



# Delta Sigma Pi

## CHAPTER OPERATIONS MANUAL: Recruiting

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# Recruiting

## TABLE OF CONTENTS

INTRODUCTION.....	3
MEMBERSHIP ANALYSIS .....	4
SET A GOAL.....	5
EVALUATION OF THE SELLING POINTS OF THE CHAPTER.....	5
REVIEW AND PREPARE FOR THE MEMBERSHIP SELECTION PROCESS .....	6
EDUCATE THE CHAPTER MEMBERS ABOUT THE RECRUITING PROCESS .....	9
LOCATE THE POTENTIAL PROSPECTIVE MEMBERS .....	10
MAKING INITIAL CONTACT WITH PROSPECTIVE MEMBERS.....	11
EVENTS OF THE RECRUITING CAMPAIGN .....	13
FOLLOW-UP PROCEDURES.....	16
THE PLEDGING CEREMONY.....	17
EVALUATE THE SUCCESS OF THE RECRUITING PROCESS .....	18
RECRUIT ALL YEAR.....	18
SPECIAL CONSIDERATIONS FOR RECRUITING ON COMMUTER CAMPUSES .....	19
TOP TEN THINGS <u>TO-DO</u> DURING RECRUITMENT .....	20

# INTRODUCTION

In the preamble to the Bylaws of Delta Sigma Pi, our Fraternity is described simply as an association of students. As members of the Fraternity, we all have come to learn that there is much more to this description than we might have realized at first. In fact, there is so much more to Delta Sigma Pi that sometimes we forget that without a strong association of students, there would not even be a professional Fraternity, no scholarship to encourage, no social activity, no mutual advancement, and certainly, no closer affiliation with the commercial world. The simple fact is that without the association of students, there would be no Delta Sigma Pi. And although we might forget from time to time how important this is, we must always be prepared to recruit new members into our fraternal association of Delta Sigma Pi. You would not be a Deltasig today if Alexander Makay, Alfred Moysello, Henry Tienken, and Harold Jacobs had not decided to find new members for their Fraternity.

Our current membership in this Fraternity is the direct result of the recruiting efforts of past chapter members. If the current collegiate membership is a strong, healthy association, then each current member has the responsibility to devote as much effort to the recruitment of new members as did past chapter members. The way to do this is simple. Each member should recruit at least one or two new members to replace him or herself, so that the chapter will always be strong and healthy. If the current collegiate membership is something less than what the members would like, then each current member needs to be prepared to do more than what the past members did. Instead of ignoring the responsibility to plan for the future, every member must strive to meet our fraternal obligations to recruit new members.

According to *Webster*, recruiting is defined as:

"Enlisting [new members] for an organization; Increasing, strengthening, or maintaining by supplying anew; Reviving or restoring, as health, strength, etc."

Some smaller chapters may have a need to increase their size in order to achieve greater goals. Other chapters with consistent membership size may have a desire to strengthen the quality of the current membership. And lastly, even the most successful chapters must at least maintain the number and quality of its members, or be faced with a need to increase or strengthen its membership in the future.

Any way we look at it, every individual member and chapter as a unit has a real responsibility to recruit new students into the association that is Delta Sigma Pi. The following ten-step process, outlined in this manual, will help the Senior Vice President and the Recruiting Committee organize the efforts of each individual member of the chapter. Each member should be assigned and accept some responsibility as a part of at least one of the following ten steps:

1. Analyze the Chapter's Current Membership
2. Re-Evaluate the Chapter's Selling Points
3. Review and Prepare for the Membership Selection Process
4. Educate the Chapter Members about the Recruiting Process
5. Locate the Potential Prospective Members
6. Plan and Develop the Initial Contact with Prospective Members
7. Plan and Organize the Events of the Recruiting Campaign
8. Plan and Schedule the Follow-Up Procedures
9. Plan and Organize the Pledging Ceremony
10. Evaluate the Success of the Recruiting Process

## MEMBERSHIP ANALYSIS

"If we had more members, we could do so many more things!"

"Our chapter has gotten to be so large, that there are some brothers who I don't even know!"

"How big should our chapter really be?"

Perhaps you have heard some of the members in your chapter making comments or asking questions such as these. It is important for the Senior Vice President and the Recruiting Committee to seek out input such as this from as many chapter members as possible. But for those members of the chapter who will be organizing the recruiting efforts, the membership analysis will require a great deal of thought and work to get answers to comments and questions such as these. Since nearly every member in the chapter will usually have very strong opinions about what should be done concerning the chapter's membership, it can be beneficial to break the membership analysis down into two parts:

1. The chapter's current and future NEEDS for membership.
2. What the chapter WANTS for the current or future membership.

Making decisions about the current and future NEEDS for membership will require a review of the current composition of the chapter by class standing, expected graduation date, and male/female ratio. Decisions about what the chapter members WANT for membership, either now or in the future, will entail a more involved review of all the chapter's current and planned activities, with input coming from all chapter members. Depending on the chapter, there may be a very large difference in what is NEEDED and what is WANTED, or there may be almost no difference at all.

In most cases, the very basic NEEDS for membership will require that each member of the chapter at least find a replacement member for his or herself before graduation. But often, this is simply not enough, so the entire chapter should be reminded of all the NEEDS before each recruiting campaign. It may be necessary for each member to seek out a replacement each term. Every member of the chapter should be made aware of the number of members that will be graduating at the end of each term.

Many chapters must deal with temporary or permanent losses in membership for reasons other than graduation. It is not uncommon for students to transfer to another university, or simply not return to school for any number of reasons. Sometimes students may leave school for one term, or even longer, for internships or to work to make money to pay for their education. Obviously, it is impossible to plan for every situation that will create a loss in membership, but these unexpected losses can be estimated, and should not be ignored.

Determining what the basic NEEDS for the membership composition are is only a beginning. In fact, the real analysis will begin when consideration is given to what the chapter members really WANT. For instance, a chapter with 22 members that has only six graduating seniors has the basic need to recruit and initiate at least six new members, but the members will probably WANT many more. The question then becomes, "How many?" Answering this question will require the input of as many chapter members as possible.

An informal gathering of the chapter with open discussion about activities the chapter has sponsored in the past and activities the chapter would like to sponsor in the future is one way to begin to answer this question. It may be appropriate to discuss the chapter's committee structure. Are all of the committees being used? Are all of the committees large enough to complete their tasks? Are there some committees that are not needed, or others that should be created? This part of the analysis will require a thorough review of everything that is planned for the immediate and distant future. Part of planning for the future will require making estimates about how much manpower, or how many members, it will take to achieve goals that have been set forth by the entire chapter.

Each year, every chapter in the Fraternity receives an official recruiting goal established by Central Office. These annual goals are developed by reviewing the chapter's five-year membership average, the number of students in the school of business, and the number and types of other student business organizations on campus. These goals are established for two reasons. First, it provides the chapter's leaders with some

direction as to how to go about planning for the recruiting process. Second, it serves as an official standard to reward those chapters that are able to effectively reach their goal. Since most chapters spend a great deal of time developing their own recruiting goals, most of the goals provided by Central Office staff are lower than those established by the chapter. If for some reason this would not be the case, the Senior Vice President should follow the directions of Central Office staff for revising the official recruiting goal.

## **SET A GOAL**

Ideal Chapter size? (2-5% of the Business enrollment)	50
Current Chapter Size	-35
The number we lose next year (graduation, transfer)	<u>+12</u>
Goal	=27

After the chapter has analyzed the NEEDS and WANTS of the chapter for the current and future membership, and reviewed the official recruiting goal established by Central Office staff, specific recruiting goals for each term should be established. Every member in the chapter will benefit from knowing these goals. It will also be important for the Senior Vice President and the Recruiting Committee to base decisions about other parts of the recruiting campaign on these numbers. For instance, if the chapter has decided that it would be best to initiate 14 new members, the chapter may want to begin with a pledge class that is slightly larger in number.

The chapter will not be able to recruit every prospective member that is contacted during the recruiting campaign. In fact, the number of prospective members seriously interested in Fraternity membership will decline throughout the entire recruiting process. This selection process will occur naturally, but will require some advance planning.

After deciding how many new members the chapter hopes to initiate, estimates should be made about the number of pledges that will be needed to begin the pledge education program, the number of prospective members that will accept the chapter's invitation to become a pledge, the number of prospective members that will be seriously interested in Fraternity membership after attending recruiting functions, and the number of prospective members that will be invited and interested in attending the recruiting functions. By making estimates about how many prospective members the chapter needs to participate in each part of the recruiting campaign, individual chapter members will be able to do more to contribute to the success of the recruiting program and insure that the ultimate recruiting goals are achieved.

- Total number of Students in School or Division of Business
- Number of Prospectives Invited to Recruiting Functions
- Number of Prospectives Attending Functions
- Number of Prospectives Seriously Interested in Pledging
- Number of Prospectives Chapter Invites to Pledge
- Number of Prospectives Accepting Invitation
- Number Initiated into the Chapter

## **EVALUATION OF THE SELLING POINTS OF THE CHAPTER**

One of the many benefits associated with membership in Delta Sigma Pi is the career development that members receive by participating in the professional program or by accepting positions of leadership within the chapter. As a result of these and many other opportunities, members of Delta Sigma Pi are able to prepare for various careers in business. Whether individual members are studying for a career in accounting, finance, information systems, management, or any other business field, each and every member will have to be involved with marketing at some point during their career. It may be the marketing of a specific product or service, of an idea that will benefit the company, or it may even be the marketing of one's professional skills as a part of a job search. Marketing is a very large part of business.

The chapter's recruiting plan is the same as a marketing plan for a company. Any successful sales

representative will tell you that you must be prepared to approach your customers with a list of the benefits or selling points that can be derived from your product. In this case, our product is Delta Sigma Pi, our customers are the students in the school of business, and the benefits are numerous. The following list describes some of the benefits of membership:

- Life time membership
- Area conferences
- Grand Chapter Congress
- Social interaction
- Business experience
- Undergraduate scholarships
- Graduate study Fellowships
- Hotel discounts
- *The DELTASIG* magazine
- Delta Sigma Pi Credit Card
- LeaderShape® Institute
- LEAD Schools
- Provincial LEAD Conferences
- Corporate sponsorships
- Member of AACSB
- Homework Support
- Career fairs
- Social Networking through Facebook and LinkedIn
- Etiquette training
- Risk Management, Insurance & Conduct Policy
- Competitive dues and fees
- Over 270 Collegiate chapters
- Over 100 alumni chapters and contacts
- Over 240,000 members
- Rental car discounts
- Personal insurance coverage
- Chapter insurance coverage
- Time management seminars
- Financial planning seminars
- Faculty/Administration Connections
- Prominent business leaders
- Personal and Professional Development Seminars

It is important for each chapter member to be educated on each of these benefits. There are many other selling points, including some that may be specific to each chapter. Positive comparisons to other student organizations or other fraternities on campus can show the advantages of membership in Delta Sigma Pi. Special care should always be taken to avoid disparaging comments or negative promotion toward any other student organizations. It is always easy for prospective members to say they're not interested when they actually don't have enough information about the Fraternity. Brothers should be readily able to provide positive responses to objections presented by prospective members.

Identifying the selling points of the chapter, and responding positively to prospective members' questions are not enough to complete the sale of membership in Delta Sigma Pi. Successful sales representatives always end each sales presentation by asking the customer for the sale. When selling the Fraternity to prospective members, it is always best to ask the prospective member to take the next step towards membership.

"Have you had an opportunity to sign our registration book?"  
 "We will see you at our Meet the Chapter event this Friday, won't we?"  
 "What time should I pick you up for our next function?"

Questions such as these can assure that the prospective member will be around to learn more about membership in Delta Sigma Pi. At the very least, this should allow for an opportunity to follow-up with the prospective member, even before the first recruiting event. Give the prospective member something tangible. Items such as a written invitation, an informational flyer, or an application will increase top of mind awareness.

## **REVIEW AND PREPARE FOR THE MEMBERSHIP SELECTION PROCESS**

The Bylaws of our Fraternity provide very specific direction about the voting process to be utilized for the selection of new members into Delta Sigma Pi. Chapters that prepare for this vote by organizing and conducting an effective schedule of activities throughout the entire recruiting process will have greater success electing the most qualified students for membership in the pledge education program. Because of the enormous demands placed on the time and energy of chapter members during the first few weeks of each term, preparing for this vote will be much easier for everyone involved.

The Senior Vice President and the Recruiting Committee need to perform a complete analysis of the chapter's membership needs after receiving general input and guidance from various sources within the entire chapter.

Appropriate officers then need to conduct a complete review of both the technical and personal aspects of the voting process utilized for selecting pledges and, if necessary, for revoking a pledge after the start of the pledge education program but before initiation into the Fraternity. If enough events are conducted during the recruiting campaign to allow all chapter members plenty of opportunity to become acquainted with each prospective member who is seriously interested in Fraternity membership, then the voting process should go smoothly. Each member will know the chapter's goals and be able to make informed decisions about the candidates during the voting.

The methods for conducting a thorough membership analysis are covered in detail in another section of this manual. Before the recruiting campaign begins, it is also important for each member of the chapter to be familiar with the results of this analysis. If each member of the chapter can keep in mind the goal the chapter has decided on for the ideal pledge class size, the brothers will be able to use this direction when organizing their personal thoughts to cast votes on prospective members.

Sometime before the actual vote to select the pledge class members, the appropriate chapter officers should conduct a review of the Fraternity's voting process with the entire membership. The specific sections from both the Fraternity's Bylaws, as well as the chapter's Bylaws, that set forth this procedure, should be reviewed. It is best if this review can be completed at a meeting well in advance of the meeting during which the vote will be conducted. This will allow members an opportunity to be certain that they are familiar with this process. This is an important vote that is conducted only a few times during the collegiate chapter experience of every member. This means that every new brother, and even many of the more experienced members of the chapter, will not be able to cast their votes with any level of confidence, without first being reminded of the specifics of the process.

The Fraternity's selection process requires that chapter members have very good information about each prospective member before the vote to select pledges actually takes place. While it is extremely important to know as much as possible about each prospective member, the limited time available during the recruiting campaign makes it difficult to learn about so many people. Obviously, the best scenario would be for each brother to meet with and talk to each prospective member before the pledge class is elected. When this is not occurring, how does the chapter prepare to take the vote on prospective members?

Information sheets filled out by prospective members at the first recruiting function, or at a recruiting table, can serve as a basic source of information to refresh brothers' memories when considering a particular candidate for membership. Photographs, slides, or video tape recordings of prospective members can also serve as a reminder for brothers when preparing to vote. However, these information sheets and visual reminders cannot replace the information gained through personal contact that occurs at each recruiting event throughout the campaign. The greater number of recruiting events, be it informational, professional, or social, that the chapter conducts, the greater the opportunity for brothers to meet with and talk to prospective members.

One way for the chapter members to become more familiar with the prospective members is to conduct interviews as a regular part of the recruiting program. A smaller chapter may want to make arrangements for each prospective member to interview with the entire chapter as a group in a semi-formal atmosphere. These interview sessions are actually an additional recruiting event that can require a great deal of time and participation by all chapter members.

Fortunately, there are many variations for interviewing prospective members that require less energy. Some of these variations will require a relatively high level of participation from the entire membership, and some will require a relatively large amount of time for only a few members. The chapter should select or develop a variation that works best for the current members and size of the chapter.

In larger chapters, membership committees consisting of two or more brothers can be delegated the responsibility of interviewing each prospective member who is seriously interested in Fraternity membership. These committees would then have the responsibility of reporting back to the entire chapter about the qualifications of the prospective members. This variation does not necessarily take any less time, but it does require less manpower. Another similar variation, that can be less time consuming, involves conducting these interviews with the teams or committees during another regularly scheduled recruiting event, such as an informal social activity. This format allows most brothers the opportunity to meet with and talk to prospective members in a casual setting, while a smaller group is able to ask very specific and standard questions of each prospective member. Again, this smaller group then has the responsibility to report back to the entire chapter.

Regardless of the way the chapter decides to conduct interviews with prospective members, the same types of questions will need to be asked. What types of questions are appropriate for these interviews? Basically, these questions should be as much like those questions employers ask during an employment interview as possible. Care should be taken to avoid questions that might suggest a violation of the Risk Management and Conduct Policy of the Fraternity, or anti-discrimination laws of the university or government. Because of the fraternal nature of our organization, special care should be taken to avoid questions and questioning sessions that might cause undue stress on prospective members, or otherwise violate any anti-hazing laws of the Fraternity, university, or government. A list of potential questions follows:

### **Questions About Personal Background**

1. Why did you choose your current major?
2. Why did you decide to come to this college/university?
3. What are your interests/hobbies?
4. How would you describe yourself?
5. How do you think a friend or professor would describe you?
6. What do you consider to be your personal strengths and weaknesses?
7. Describe your most rewarding and most difficult college experiences.
8. Do you feel you have done the best scholastic work of which you are capable?
9. Tell us about yourself.
10. What have you learned from your mistakes?

### **Questions About Organization**

1. What is your current class schedule like?
2. What other activities/organizations are you involved with?
3. How well do you manage your time?
4. Are you familiar with the obligations of membership and requirements of time for membership in Delta Sigma Pi?
5. How much time would you have available for participation in activities with Delta Sigma Pi?

### **Questions About the Future and Careers**

1. What do you hope to be doing after graduation? Five years after?
2. What do you hope to get out of your association with Delta Sigma Pi?
3. What do you think you could contribute to the Fraternity?
4. How do you feel college is preparing you for the future?

### **Questions About Leadership Skills**

1. What types of class projects have you enjoyed the most?
2. What types of people do you enjoy working with?
3. Describe a situation when you have worked with other people to achieve a set of goals.
4. What offices have you held in the other organizations you are or have been a part of?
5. What qualities do you believe are important for leadership?



### Practice conversations

Practice recruitment conversation with chapter members. Practice will:

- Make using these questions easier
- Teach you how to conduct a natural conversation
- Allow you to take control of the conversation if it gets out of hand (don't let yourself be "interrogated")
- Increase your personability
- Progress a stagnant conversation and prevent lull

Practice using groups. It is best to begin with two brothers. After practicing with two brothers have another brother enter the conversation to practice conversation roles.

The roles include a "leader" and a "wingman". The leader is usually the first person that speaks with the recruit. The leader "leads" the conversation. The wingman is usually the second person to enter the conversation. The leader always introduces the wingman. The wingman is the reinforcer. Remember at any time you may become the leader so be sure to practice both. The best situation during recruitment is a "leader," a "wing-man," and the recruit.

Practice introductions for better flow. Also practice conclusions, never just leave a conversation with out "closing" the conversation. Always remember a conversation that is natural makes the recruit feel comfortable and included.

## **EDUCATE THE CHAPTER MEMBERS ABOUT THE RECRUITING PROCESS**

Many times in the operation of the Fraternity, we overlook the background of individual members when assigning responsibility for special assignments. This is often true when conducting officer transitions, assigning committee membership, and when preparing for the recruiting campaign. Recent initiates, who have never experienced the recruiting process as a member of the chapter, may not be familiar with what is expected or required of members at recruiting events. Members may not always be certain about facts concerning the Fraternity, or how to present information to prospective members when questions arise during recruiting events. For these reasons, it is important for members to be educated on several different things, before the recruiting campaign begins.

There are several different ways to complete this educational process. The chapter may hold some sort of a welcome back social event for members at the beginning of each term. Since events such as this are usually conducted before the recruiting campaign begins, it is one opportunity to be sure that members are prepared with the proper information. The chapter's recruiting committee might conduct a more formal recruiting workshop for members. A workshop such as this could be conducted at the end of the term, following the completion of one pledge education program, or at the beginning of the next term, prior to the beginning of the next recruiting campaign. The Senior Vice President can also prepare several information sheets to be given to members at a regular or special chapter business meeting. By spending just a few minutes at a regular or special meeting, the chapter will be more prepared to effectively recruit new members, and each member will be better prepared to sell membership in the Fraternity on their own.

Regardless of the format, the Senior Vice President will need to be sure that members receive up-to-date information. At a minimum, a review of the following should be conducted before the chapter begins each recruiting campaign:

1. The chapter's selling points.
2. Responses to objections of prospective members.
3. Costs of pledging and membership.
4. The membership selection process.
5. General chapter and Fraternity information.

The importance of being familiar with the chapter's selling points and potential objections of prospective members, as well as the membership selection process is detailed in other sections of this manual. Members should also be familiar with some general information about the chapter and some basic facts and figures about Delta Sigma Pi.

#### Chapter Related

- Any information distributed to prospective members
- Faculty members
- Meeting times and dates
- Major professional, service, and social events
- Chapter leader names/ contact information
- Current initiation fees and chapter dues
- Number of members

#### Fraternity Related

- Regional collegiate and alumni chapters
- Total number of chapters
- Number of members
- Number of alumni chapters
- Prominent/Honorary Deltasigs
- Next LEAD School, LEAD Provincial Conference or Regional/Area Conference
- Next Grand Chapter Congress
- Scholarships and Grants

However and when it is done, brothers should always be knowledgeable and prepared to sell the Fraternity, before the recruiting campaign begins.

## **LOCATE THE POTENTIAL PROSPECTIVE MEMBERS**

During the Membership Analysis process, decisions are made about the number and class standing of new members needed to perpetuate the chapter. After the chapter has decided to recruit a certain number of freshmen, sophomores, and/or juniors, these prospective members must be found and contacted. It will not be enough to assume that these individuals will seek out the Fraternity. In most cases, it will be up to the chapter to take the initiative. Where do we look to find potential prospective members?

Potential members include business majors, approved economics majors, and other qualified majors approved by the Board of Directors. Business minors do not qualify for membership. A complete list of approved majors for your university can be found within the Hub. If you would like to submit a request to add a major to this list, you can do so through a Hub form.

The most widely used method of contacting potential prospective members is a roster or list of students registered in the school of business. These lists can usually be requested according to class standing or other basic criteria, such as address (on-campus versus off-campus), departmental major or minimum grade point average (if the chapter has a minimum requirement above that of the school). The Chapter Advisor may be helpful in acquiring these lists.

Most business schools have a variety of other clubs and organizations. Since the students in these various organizations have already shown an interest in becoming involved in an extracurricular activity related to their business education, they may welcome the opportunity to gain the added benefits associated with membership in Delta Sigma Pi. Many of the current chapter members may also be members in these other organizations, and will be able to contact some of these potential prospective members personally. When contacting these potential prospective members, it is important to avoid the outright pirating of the membership of these other organizations. An unstable relationship with these other organizations could make for a poor image for the chapter, and serious membership problems in the future.

It should also be noted that members of some competing student business fraternities are not eligible for membership in Delta Sigma Pi. **Alpha Kappa Psi, Phi Gamma Nu, and Phi Chi Theta** are all considered to be in competition with Delta Sigma Pi, as are local professional business fraternities and sororities. Chapters of Delta Sigma Pi may not initiate members of these organizations. If there is ever any questions as to what organization might be considered in competition with Delta Sigma Pi, contact Central Office staff for clarification.

The chapter may also be able to gain qualified potential members by working with the faculty. Faculty Deltasigs may often be willing to suggest the names of those students who have shown potential interest in the classroom. Particular attention with these efforts should be given to those faculties that teach entry-level business courses to younger students. The faculty can also promote the chapter and its activities by announcing upcoming events during class or allowing members to make announcements.

Although the chapter should avoid utilizing this or any other source for locating potential prospective members exclusively, College Honor Lists can provide the names of students who have excelled in the study of business administration. Similarly, Departmental Lists can provide the names of potential prospective members by their major area of study within the school of business. These sources may be beneficial when the chapter is attempting to improve its academic image, or improve the balance of members with different fields of study.

## **MAKING INITIAL CONTACT WITH PROSPECTIVE MEMBERS**

After the chapter has identified the various sources of prospective members, initial contact must be made with these students. There are many different ways or forms of media that can be used to contact business students, including print, electronic, posted, and direct mail. The chapter should avoid using only one media form to make the initial contact with prospective members. Some forms of media are costly and can potentially reach a large number of business students, but there are many inexpensive methods that can also reach a relatively large number of prospective members. Some things will work better for different chapters, but a combination of several forms of media is always the best approach. When it comes to making the initial contact with prospective members, the most successful chapters use an aggressive schedule of advertising and promotion along with a dynamic recruiting table for the best possible results.

### **Printed Materials**

- Campus Newspaper
- Student Handbooks
- Brochures – (available from the Central Office, or use your own)
- Bookmarks

### **Electronic Media**

- Radio Stations
- TV Monitors
- CDs/DVDs/Multimedia
- E-mail
- Chapter website
- Campus activities website
- Social Media (Facebook, Twitter, LinkedIn, Instagram, etc.)

### **Posted Materials**

- Display Cases
- Flyers
- Banners
- Posters/Signs – (available from the Central Office, or create your own)
- Blackboard Notices
- Bulletin Boards
- Other local options approved by the university/college

## **Direct Mail**

- Letters/Postcards

## **Other Ways to Contact Prospective Members**

There are many other forms of advertising and promotion that can be used by the chapter at very little cost. Walking Signs, "letter/jersey" days, business cards, table tents in cafeterias or lounges, and bookmarks stuffed into business textbooks at campus bookstores can all be used to promote the Fraternity in general or to promote specific recruiting events. Direct telephone calls to prospective members can be an inexpensive way to get immediate contact and offer personal invitations to recruiting events. Personal contact in classes or other extracurricular activities is, without doubt, the most effective approach to contacting prospective members. A recruiting table is another excellent opportunity to create personal contact between chapter members and prospective members. Think of fun on-campus events to increase your visibility. Speak with your campus activities or Greek life offices for additional ideas and opportunities and to receive approval for your campus promotions.

## **The Recruiting Table**

Whether as part of a student organization fair or as an individual effort on behalf of the chapter, the recruiting table should be a part of every chapter's advertising and promotion efforts. When organized properly, a recruiting table allows for the communication of information to prospective members through printed materials, visual displays, and personal contact. The recruiting table can also allow chapter members an opportunity to get names and telephone numbers of prospective members (and prospective members' friends) that can be followed-up on at a later time.

With the exception of student organization fairs, the most obvious place to set up a recruiting table is in, or just outside, the building where most business courses are taught. Most of the traffic in and around these buildings will be business students. However, other high-traffic areas on campus might also be good locations for a recruiting table. Just remember, the closer the recruiting table is to prospective members, the more effective the efforts of the chapter members working at the table will be. The location or locations for the recruiting table should be selected and reserved (if necessary) well before the recruiting campaign ever begins.

The chapter's Delta Sigma Pi banner should be placed behind the recruiting table if possible, not draped over the front of the actual table - a tablecloth should be used for that purpose. The banner should be high enough so that every one can see it at a distance, even at the most active times. Whether the chapter uses its traditional banner or a special banner specifically designed for the recruiting campaign, both the English words Delta Sigma Pi and the Greek letters should appear on the banner. Remember, most prospective members are not familiar with Greek letters or the organizations they represent. This is important to remember during the entire recruitment process to avoid abbreviations, Fraternity jargon, and unfamiliar Greek letters.

The recruiting table should be large enough to adequately display all of the advertising and promotional materials without being crowded. Remember, the larger the table area, the greater number of prospective members you can entertain at one time. If the table area is too small and crowded, this may give prospective members the perfect excuse to pass by Delta Sigma Pi.

Several things should always be present on the recruiting table. First, as already mentioned, a tablecloth. Especially if the table is being borrowed; many of these tables are old and worn down, and less than attractive. Advertising and promotional materials should include current and or interesting copies of *The DELTASIG* magazine. Displaying *The DELTASIG* magazine is a colorful way of representing the international aspect of our organization. Recent copies of the chapter newsletter will help to explain the types of activities the chapter has been involved with, as well as show the prospective members that the chapter is very organized. Recruiting brochures - either chapter produced brochures or the professionally designed brochures available from the Central Office can provide prospective members with a wealth of information. Chapter business cards can also be used to give prospective members a familiar chapter member to call upon should they have any questions before the next recruiting event.

The chapter scrapbook, with a balance of photographs from recent professional, service, and social activities, along with the chapter's calendar of activities will give prospective members a very good idea of what the organization is all about. The chapter may even want to develop a short video or slide show to be used on a monitor at the recruiting table. Registration book or sheets should be organized and presentable. All materials on the table should reflect the professional nature of the Fraternity. Having some members sign the sheet may help with registration because the prospective member will not have to be the first to sign up.

The chapter should have the most outgoing and aggressive members working the table to attract prospective members, and other members should be there to provide support and talk with prospective members once they approach the table. Chapter members working the table should always remember what the objective of the recruiting table is. In most cases the objective will not necessarily be to sell membership in Delta Sigma Pi immediately, but to create enough interest in prospective members to get them to attend the next recruiting event. Chapter members at the table should never use chairs behind or around the table. As representatives of the chapter, members should be standing as they talk with prospective members, thus creating a feeling of excitement about Delta Sigma Pi. Appropriate dress for the recruiting table depends on the current image of the chapter and the atmosphere of the surroundings, but should either be professional or letters or jerseys. In professional dress brothers will be wearing the Fraternity badge and emphasizing the professional and fraternal nature of our organization, while wearing "letters or jerseys" will emphasize the social and fraternal nature of Delta Sigma Pi.

Some chapters may not have enough members to work at a recruiting table for extended periods of time each day of the recruiting campaign. This does not, however, mean that those chapters cannot make use of a recruiting table. Unmanned recruiting tables with displays that are not easily removable and brochures that interested prospective members can take with them can be quite effective. Of course, nothing can replace personal contact, but lack of manpower is never a reason not to have a recruiting table.

## **EVENTS OF THE RECRUITING CAMPAIGN**

The most successful recruiting efforts involve several different types of recruiting events. Basically, these events include the following:

1. Informational events
2. Professional events
3. Community/university service events
4. Social events

### **Informational Meetings**

The most common information meeting is the "Meet the Chapter" event. Other information meetings might be conducted as part of a student organization fair, a less formal reception, or an open house or open office. Basically the same type of information will be conveyed to prospective members at any of these events, but because of the importance of and the common use of the "Meet the Chapter" event, a detailed review of that event is presented here.

As with any event during the recruiting campaign, the date and time selected for the "Meet the Chapter" event is critical. Special considerations should be given to avoid conflicts with any major university, community, or national events and holidays. In addition to these events, the chapter should work closely with Fraternity National Officers to avoid conflicts with any area, regional, provincial, or National conferences, meetings, or other events. The time of day selected for the "Meet the Chapter" event is equally important. Depending on the type of campus, the chapter may want to conduct all the recruiting events at the same time of day or evening, or at different times on different days to accommodate students' different schedules.

The room used for any function can greatly affect the success of the program. Since Delta Sigma Pi is a professional business administration Fraternity, it is proper to identify the chapter with the school of business by holding as many recruiting events as possible in the business building. Many times, a faculty lounge or

reception room is made available to responsible student groups. These lounges usually provide comfortable seating in a non-classroom atmosphere, and many are equipped with facilities for the preparation and or service of refreshments. If adequate facilities are not available in the business building, the chapter may want to conduct the "Meet the Chapter" event in the student union building. These buildings normally house a variety of rooms to allow for small or large gatherings. This too is important, because when a room is too large, even the largest of groups can appear to be "lost" in one corner of the room.

Since the "Meet the Chapter" event should allow an opportunity for chapter members and prospective members to mingle, proper refreshments should be available. Because this is an information meeting devoted to serious discussion of the Fraternity, coffee, soft drinks, and light snacks are in order. The number and type of refreshments served will depend on the expected number of total guests (both brothers and prospective members) and the money available to spend on this part of the recruiting campaign. Chapter members should always allow prospective members the opportunity to enjoy the refreshments first.

Again, due to the more serious nature of the "Meet the Chapter" event, alcoholic beverages are not appropriate, and in fact, should be considered inappropriate for any event during the recruiting campaign. Alcohol should never be served or consumed at any chapter gathering in a manner that would violate any policies of the Fraternity or the educational institution, or any laws of the local, city, or state governments.

Whenever possible, the chapter should attempt to provide transportation for prospective members to and from the "Meet the Chapter" event. This not only makes a positive impression, but also helps to insure that the prospective members will be in attendance. To insure that the guests will be properly welcomed, two or three chapter members should be stationed at the entry door to greet the guests as they arrive. As part of the initial greeting, each guest should sign a registration book and receive a nametag. Also, this may be an excellent time to ask the prospective members to complete an information form.

In order that every brother can make an informed judgment on each prospective member, it is important that the brothers and the prospective members are able to meet and talk with each other for at least a short time. When the prospective members and brothers are gathered at a "Meet the Chapter" it is an excellent time to inform the prospective members about the Fraternity and for the brothers to get to know the prospective members individually.

Each brother needs to know that an effort needs to be made to meet each prospective member. It is not the duty of the prospective member to try and meet every brother. They have already made an effort by showing up to the "Meet the Chapter" event and it is now the duty of each brother to meet every prospective member.

As a prospective member arrives at the "Meet the Chapter" a brother should greet them at the door and direct them to fill out a nametag. Members of the recruiting committee should coordinate brothers to greet each new prospective member as they enter the room. Brothers who know a prospective member personally through class, work, sports, etc. are a good first contact to make prospective members feel at ease.

The brother should talk to the prospective member individually for a few minutes getting to know him/her and answer some questions about the Fraternity. After 3-5 minutes the initial brother will then introduce the prospective member to another brother and leave them to talk. The new brother will then talk with the prospective member for another 3-5 minutes and then introduce him/her to yet another brother. The brother will probably also meet another prospective member who is already talking to that other brother. The personal introductions from one brother to next should help reduce any prospective member's anxiety about speaking with strangers. Eventually all of the prospective members will have been introduced from one brother to the next until they have spoken to all of the brothers in attendance. Everything should be accomplished in about 1 or 2 hours depending on the number of brothers in attendance and the number of prospective members recruited to the event.

This gathering should have a very relaxed atmosphere. Prospective members should not feel like they are getting grilled with questions. Rather, they should be meeting friendly new people who just want to get to know them and tell them all about this great Fraternity.

Sometime during the event, after most prospective members have arrived, a formal presentation should begin. As brothers and prospective members are being seated, the brothers should attempt to alternate the seating, so that each guest is seated beside one or two chapter members. A situation where all the guests are grouped together and the chapter members are all in one area should be avoided. When everyone is seated, a host should welcome the prospective members and offer appropriate introductions. Although it may seem obvious to have the chapter President or Senior Vice President open the meeting, the chapter should assign this job to the best public speaker and most entertaining brother. Depending on the number of chapter and prospective members in attendance, the host may want to utilize an around-the-room introduction system. This allows each person present to introduce him or herself to the group, and can effectively make the prospective members feel quite welcome.

The chapter may want to utilize a variety of speakers at the "Meet the Chapter" event, including chapter members and officers, Alumni or Faculty members, or National Officers. With so many individuals available to make presentations, attempts should be made to keep the program short and to the point. Direction about specific topics should be assigned to each person speaking to avoid repeating information. At a minimum, the following topics should be covered:

1. The background of the Fraternity's history, purpose, and national organization
2. A brief discussion of the chapter's activities
3. A review of the basic obligations for pledgship and membership
4. A detailed review of all financial considerations relative to pledgship and membership
5. A brief discussion of the membership selection process
6. An overview of all upcoming recruiting events
7. A brief Testimonial

The chapter may want to present many of these topics by utilizing a slide show or videotape presentation. These presentations should exemplify the professional, service, and social aspects of Delta Sigma Pi. This is the perfect opportunity, after having told the prospective members about the chapter's activities during the beginning of the campaign, to show them examples of these activities, before they actually become involved with and participate in the other events of the recruiting campaign.

After completing an overview of the upcoming recruiting events, the Senior Vice President or other host, should conclude the presentation by allowing for questions from prospective members, possibly asking for those who are interested to sign up to attend the next event, and by inviting everyone to enjoy the refreshments.

Getting the interested prospective members to sign up to attend the next event is an important step in "closing the sale," and will allow for effective follow-up. After adjourning to the refreshments, the chapter members should circulate to talk more casually with the prospective members. The chapter members should remain present until all the prospective members have left.

### **Professional Activities**

When planning the chapter's calendar of activities, the Senior Vice President should work closely with the Vice President-Professional Activities to plan a professional event during the recruiting campaign. This professional event will be part of the chapter's regular professional program, but will primarily be an opportunity to let the prospective members experience, first hand, the professional nature of the Fraternity. For this reason, the chapter may wish to utilize a very entertaining speaker who has been a successful contributor to the professional program in the past.

Topics for these presentations should be broad, and not limited to any one discipline or field of business. This is an important consideration, since excluding any prospective members from enjoying the speaker would defeat the primary purpose of the event. The chapter may want to conduct workshops with the prospective

members on business etiquette, dressing for success, choosing a major within the school of business, or career planning. Other professional events might include a reception with faculty members, a chapter business meeting for prospective members, or any other regular part of the chapter's professional or service programs.

### **Community/University Service Activities**

Throughout the recruiting process, prospective members are going to be looking at what type of organization to join. This process should be filled with opportunities to see all aspects of the organization. The Vice President-Community Service should plan an event where prospective members can be part of a service event. The event will be part of the chapter's service program, but will allow the prospective members an opportunity to see what type of service activities the chapter participates in.

The type of service activities conducted should be broad, but simple enough for the prospective members to participate. The chapter may want to clean up the highway, rake a yard, shovel snow, collect food for the needy, or participate in a walk-a-thon.

### **Social Activities**

Again, the idea of conducting a social activity during the recruiting campaign is to actually involve the prospective members in this exciting part of the Fraternity, as well as to give the chapter members a more relaxed atmosphere to meet and talk with the prospective members. As it has already been noted, alcoholic beverages are not appropriate for most recruiting events. This should also be the case for the social event of the recruiting campaign.

The chapter could develop some sort of theme for this occasion. Some different types of social gatherings include game parties, casino nights, movie nights, food socials, or anything creative the chapter decides upon. Another alternative would be an all-inclusive one-day event, conducted to include an information meeting, a less formal professional event, and an evening social gathering. This "Day with Delta Sigma Pi" may work well for chapters with limited time available for the recruiting campaign.

Involving the prospective members in each of these events is crucial to the successful completion of the recruiting campaign. During the initial contact, the chapter tells the prospective members about the Fraternity and its activities. At the "Meet the Chapter" event, the prospective members get to see photographs, a slide show, or a video presentation about these activities. And finally, the prospective members actually get to experience these events. This complete process will help the prospective members learn exactly what membership in Delta Sigma Pi has to offer them.

## **FOLLOW-UP PROCEDURES**

Without doubt, the most important part of the recruiting process is "follow-up." Unfortunately, this aspect does not always receive the proper amount of attention in comparison to the other crucial areas of recruiting. Proper "follow-up" can do more to enhance the chapter's image, as well as the quantity and quality of membership, than any other activity. When done effectively, "follow-up" is not an activity limited to the recruiting campaign, but should be conducted throughout the entire year. There may be a need to begin some form of "follow-up" at any time during the year, and certain forms should continue throughout each member's fraternal experience with Delta Sigma Pi.

If an interested student should ever happen to drop in on one of the chapter's professional activities, the chapter should welcome this opportunity to become acquainted with a potentially eager prospective member. A standard form letter or thank you note should be sent immediately after the event to these interested students by either the Senior Vice President, the coordinator of the event, or some other designated chapter member. This note or letter should include information about upcoming professional events that the prospective member is welcome to attend, as well as information about future recruiting events.

After prospective members sign the registration book at the recruiting table, either the Senior Vice President,



the chapter member who was present at the table when the prospective member signed the book, or some other designated chapter member should contact or "follow-up" with the prospective member. Either a telephone call or a written invitation to the first recruiting event should be made within one day from the time the prospective member signed the book. Obviously, this "follow-up" must be made before the first recruiting event actually takes place.

Regardless of how many recruiting events the chapter conducts during the recruiting campaign, the chapter should always follow-up with prospective members with invitations to the next event. The Senior Vice President or some other designated member should make this follow-up by telephone (because of the limited time) or written invitation.

The most important time for "follow-up" is the time after the chapter has voted on electing pledges, and before the Pledging Ceremony. Follow-up contact should be made by the Senior Vice President, other officers, or other designated members. If the prospective member is to be offered an invitation to pledge, this "follow-up" should be in person or by telephone, and should be followed by a written invitation. If a prospective member is not to be offered an invitation to pledge, a written letter from the Senior Vice President followed by a telephone call at a later date are both appropriate.

The practice of "follow-up" does not end with the Pledging Ceremony; rather it begins again at this point for a new group of people. After the Pledging Ceremony, and before the first pledge class or chapter meeting, the Vice President-Pledge Education or some other designated chapter member should "follow-up" with the members of the pledge class by telephone or in person. This "follow-up" is extremely important because of the enormous amount of information that pledges usually receive at the Pledging Ceremony or the first pledge meeting. After the first, second, or any other pledge meeting, the Vice President-Pledge Education, the Big Brother, or some other designated chapter member should "follow-up" with the pledge in person and/or by telephone. This "follow-up" allows the chapter to monitor the pledges' level of satisfaction with the Fraternity throughout the pledging process. Hopefully, this type of "follow-up" will continue between all brothers, even after initiation into the Fraternity and graduation from school.

## **THE PLEDGING CEREMONY**

The Pledging Ceremony is the culmination of the recruiting process. Not only is the ceremony the prospective members' first exposure to Fraternity Ritual, but it also sets the mood for the entire pledge education process.

The ceremony should be planned well in advance through the coordinated efforts of the President, Senior Vice President, Vice President-Pledge Education, Vice President-Finance, Chancellor (or appointed ritual chair), and any other necessary chapter members. The occasion should be attended by the entire chapter, and should be well rehearsed prior to the scheduled date. Appropriate professional dress is required for this most important ceremony.

Immediately following the Pledging Ceremony, The Vice President-Pledge Education may want to meet with the new pledge class for a discussion of the pledge education program. Although this meeting can be as brief or as detailed as deemed necessary by the chapter, the Vice President-Pledge Education should at least make some sort of presentation at this time. An excellent way to begin this presentation is to give each of the pledges a written copy of the Pledge Education Program. Until now, the prospective members probably worked most closely with the Senior Vice President, and now it will be important for the pledges to begin to identify with the Vice President-Pledge Education. By providing a complete document and an overview of the program, the Vice President-Pledge Education will be able to establish an early form of rapport with the pledge class.

Following the ceremony and the discussion of the pledge program, an informal celebration is most appropriate. This is an excellent opportunity for the chapter members and pledges to start getting to know one another in a much more relaxed atmosphere.

## **EVALUATE THE SUCCESS OF THE RECRUITING PROCESS**

At the very beginning of the recruiting process the chapter should analyze its current membership needs to determine the number of pledges it should ideally recruit. Also, estimates were made about the number of prospective members the chapter needed to involve in each part of the recruiting campaign in order to meet these goals.

After the pledge program begins, the Senior Vice President and the Recruiting Committee should look back and review the effectiveness of the membership analysis, the member recruiting education event, the initial contact with prospective members, the recruiting events, the follow-up procedures, the membership selection process, and the Pledging Ceremony. Do a review immediately following recruitment and then another at the end of the year to evaluate recruitment progress through the year and to measure retention.

The Recruiting Committee may want to develop a survey of questions for members of both the chapter and the current pledge class to help with this evaluation. Participation in a survey such as this will help prepare the members of the pledge class for the future when they might be involved with the recruiting process as chapter members.

## **RECRUIT ALL YEAR**

Fortunately for most chapters, there is a great deal more to recruiting new members than just the few intense weeks at the start of each term. In fact, everything the chapter does throughout the year helps to develop and becomes a part of the chapter's image and reputation. This exposure to the rest of campus is very important during the recruiting campaign, as there is very little that can be done to change it if it is not positive.

Care should be taken throughout the year to remember potential prospective members. Follow-up with potential prospective members after attendance at a chapter sponsored professional activity may insure that the individual will return to participate in the next recruiting campaign. The chapter bulletin board should be maintained with the intent that potential prospective members, as well as brothers and pledges, will stop by to read notices about future events or past accomplishments. If the chapter wins awards or completes a very successful event, recognition of these achievements on the bulletin board will make brothers and pledges feel good about the organization, and will also make a positive impression on other interested students.

The chapter's participation with and/or support of activities sponsored by the college or university administration can also lead to favorable impressions by other students. When students hear positive comments from faculty about organizations, they are much more likely to consider pursuing membership in those groups. By developing good relationships with faculty members, and by initiating faculty that take special interest in student activities, the chapter can help to perpetuate its existence with excellent student and faculty members.

In addition to maintaining positive relationships with the faculty and administration, the chapter should also strive to maintain good relations with other student business groups. By interacting with other student business organizations, the chapter may be able to attract very high quality prospective members (not from competing fraternal organizations). Exposing these business students to Delta Sigma Pi in this manner will prevent the chapter from developing a reputation for causing disruptions in the other organizations' membership. Even though members of competing business fraternities are not eligible for membership in Delta Sigma Pi, the chapter may also enjoy events with these groups. Interaction such as this will benefit everyone involved, especially the members of Delta Sigma Pi.

## **SPECIAL CONSIDERATIONS FOR RECRUITING ON COMMUTER CAMPUSES**

Most of the same techniques used to recruit new members for chapters at residential campuses can also be effectively applied to chapters located at commuter campuses. There are, however, some areas in recruiting that do differ on commuter campuses, and it can be useful to identify these areas before planning the chapter's recruiting efforts.

Since very few students actually reside on commuter campuses, it is critical to schedule recruiting events and activities to reach all the prospective members. This may entail planning frequent recruiting events to allow students with a variety of class schedules more of an opportunity to attend. If the college or university normally schedules classes on Monday - Wednesday - Friday and/or Tuesday - Thursday combinations, many students may only be on campus two or three days each week. Chapters at these campuses must schedule recruiting activities in combinations on both Mondays - Wednesdays - Fridays and Tuesdays - Thursdays. Otherwise, half of the prospective members may be completely excluded from participation and consideration.

At first thought, it might appear that this would require chapters on commuter campuses to schedule twice as many recruiting events as chapters at residential campuses. This will not be the case, as long as the current members of the chapter are a fair representation of the entire student body. Not only do prospective members spend limited time on campus during the week, but also most likely, so do the chapter members. Instead of having the entire chapter present at one recruiting event on one day, half of the chapter may be present at one or two of the same recruiting events over the course of a few days. Although chapters on commuter campuses may conduct more recruiting events, the actual participation levels expected of most brothers would not be any more or less than that required at residential campuses.

Students attending commuter campuses often work full-time or part-time jobs in addition to attending classes. Time is often more important to prospective members than money, although both time and money may be precious commodities. Trying to encourage these students to join the Fraternity to broaden their professional contacts may not be a very persuasive approach. Because these students work, they often have already made many professional contacts. But often, the nature of these students' employment prevents them from exploring the many other career opportunities outside their current field of work. It can be easy to get into a rut with one's job, and not consider the other businesses and professions available to recent business school graduates. Promoting and selling the chance to learn about new career opportunities, broaden one's professional knowledge, and enhance one's marketability in the job world may be more effective than broadening professional contacts.

Personal contact is one of the more important aspects of recruiting at both residential and commuter campuses. But on a commuter campus, where an impersonal environment is usually the norm, personal contact will usually stand out even more.

Chapters at commuter schools must be aggressive in making classroom presentations to introductory business classes, talking to prospective members in conjunction with the recruiting table, and telephoning prospective members as a part of the follow-up procedures. Many of the same advertising and promotion efforts that are successful on residential campuses will also be effective on the commuter campus. Again, an important key on these campuses is personalization. Direct mail letters to prospective members signed by officers of the chapter are an effective way for chapters on commuter campuses to establish personal communication, while being certain that the contact is actually made.

## **TOP TEN THINGS TO DO DURING RECRUITMENT**

10. Attend all recruitment events scheduled by the chapter.
9. Dress appropriately and be in accordance with the dress guidelines for each event.
8. Meet all the recruits/prospective members.
7. Give all recruits an equal experience.
6. Attend the entire recruitment event. Be on time and don't leave early.
5. Come sober and stay sober—represent your chapter and your Fraternity well.
4. Tell the truth—set a good, professional example.
3. Introduce the recruits to other brothers.
2. Promote your chapter diligently.
1. Promote Delta Sigma Pi and your experience continuously.