Newton's Law of Physics (for every action there is an equal but opposite reaction). A common mistake where a less than successful fraternity does not want to do anything the successful fraternity does because they don't want to "be like them." A fraternity that does this has committed Social Newtonism. The correct thing to do is to determine what your competitors do well and then do the same thing, only better.

Social Preference - Term used in referring to which fraternity or fraternities which the sororities perceive to be most gentlemanly, who they prefer to date, and with whom they prefer to associate.

Sorority Presentations – A pre-planned and scripted presentation where the president and recruitment chairman of the chapter market the fraternity to sororities in order to obtain names of potential recruits through name generation while enlisting sorority participation in fraternity recruitment programs.

Strategic Recruitment - Process of accessing a chapter's strengths and weaknesses and purposely targeting specific types of people who will improve upon those weaknesses and enhance those strengths.

Stringer - A part of the Greeters, Stringers & Hosts System: member in charge of taking the rushee from the Greeter and delivering him to a Host in a strategic manner.

Summer Recruitment – A comprehensive recruitment program where recruitment captains serve as “regional rush captains” that coordinate recruitment programs off campus during the summer months in order to help potential members transition into college life through fraternity involvement and rush.

Target Market - Segment of the market that the Rush Chairman wishes to focus his rush effort as determined through the Strategic Rush process.

Ticket - (Also known as a Package Deal) A situation in which one or more rushees want to pledge together and have given the impression that all of them must receive a bid in order for any one of them to accept.

War Room - Found at any rush function, however, most common at a formal rush event; a discreet back room where the Bookie does his work, where members go to take a break, straighten up and discuss rush strategies during a rush function.



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