

Cylinder:

Referrals

Results Producing Activity:

Brothers – Mind Joggers

Description:

Use the Mind Joggers activity found in the Phired Up workbook or on the Phired Up website to generate an initial list of hundreds of men who represent the non-Greek men that you know. Do this activity at least once every semester.

Example:

A chapter of 25 men attending a Phired Up recruitment workshop created a list of nearly 500 non-Greek men after accounting for overlapping names. They never dreamed of having hundreds of leads before they even recruited anyone new. What a great way to get started!

Your chapter should be able to generate at least 20 names per current member. If you don't have a copy of the workbook, check look for the Mind Joggers resource at www.PhiredUp.com/Free.

Notes:

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Results Producing Activity:

Ask the Rest to Find the Best!

Description:

Every person you bump into on campus is connected to literally hundreds of other people. If you want to find the best students on campus to *have a chance to recruit*, start with asking everyone you see. Say this.

“I’m trying to meet the best students on campus, who should I know?”

If they ask you why, answer honestly.

“I’m a member of a social networking and leadership organization. Our goal is to build a network of top performing students. I’m guessing you’ve met 3 or 4 students on campus that have just really impressed you. I’d love to connect with them. Who should I know?”

Ask this question to professors, RA’s, the lunch lady, tutors, student life staff members, student organization leaders, desk workers, groups of students in the dining hall, the person sitting next to you in class, orientation leaders, janitors, administrators, the guy making your sandwich at Subway, etc.

Example:

When recruiting students at a school in Colorado (and others), Matt Mattson (Phired Up’s co-founder) asked this question to everyone he saw. A group of female students sitting in the dining hall ended up pulling out their cell phones to give Matt the names and phone numbers of their boyfriends and several other men they considered gentlemen, just because he asked. At a school in Montana, Matt Geik (another Phired Up team member) built a friendship with the lunch lady and got 5 strong recommendations out of her just because he was socially excellent with her instead of ignoring her. Everyone is a referral source.

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Results Producing Activity:

Faculty & Administration

Description:

In a 1-on-1 conversation, ask well-respected professors or administrators for recommendations of men they consider to be leaders, scholars, and gentlemen. The magic is in how you present your request. Here is a sample script:

“Dr. Jones, I am working with a group of student leaders to improve the quality of fraternities on our campus. We think we can change the behaviors and image of fraternities by improving the level of men we target for membership. We want a higher quality student. We’re missing out on some of the best leaders on campus and good men are missing out on the resources and friendships that fraternities offer.

Would you share with us the names of several of your top students, especially those who show signs of leadership? Also, may we make a 60 second announcement at the beginning of tomorrow’s seminar to share this opportunity with others in our class?”

Example:

Expansion teams for top national fraternities use this technique to generate dozens of high quality leads before ever approaching a student. A professor at Marshall University was known for producing 5-10 names every year of the best students in his class.

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Results Producing Activity:

Sororities & Sorority New Member Classes

Description:

Contact every sorority on your campus. Request a few minutes at the beginning or end of their chapter meeting to make a brief presentation and request for help. Take 1-2 brothers with you. Dress up. Take a gift or token of appreciation. Bring note cards and pens for every woman in the room. Your solicitation for support will sound something like this:

“Thank you for accepting our request for a few minutes of your chapter meeting. My name is Josh Orendi and this is Matt Mattson. As our way of saying thank you, we hope you’ll accept this arrangement of your national flowers. (give flowers to president)

We are proud members of XYZ fraternity. We’re here because we believe that the campus and sororities like ABC deserve to have fraternity men that better represent our school. Matt and I are proud to be Greek, and we are just two of a larger group of fraternity men who are taking the lead to involve more true gentlemen in the Greek community. But, we need your help.

Matt has given everyone in the room a note card and pen. We knew the best place to start looking for men who are leaders, scholars, and true gentlemen was right here with you. Would you take a minute or two to write down the names of men you know that are not in a fraternity that could help us improve the quality of our fraternities at STU? Would you also, please, put your name on the back of your card.

Thank you again ladies for your time and help this evening. Matt and I will leave our contact information with your president. If you think of other men that we should know about, please call or e-mail us. I look forward to sharing great news with you soon.

Example:

Delta Tau Delta once generated 400 names from a single sorority while forming a new group in Ohio. If you only got 10 good leads from each chapter, would it be worth the effort?

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Results Producing Activity:

Alumni, Family, & Friends

Description:

An annual or semi-annual appeal to your alumni for recommendations of incoming freshmen is often highly effective for established chapters. It may take several years to cultivate the alumni list and/or train them to trust their referrals to the chapter. However, alumni recommendations typically pay off in the end.

The same solicitation should be done to family and friends of brothers in the chapter as well as family of recent graduates. Remember to plan for proper follow up. It's equally important to provide updates to those people who made recommendations to let them know the status of their referral in the recruitment process. Let them know you are using their referrals and they will continue to provide you with names.

Example:

A FIJI chapter in Indiana uses alumni referrals as their primary recruitment tool. Their solicitations are sent out in the spring with follow up correspondence throughout the spring and summer. A list of 50-100+ leads is generated from these referrals. Before school starts in the fall, they will have typically secured a pledge class of 20+ new members.

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Results Producing Activity:

High School Teachers & Counselors

Description:

You've probably got some great relationships with past teachers, guidance counselors, or administrators from your high school. They already know who is coming to your school this/next year, and if you ask the right way they might let you in on that important information. Then you can call those new students from your high school to welcome them to campus and show them around. Consider asking your past high school connections something like this:

"Mr. Johnson, I really appreciated all the guidance and support you gave me as I was making the transition from high school to college. I don't know if you have heard, but things are going great and I've really found a way to stay focused on academics but also really enhance my leadership responsibilities – through my fraternity. Are there any students from our school coming to my university next year? I'd love to show them around campus and just welcome them. In fact, one thing our fraternity does is help parents and new students during move-in. I'd love to call any students you know of from our school and offer that help beforehand. I'll even buy them lunch!"

Bonus Tip: Ask your university's admissions office for a list of the "top 10 feeder high schools" that send students to your university.

Example:

Participants in many Phired Up recruitment workshops have identified this as a great way to be "the one guy" these incoming students know when they get to campus. If you can be "the one guy" they know, then you've got a great chance to be "the one guy" who recruited them into your fraternity.

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Results Producing Activity:

IFC and Other Fraternities

Description:

If you have access to the IFC rush list, that's great. If you can get last years list that's golden, too. However, this idea is more creative than that. Try asking the IFC or leaders from other fraternities, "Who are the guys you'd most like to recruit, but they refused ... guys that you respect but would never join a fraternity?"

Example:

At a Michigan School Doug Sweeney asked this question to the IFC. He got a list of 5-10 guys that they told him they would love to recruit but there was no point in trying. Doug took that as a dare. He met with each of them, talked about why they felt that way, asked them about the type of group they would be excited to join, and showed them how his organization could provide them that opportunity. To the amazement (and frustration) of several IFC men, a couple of those guys joined!

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Results Producing Activity:

First Year Student Services

Description:

There are a few departments and jobs on campus that have the specific *mission* of knowing and serving first-year students. Which means their job is to know every single incoming student (prospective member) and a little about them.

Consider these sources for referrals:

- Admissions Counselors
- Resident Assistants & Residence Life Staff
- Multicultural Affairs Office
- Orientation Offices
- Student Life Office

Consider asking something like this...

"I'm looking to truly change the concept of fraternity on this campus. I'm tired of the stereotypes and I'm guessing you are too. Are there any first-year students you've seen that are obviously going to be outstanding leaders and change agents for our campus? I'd like to talk with them – no pressure – about changing the Fraternity and Sorority community. I promise to you that if we do end up engaging them in our community that they will not get hazed."

Example:

Many groups cite RA's and Orientation Leaders as two of the best referral sources on campus. Many people, however, never consider the multicultural affairs (or similar office). At the University of Wyoming recently, a group of students from a multicultural sorority mentioned that if chapters truly want to be diverse, maybe they should start by just walking in and introducing themselves to students in the multicultural affairs office!

Notes:

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Results Producing Activity:

"Haters"

Description:

Do you have anti-Greek people on your campus? Yes, of course you do. Believe it or not they can be one of the best groups to get referrals from, if you do it right...

"Listen, I know you aren't really a fan of fraternity life here. To be honest, I can understand why. I'm embarrassed sometimes by what has been done, but I also know what we could be if we had the right people to lead us there. I'm sure you can relate to values like honor, academic success, justice, deep friendship, and service to fellow men, right? Well, that's what we're supposed to be about, and I'm working on creating that reality within at least one fraternity here. Can you think of anyone else who has a revolutionary mind and might be interested in talking with me about how to dramatically change the paradigm of fraternity/sorority life on this campus? I'd just like to talk with them to pick their brain."

Example:

There is no example for this. Chapters are never brave enough to actually have this conversation with their enemies... Unless you are. Will you be the first to have this revolutionary conversation?

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Results Producing Activity:

New Members: Handshaking Through the Dorms (Dorm Storm by Invite)

Description:

After you've recruited some first-year students, go over to their dorm for a visit, and say...

Jimmy (he's the new member/recruit), I'd like to meet the best of the best students on this campus so that I can make sure they all have the opportunity to at least consider our organization. More importantly, I'd like to learn from their perspective about how the best of the best students on this campus would revolutionize Fraternity and Sorority Life if they had the chance. I don't know nearly enough guys in this dorm. Could you introduce me to the top 5-10 guys you've met so far in this building? I'm looking for the 5-10 guys with the most potential for leadership, excellence, and influence. Let's go...

Jimmy introduces you to one of them

Hey man, I'm Matt, what's your name? Nice to meet you. Jimmy says that you're someone I should know, isn't that right, Jimmy?

What are you doing right now? Do you have 5 minutes to chat? Can I come in / Want to sit down?

I asked Jimmy to introduce me to guys in his dorm that seemed to him like they might have some potential for doing great things while they're a student here. He already introduced me to Bill and Juan down the hall. Do you know those guys? What do you think of them?

Cool. Listen, I'm looking to learn from the best of the best students on this campus. I really believe in the power of student leadership, and I'm a part of a number of organizations. I want to know what students like you want out of their college experience. I want to know what this school needs to offer to make your time here incredible. Would you be open to me buying you a cup of coffee this week so that we could chat for 20 minutes or so?

What morning works best for you, Monday or Tuesday? Perfect, can I get your number in case something weird happens and I need to call you? Thanks, here's my number too. Is it cool if I look you up on Facebook so I can contact you that way as well?

Awesome. Who else should I be talking to that Jimmy here hasn't thought of yet?

Perfect, are they around that you can introduce me to them? No? Do you think they can come to coffee or can you connect me to them over Facebook (recommend them as a friend)?

Hey, I don't want to steal all your time. I'll see you Monday in the union for coffee at 10 a.m. Thanks!

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Results Producing Activity:

Online Referrals

Description:

If you use the Google Docs names list from our Free Resources, you can easily build a form to embed on into your website to collect this information. You can also embed that form into E-mails or just send E-mail/Facebook requests with a link directly to the form. Just make it as easy as possible for people to refer potential members your way. This form is easy to build and easy to use. Leverage your network to build your Names List. Here are five recommendations for requesting online referrals:

1. Add a form to your website. Make it easy for anyone (alumni, members, friends, lovers, pals, teachers, counselors, pen pals, parents, etc.) to refer people to your organization for consideration.
2. Send an E-mail (with the form or link embedded into it) to your high school teachers, counselors, administrators, janitors, and lunch ladies requesting that they complete the form for at least three students who will be attending your school next year.
3. After a face-to-face lunch meeting (or at least a phone conversation) with your 5 favorite college professors, send a follow-up message with a link to the form requesting that they complete the form with information about their top 5 students from the past year.
4. Request referrals, submitted through your form/website, from anyone who joins any Facebook group or Fan page you have. Ask members, potential members, girl/boyfriends, friends-of-the-fraternity/sorority, etc.
5. Request that your chapter's "Horses" complete the referral form with all of their non-Greek friends over the summer. It is an easy task to complete no matter where they are this time of year.

Example:

Inter/National Fraternities and Sororities are pretty good at offering easy opportunities to capture recommendations. Some great examples include Beta Theta Pi, Triangle, FIJI, Alpha Chi Omega, Pi Beta Phi, and Alpha Phi. There's even a general form for all fraternities at www.fraternityinfo.com.

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Results Producing Activity:

Door Holding Campaign

Description:

Picture this. Every door of the student union, library, food court, dorms, and all other high-traffic buildings on campus have a guy standing outside in the cold, in a shirt and tie, every day for a week, holding the door open for every person that walks through. As the person walks through and inevitably says, "Thank You," the door holder hands the person a small index card. On the front of the card, it just says "TRUE GENTLEMEN" (no fraternity letters, you can adapt this for your specific organization). On the back of the card, it says something like this,

"You thought chivalry was dead? We're here to prove that *true gentlemen* still exist at this university. Would you help us find more men like us? We're giving away an award for the top 100 most gentlemanly, chivalrous, and honorable men at our school. Nominate the guy(s) you think most represent a True Gentleman and give this card back to one of the gentlemen holding doors open this week."

I NOMINATE: _____ as a True Gentleman

He can be reached at: _____ or _____.

My name is: _____.

Example:

During a chapter-specific meeting Matt Mattson once had before a program, the Sigma Alpha Epsilon chapter at the University of Wyoming came up with this great idea. We loved this idea because, A) It gave their chapter members *something to talk about*. So often members don't strike up conversations with strangers because they don't have anything interesting to talk about. B) The campaign was truly based on the organization's core values. C) It created buzz, but their letters were nowhere to be seen... it doesn't look like a recruitment effort, and for that matter, it *isn't*. This is a legitimate service to the campus and after a few weeks they'll reward someone who represents what they believe to be important — being a gentleman. Because they were nice to people, they'll have a larger names list and have a targeted list of nominated *gentlemen* that would make a great new member class.

Notes:

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Summer Recruitment

Results Producing Activity:

High School Visits

Description:

Does your college's school year end about a month before your old high school's school year? Probably. That gives you a month to go back to your high school and give classroom presentations about how great college life is, what it takes to survive, how fraternity has made your life great, and how you are willing to serve as a resource to any incoming freshmen at your university.

Example:

College admissions offices sometimes will reward current students for going back to talk about their university at their old high schools. This can be a great way to do a service for the university while building your names list through all the individuals you meet from your high school that will be attending your college next year.

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Summer Recruitment

Results Producing Activity:

Leadership Retreat

Description:

Many chapters have summer retreats to get together and enjoy some brotherhood over the summer months. But imagine if you had a "leadership retreat" that was simply a way to prepare college students to serve as great leaders in the upcoming school year. Invite incoming freshmen along with guys you met during the Spring semester. Hold it at a campground or a brother's cabin to keep costs down – or even on campus. Also consider a "service retreat," a "networking retreat," or a "spiritual retreat" depending on the priorities of your members.

Example:

A chapter at a mid-sized school in Michigan held a retreat during the summer at a campground by a beach to plan for the next semester. The chapter decided that they'd have better recruitment results if instead of *planning for* recruitment, they actually invited some prospective members to be a part of the retreat.

Notes:

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Summer Recruitment

Results Producing Activity:

Partnership with the School

Description:

The school hosts activities for incoming freshmen and prospective students throughout the summer. Create a partnership opportunity to tap into one that already exists.

- Orientation Leaders
- Campus Tour Guides
- Hosting Overnight Guests
- On Campus Activities
- Admissions Meetings

Though it may not be possible to promote the fraternity at many of these school sponsored events, it's certainly encouraged to build friendships and network with the incoming students who attend. Let your face be the first one he associates with being a "friend" on campus. You may also have an opportunity to invite him to a fraternity-sponsored activity during your conversation.

Example:

AGR at a Midwest school hosts a day for incoming agricultural students. They provide a tour of the school, a presentation by a member of the faculty, a BBQ luncheon, and take-home information provided by the university. Students who wish to stay overnight are hosted in the chapter house. A great example of breaking stereotypes, building university relations, and winning over the parents early. On this day, from the men they meet, 5-10 typically become part of their fall new member class.

Notes:

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Summer Recruitment

Results Producing Activity:

Home Visits

Description:

Remember that feeling as a high school senior about to go to school where you don't know anyone? A lost art of home visitations is still practiced by some chapters. Call on incoming freshmen. You are a student of the school who would like to come by and talk to them about school and fraternity life as well as answer any of their general questions about what it's really like to be a student on campus.

Key Point: Invite their parents. Better yet, ask his mother first then ask to talk to the incoming student. More than 50% of the time we win over the parents, we win over the student.

This technique works increasingly well if your organization has a niche market such as the fraternity of engineers, math students, Catholics, Jewish students, musicians, soccer players, etc.

Example:

Many chapters at large schools in the Midwest and West Coast and deep South use this technique effectively. They typically employ a brother during the spring/summer months through the housing fund to make these calls/visits. Others will use volunteer teams of brothers and alumni from different regions to make these calls/visits together.

Notes:

Cylinder:

Summer Recruitment

Results Producing Activity:

Fairs & Conferences

Description:

Some fraternities find success in manning information tables at summer conferences and fairs that attract student leaders. Similarly, they will make sure they have a presence at university hosted conferences where future students/members might attend.

Example:

- Several historically black men's fraternities will be present at the annual Black Expo Fair.
- Farmhouse fraternity will regularly set up a booth at State Fairs.
- ZBT, SAM, and AEPi typically have a presence at large conferences that bring Jewish leaders together

Notes:

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Summer Recruitment

Results Producing Activity:

Shadowing

Description:

Many colleges offer opportunities for pre-freshmen to spend a day or two on campus “shadowing” a current student. This gives the potential student a better idea of what a day in the life of a student at your school is actually like. You let them see where you live, meet your friends, go the class with you, eat together on campus, etc.

Spring is the most popular time of the year for these visits. Although they sometimes carry over into the summer months. Get as many of your members as possible involved in these “shadowing” opportunities.

Example:

Here’s a testimonial from an ATO fraternity brother at Marietta College:

When I was a senior in high school, I had my college choices narrowed down a lot. I had overnight shadows at Marietta and Allegheny College. My shadow was Brock Linedecker and the one from Allegheny didn’t impress me so I don’t remember him.

Anyway, I followed Brock around to his classes, hung out with him in his dorm room, and met some other guys in the dorm hallway. At the time that I had gone, Fall rush was finished and everyone had already received bids. Brock was an ATO pledge. Later in the night, we went down to the fraternity house and I met many of the brothers. I was also able to talk with the president of the fraternity about any questions I had.

I feel that because of my great experience with Brock and the ATO boys, I made up my mind that I wanted to go to Marietta, and that I wanted to be an ATO. All this and I still had over six months of high school left.

When I arrived on campus to move my stuff in the next year, I met up with a few of the people that I met during my shadowing trip. We instantly began talking about the one night that I had been here and I left like I already had many friends on my first day. The ATO brothers have become my family since then and I really believe that my overnight with Brock had a lot to do with that.

Notes:

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Summer Recruitment

Results Producing Activity:

Social Networking Media

Description:

The internet offers priceless networking opportunities with sites such as Facebook, Twitter, and LinkedIn.

Example:

- The Phi Kappa Theta president, Brock, from San Diego State entered the fall semester with 28 members. He spent most of that summer hunting down men on Facebook who were incoming freshmen. He drove approximately 150 new names onto his Names List. By the end of the fall semester the chapter had recruited 30 new members and doubled their chapter. Brock added, "The funny thing is that half the guys we ended up with weren't even the guys I was talking to on Facebook ... they were friends of those Facebook contacts."
- One Delta Chi chapter we know of set up a fan page on Facebook and had over 500 "fans" within a week. As sent their fans daily updates, keeping them informed and making them part of the chapter's recruitment process. They even invited fans to service/philanthropy events over the course of the semester, tons of new names were added.
- The ATO's at BGSU hosted the "BGSU Freshman Class of 20XX" Facebook group, and served as "experienced students" who offered advice all summer along. They had over 1000 students to tap for referrals or to interview by the end of the summer.

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

100% Brotherhood Involvement

Description:

A requirement of membership should include leadership in at least 1 other student organization outside of the fraternity. 100% of your membership should be involved in another student group.

In addition to being known as the fraternity where campus leaders join, you'll have access to dozens of organizations' meetings and rosters. Use this information to bulk up your names list.

To help keep this focused and "results producing," identify 5 student groups that typically attract the highest caliber non-Greek men on campus. You might consider making membership in at least 1 of these 5 groups mandatory for your members/new members.

Example:

A chapter in northwest Ohio requires every member to belong to 2+ additional student groups. They intentionally recruit student leaders. In the 2 years, they grew from 15 members to 50+ members.

Notes:

Cylinder:

Member Positioning

Results Producing Activity:

Rebuild a Student Group

Description:

Most campuses have hundreds of student organizations. Many of these student groups are on the brink of extinction because they lack the membership and/or leadership to sustain themselves.

This is an opportunity for the fraternity to step in and revive the student organization by plugging in several of its own members. In addition to the service you are providing to this student group, you are creating a pipeline for membership into the fraternity. Every man that joins the student group is added to your Names List.

Often, men who would never consider fraternity life will join these student groups. They meet several of the members (your brothers) and build a friendship. That friendship often develops into interest in the fraternity.

Example:

A small school in West Virginia had a dying ski club. A fraternity chapter on campus stepped in and saved the club by signing up 10 of its brothers to become ski club members. Nearly every freshman that joined the ski club for the next two years went on to become a member of the fraternity.

The ski club became a recruitment pipeline for membership into the fraternity. On top of the recruitment benefits, the ski team was also able to petition student activities for several thousand dollars. That money was spent on a weekend ski lodge retreat that included nearly every member of the fraternity. Brilliant!

Notes:

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Member Positioning

Results Producing Activity:

Select Organizations

Description:

Every school has a unique top tier of student organizations that cultivate leaders who are most likely candidates for your membership. These target organizations can vary from chapter to chapter. Your members should be part of these groups and recruiting from these groups. Below are several examples of organizations targeted by top fraternities.

What are the top 5 organizations your chapter should be focusing on using to generate leads of potential members?

Example:

- Student Government
- Residence Life
- Admissions & Orientation Teams
- Recreation Center Team Leaders
- Student Councils
- Community-based Groups
- Religious Clubs
- Activities Boards
- Large project leadership teams
- Honor Societies
- Dance Marathon/Service Teams
- Programming Boards
- Political Organizations

Notes:

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Member Positioning

Results Producing Activity:

Jobs of Access To and Influence Over Prospects

Description:

Member positioning is really about putting your members in positions of ACCESS TO and INFLUENCE OVER prospective members. There are jobs on campus where you can do these things while also getting paid for it! Consider pushing your members to consider these employment opportunities:

- The Guy Who Scans ID Cards at the Gym
- The Guy Who Scans ID Cards at the Cafeteria
- Student Newspaper Reporter
- Freshman Seminar Teaching Assistant
- Freshman Dorm Front Desk Worker
- Resident Assistant
- Orientation Leader
- Etc.

A good rule of thumb is that a minimum of 20% of the chapter members should intentionally be involved as a leader with orientation, res life, or admissions. Building that expectation is the year round role of the chapter recruitment team (do you know when applications for next year are due?)

Example:

At Phired Up programs we often ask the audience how many people were recruited by their freshman year RA. Typically the response is between 10%-25% of the room. Phired Up co-founder, Matt Mattson, was recruited by his RA (along with 6 other guys from his freshman year dorm floor)!

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Member Positioning

Results Producing Activity:

Resource Center

Description:

A great way to serve the community and gather names of prospective members is to run a resource center on campus. Consider working with your Dean of Students or Student Life Office to create a resource center that meets the needs of students on campus. Maybe you could set up shop (table, booth, or office) with educational materials and networking resources for one of the following needs of students:

- Men's Health Needs
- Campus Involvement Clearinghouse
- Environmental Conservation Information and Opportunities
- Campus Social Scene (What's Going On When?)
- Textbook Exchange
- Etc.

Example:

One fraternity chapter in Ohio cares deeply about ending the abuse of women on college campuses. They set up a resource center to hand out information and have educational conversations about stopping violence against women and getting individuals involved in the cause.

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Member Positioning

Results Producing Activity:

Targeted Campus Programs

Description:

Are you the "leadership" fraternity? Are you the "service" fraternity, the "diversity" fraternity, or the "academic" fraternity? If you want to create your own brand like that, consider hosting campus-wide programs that are specific to your particular values.

What program can you put on for the campus (and maybe don't attach your name to it) that will attract the type of student you want?

Example:

A colony (new chapter) at a college in Virginia was determined to be known as the "leadership fraternity." To drive names onto their names list they planned a series of programs to attract the TOP leaders on their campus. This included a conference call series with the Dean of the school of law on their campus – he talked about leadership in the "real world." It also included round-table breakfast programs to provide networking opportunities for the best of the best leaders on campus (the ones who would wake up to go to breakfast).

Notes:

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Member Positioning

Results Producing Activity:

3-to-7

Description:

Write “3-to-7” on the back of your hand. Post it on the inside of the front door of the chapter house. Put up a sign in the bathroom stalls. Whatever you need to do, we’re looking for every member of the chapter to make this commitment today:

1. Show up 3-7 minutes early for every class.
2. Sit in rows 3-7.
3. Make 3-7 new friends in those classes this week.

Here's how/why it works:

1. Arriving more than 7 minutes early means you won't have your pick of potential new members to sit next to. Be strategic about who you sit near. This is likely to be the same chair you'll sit in all semester. Showing up later than 3 minutes early means the best seats will be taken, or you may be forced to sit near the back of the room because class has already started.

2. Research shows that top academic performers sit in the rows closest to the front of the class ... but not necessarily the first 1-2 rows. Interesting. You want to position yourself as a top performer and associate yourself with other top performers (right?), so take a seat in the section where top performers congregate – perhaps rows 3-7.

3. You just showed up early and you know that you are sitting next to a top performer. It's time to make a new friend! Do that with 3-7 people in each of the 3-7 classes that you're taking this semester. Multiply that effort times the number of members in your chapter. (The Names List is about to explode)

Side benefit: You're better positioned to be a top-performing chapter in academics as well.

Remember, 3-to-7!!!

Cylinder:

Member Positioning

Results Producing Activity:

Covert, Undercover, Guerrilla Recruiting

Description:

Physically position yourself and 3-5 other high performing, socially excellent brothers in a student union, lounge, library, dining area or coffee shop (anywhere that lots of students are spending time). Practice your espionage skills. Say this to your 3-5 other brothers in a hushed tone:

“Pretend you're a secret agent. Take the next 10 minutes to hang around inside this busy student union. One way or another, strike up a conversation with someone — ANYONE. If you can, get their name and contact information, and then meet back here in 10 minutes.”

Challenge your members to covert, spy vs. spy games. See who can get more phone numbers in one afternoon. See who can get the whole class engaged in conversation first. See who can get people to donate money to charity fastest — all through one-on-one casual conversations — hone and refine your skills.

Go to job fairs, military recruiting events, non-Greek student organization recruitment-type events, and enjoy — but watch and learn while you're there. See how the best recruiters on campus do it and then borrow their techniques.

Example:

Phired Up challenged a group of Beta Theta Pi's to act as spies in their student union one day. Many failed out of fear, but two men worked together and came back with 19 names/contact information in 20 minutes.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Rock, Paper, Scissors Tournament

Description:

A Pi Kappa Phi chapter leader sat at his information table in the middle of campus watching dozens of men walk by and seemingly ignore him. In a bold spark of genius he realized that he needed a way to initiate conversation since nobody was coming to him.

He stepped out in front of a group of guys walked by, "Rock, Paper, Scissors" he said putting his right fist over his left hand. One of the guys looked back at him confused. "It's a rock, paper, scissors tournament" he said looking over at his table of brothers. "If you win, keep walking. If I win, you give me 30 seconds to tell you about what we're doing to change this campus. Best of three, GO."

As he tells the story, nearly every guy he approached played along. When he won, he got at least 30 seconds of his attention. Surprisingly, even when he lost the guy typically said, "what's this all about anyway?" They went on to create a variation of the game to offer a prize to the guy walking by who won the most consecutive challenges. The important part is that they initiated conversation, found a creative way to get the guy's name, built a little rapport, and more times than not ended up with a way to follow up with him later.

For videos, search "tabling" on the Phired Up website blog. Or, check out the Facebook fan page for additional videos.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Positive Absurdity

Description:

There are times during the year when it is hard to get people to talk with you. Mid-semester when people are focused on grades and have their heads down as they walk through campus is an example of when doing something absurd (but positive) to get noticed might make sense. Utilize the bold members of your chapter

- Don't buy pizzas and have a meeting in a meeting room. Buy pizzas and hand out free slices in exchange for a good conversation.
- Don't hang up fliers on bulletin boards. Ask people if you can tape fliers to their backpacks for a day (and shake their hands).
- Don't write about your organization with chalk on the sidewalk. Have a "chalk art" competition one day between classes and challenge people to color in the lines (don't forget the sign-up sheet).
- Don't say "I'll meet some people in my classes." Give high fives to everyone who walks into your class today. Do that with a high five buddy.
- Don't have an info meeting about your organization. Quietly arrange a secret meeting by personal invite only... with a secret password to get in.

Example:

Two guys at Purdue University made national news when they started standing out in the middle of campus everyday and shouting out "free compliments" to everyone who walked by. They started tons of great conversations, it took no planning, and everyone noticed them. That absurd but positive act opened the door for them to meet literally thousands of people. Check out the video by searching for "compliment guys" on the Phired Up website blog page.

A ΣAE chapter in the west holds a charity haunted house every year. Instead of putting fliers on the walls of campus, they decided to try dressing someone up in a Halloween costume and having them pass out info about their haunted house... and collect the names of all the people he scared.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Frisbee Frenzy

Description:

Many organizations, councils or universities will invest an outrageous amount of money into marketing trinkets. We've seen IFC-branded water bottles, Panhellenic-branded iPod covers, Rugby team beer cozies, sorority sunglasses, and fraternity flip-flops. These are fine if you're interested in spending a lot of money to give cheap gifts to people (first year students) who are already overloaded with cheap crap.

The question is: how can you turn this need to give away cheap crap into a technique for driving names onto your names list? Take the example below, and put your own creative spin on it.

Example:

The Iowa State IFC guys had a really cool idea while Phired Up was presenting there. They apparently play a lot of Frisbee on that campus, and they thought maybe they'd do a fraternity-themed Frisbee to give away. But they didn't stop there. These guys talked about planning a FRISBEE FRENZY DAY on campus.

They'd take their give-away flying discs and spread out around campus. With synchronized watches, as the clock strikes noon, they'd all suddenly start playing Frisbee with strangers. Striking up some Frisbee tossing fun, the frenzy is only effective if each stranger they play Frisbee with gets a free Frisbee and most importantly GETS A CONVERSATION WITH A FRATERNITY MAN. They'd use these discs and the spectacle of Frisbees flying everywhere to strike up light-hearted conversations with strangers (potential members).

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Pick-Up Sports Games

Description:

Often, less planning is better when it comes to meeting new people. Your chapter probably plays pick-up games of football, basketball, volleyball, ultimate Frisbee, or something similar. Instead of just playing with brothers, simply head out and see how many prospects you can gather just before the game is about to start. It doesn't seem "recruitment-y" and is just a fun way to get to know people. Make a schedule of "spontaneous" pick-up sports games, and play the sports near the places where your prospective members live or hang out.

Example:

A chapter at The College of William and Mary in Virginia committed to doing something very simple to get names onto their names list.

Our group always loves to play pick-up football as often as we can during the fall. We realized that it was a whole lot easier to invite strangers to an immediate game of casual pick-up football than it was to invite them to some strange "recruitment event." People were more likely to join us if we said, 'meet in the quad in 5 minutes.' So before we play we run around for 10 minutes trying to double the size of our group of players... It is amazing the people you meet and the relationships that we build just by doing that. And it is free and takes no planning!

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Info Tables & Activities Fairs

Description:

Information tables are a common way for organizations to share general information about themselves with the public and solicit new people for membership. The problem is that most organizations are awful at running their table!

Fraternities will show up for mandatory IFC tables or Fraternity and Sorority days, but rarely take advantage of the times when student leaders are out in full force, such as Activities Fairs, Student Involvement Days, Orientation, cafeteria during the first week of class, etc.

Try the survey/petition Marketing for Names idea at your table, or offer coffee/donuts/hot chocolate. Don't have an "info table," have a table that offers something of value to everyone that walks by.

For a "cheat sheet" of best practices for tabling visit the "free resources" page of the Phired Up website: www.PhiredUp.com.

Example:

The next time a military recruiter is on campus with an information table, take note of his actions. He's never sitting and never behind the table. He is in front of the table shaking hands or walking around making conversation with people in the general area. The table is never cluttered. It is clean and simple. A tablecloth, a way to share contact information, and some pictures are staple items. The table is in a high traffic area and highly visible from a distance. The recruiter is dressed professionally which commands the respect he deserves. He never leaves a conversation without exchanging contact information with you and asking for a referral of others you might know with interest in his organization. Again, take note. These guys are good.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

5 for 5 Challenge

Description:

We know it's unlikely to expect that every man in the chapter will take a leadership role in Dynamic Recruitment. If, however, you and 4 of your brothers made a 5 day commitment to meeting 5 new people everyday, your Names List would grow by 125 names THIS WEEK.

5 new names x 5 brothers x 5 days = 125 new names

Example:

An East coast chapter once did this for the sole reason of showing us that it doesn't work. They called a week later to tell us that they weren't able to meet 125 total people despite their best efforts. They also said they felt awkward going out of their way to meet new people and disliked being occasionally rejected by the people they approached. "I guess 5 for 5 didn't work for you then," I said. Their reply: "We have over 50 new names and 10 of them have already been to a fraternity event."

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Dorm Storm

Description:

This is simply going to a freshman dorm and knocking door-to-door. Before you turn this idea away, I'll remind you that freshmen typically have no more than a few friends and generally do whatever you tell them. This method is effective.

It's best to send teams of brothers to various halls. Never have more than 2 brothers knock of a single door. That's overwhelming. Have something of value to offer (you're not asking them to join!) and be sure to capture their contact information.

- We're giving out raffle tickets to win an iPod to anyone that donates a dollar or more to cancer research.
- The Kappa sorority girls asked us to round up a handful of guys to help with their service event. Can you guys be downstairs in 10 minutes?
- We're petitioning the school for more parking spaces on campus. Will you sign the petition?

"But my campus won't let us dorm storm." Yeah, we know. Get creative and solicit when freshmen seminars are about to begin/end, work the front entrance of the residence hall, or ask RA's if you can talk to the guys on their hall.

Example:

A small New Jersey chapter couldn't get freshmen to attend events they hosted because their house was too far off campus. The chapter scheduled a BBQ at 7pm. At 5pm ten brothers got into 5 cars and drove to the freshmen halls. They made an agreement not to return to the house until their cars were full of freshmen. The chapter had its best event all year with 15+ prospects in attendance.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Move In & Move Out Days

Description:

During a designated day/weekend most freshmen move in to the dorms. They need help with directions and heavy boxes. You're just the group of gentlemen to help these young potential members. Before you leave, you give him your contact information (business card is appropriate), and you ask him for his so you can let him know inside information on what's going on this week on campus.

At the end of the semester, everyone leaves during the same 3-4 day period. However, the swarm of fraternity and sorority helpers are nowhere to be found. This is a great opportunity for the fraternity to offer free boxes it collected over the past week from area businesses. A sticker on the box announces either the summer recruitment calendar or the scholarship link.

Example:

Move In days have become so popular that many schools organize a full fraternity and sorority effort and prohibit a fraternity from wearing Greek letters specific to their organization. Differentiate yourself from the herd. Try these techniques:

- Before leaving his room, you slap a magnet on the refrigerator you just helped him move that announces a link to apply for a \$500 in book scholarships (the link just happens to be run by the fraternity).
- Have give-away items ordered with your fraternity letters on them (e.g. pens, magnets, Frisbees, etc). It's a great thing having your fraternity letters prominently displayed in a freshman's room.
- Partner with a local pizza place or similar venue to create a menu, calendar, etc that provides discounts/coupons while also displaying your fraternity contact information and recruitment calendar.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Scouting

Description:

Top corporations and sports teams do not wait for their best players to call them. They actively scout talent in their sector and approach talented individuals to help lead their team. The same is true of top fraternities. Do you have a scouting report that lists the top leaders on your campus?

Example:

An East coast chapter made a wish list of approximately 15 men that included a Division I athlete, the student body president, the presidents of several clubs, and the son of an area celebrity. They pledged a couple of those men after only several weeks of pursuit. Two years later, they had recruited more than ½ their wish list.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Niche Marketing

Description:

Many fraternities have a niche market that they are able to focus on and offer a special benefit for membership. For example:

- Triangle = Engineers, Scientists, & Architects
- Alpha Gamma Rho = Agriculture
- Phi Mu Alpha = Men with a special interest in music
- Sigma Alpha Mu = Traditionally Jewish heritage
- Alpha Kappa Psi = Business students

If your fraternity has a natural niche, be sure to leverage it to your greatest ability. If your chapter does not have a niche, you may choose to create one. For example:

- Student leaders
- Diversity through international student membership
- Baseball & lacrosse players

Example:

SAM chapters often partner with Jewish community organizations, high school groups, and area religious leaders to generate awareness and referrals. AGR will often partner with 4-H or FFA groups.

A small Division III school in WV is known for its soccer program. By aligning the fraternity with the soccer program, the men of this chapter ensured their long-term success by building a natural funnel of freshmen recruits.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Open Entertainment

Description:

Most people think that “open entertainment” has to mean a big party, big band, and/or big barbeque. They might also be thinking big expense and big time commitment. None of these have to be true.

Find a creative need that you can fill with the manpower of your chapter to offer something of value to your campus. Some examples might include:

- Yard Games
- Sports Tournaments
- Drive-in movie: Renting/moving furniture into the lawn and projecting the latest movie onto the side of your house.
- Gaming tournament

The important part is not the activity itself, but rather the opportunity it affords the chapter to capture new names for the list and build new friendships at the event. Don't forget to require an RSVP, register attendees, and/or use a sign in sheet.

Example:

A Rutgers University chapter used Facebook to promote and manage RSVP's for an on-campus gaming tournament. The chapter organized the day long event, provided free food, and offered prizes to winning players/teams. Over 500 potential new members attended this unique event that offered a day of “open entertainment.”

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Chunking

Description:

During small activities and 1-on-1 meetings (fyi: coffee is awesome for this) with potential new members it's ideal to close by asking them to share names and numbers of the people in their social network that they consider top notch.

Remember: we're always growing our social network and building our names list.

Ideally, you want to get 3-5+ additional names at a meeting or up to 10+ from someone that's showing a high level of interest. Every new relationship is a gatekeeper to dozens of potential new members.

It can be a little awkward (read: creepy) to ask someone having coffee with you to write down 10 names and numbers of their friends. So we use a technique called "chunking" along with a series of intentional questions to make sure they feel great about recommending their friends. Chunking is the process of getting to a lot of referrals by asking several times in the same sitting for smaller 'chunks' of leads.

Start by asking the potential if he'd be comfortable sharing the names of two or three other individuals who he considers the best of the best. After he shares these names, continue asking him to think of two more people who are similar to the men he just named. Finally before you end the conversation, see if he can name 3-5 more high caliber men. Ask permission from the potential to get their contact information and set up new small activities.

Example:

The Delta Sigma Phi Expansion Team at Texas Tech grew their names list to enormous proportions using the chunking technique! During their first week on campus they locked in 20 signed bids, but leads began to run dry as the expansion staff began losing steam in generating new names for the names list. One morning they met with 10 prospects before noon. Using chunking, they got over 30 new referrals from just 10 potential new members!

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Snow Day Recruitment

Description:

When it's cold outside you have two obvious opportunities, bring people together for indoor activities. Or, exploit the weather. Either way, be the person that creates social opportunities that bring new friends together. It might be time to get creative.

Snow ball fights, ice skating (in parking lot?), snow fort competition, creative sled riding, cold pranks, bon fire, hot tub, winter campus Olympics, and warm beverages. Ever wonder how many Greek t-shirts one person can fit into? Is human bowling possible? What is the world record for launching a snowball? Why do we stop caroling in December? Take the snow day to charge your campus, meet unaffiliated students, and grow your names list by participating in fun snow-themed activities with your new friends!

For those that are more relationship-minded, remember that your snow day is an unexpected gift for faculty and administrators, too. How many points would you score by taking an assortment of hot chocolates to your professor, Greek Advisor, another fraternity/sorority, or the university president's wife?

By cultivating these relationships, you could also gain access to new referrals and attract new names to your names list.

Example:

In 2011, a massive snowstorm hit the United States that caused school closings across the country. Many chapters had the opportunity to connect with potential new members through activities that may not always be possible on a school day. Phired Up even wrote a blog encouraging fraternity and sorority members to go out into their community and recruit, help others, study, and enjoy their time off.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Scavenger Hunting For Names

Description:

This tool is a scavenger hunt for one thing and one thing only.... NAMES! Grow your names list with a multi-day challenge for your members. Attach a prize to the end, and ~voila~ you've got a fun way to grow your names list.

Scavenger Hunt Challenges...

Gather names and contact information of non-Greek men on or around campus by fulfilling as many of these challenges as possible. Use the challenges to start deeper, friendly conversations, then record whom you had these conversations with...

- Talk to 1 person about how heavy their bag looks
- Talk to 2 people about the smell in here
- Talk to 3 people about the weather this week
- Ask 1 person where they got their pants
- Ask 2 people how long they've been waiting here
- Ask 3 people why the Turkey isn't the national bird
- High Five 1 person because of your good grade
- High Five 2 people because of playoff baseball
- High Five 3 people because of their hard work
- Check out our blog for even more fun questions and ideas!

The content of your scavenger hunt doesn't really matter — as long as you're using it as an opportunity/excuse to go out and interact with new people. These ridiculous challenges offer an opportunity to start a conversation with someone you just met — which then gives you a chance to add their name to your names list — which then gives you a *chance* to recruit them.

Important: Don't force/strongly encourage your new members to do this.

First of all, it should be the "horses" in the chapter that are doing this stuff. Secondly, you should model the way with good recruiting behavior. Third, if you just make your new members do this, you'll get in big trouble for hazing — don't be dumb. This should be used as a practical, fun, light-hearted way to get to know more people and grow your names list. We repeat, don't be dumb.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Free Hugs

Description:

This one is easy. Find a place on campus where there are lots of people. Pick a time of day when you know you'll have lots of people to meet. Bring some of your brothers with you. Now, all you've got to do is spread some positive energy.

This energy should be genuine. It should be intentional. Brighten other people's day by giving them a big smile. By inviting them to a fun activity on campus. By offering them a free hug. Seriously, who wouldn't like their day enhanced by getting a free hug?

After you've gotten the chance to make someone smile, try to have a conversation with him or her. Get to know them on a personal level. Make a new friend. Set up a time to meet up again. If you can help yourself and your members get better at talking to people and just being nice, we guarantee that you'll see enhanced recruitment results.

Example:

While working at Colorado State University one day, Matt Mattson had the chance to witness fraternity and sorority members tabling. Matt's favorite part of the day was when a sorority woman named Brigitte started offering free hugs to everyone that walked past.

For the first few minutes after she did it, she was 10 for 10. PEOPLE WANTED HUGS! Brigitte eventually got rejected by a few people who said, "I don't like hugs." That didn't get her down though... she offered the only logical alternative — a high five! Brilliant.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Crossword Puzzle Ice Breaker

Description:

Curt Herzog is a professional fraternity recruiter who is notorious for sitting in student unions with a crossword puzzle. Every few minutes he asks someone walking past, "hey I've got a random question ... can you help me with 47 across ..." This ice breaker gives him a reason to learn more about that person and gather referrals of top students he/she knows on campus.

Notes:

Cylinder:

Membership Drives

Results Producing Activity:

Names Game

Description:

Did you know there's a little black book that you can purchase that will help you drive hundreds of new leads onto your list? It's true. It's called The Names Game. You can buy copies at www.PhiredUp.com.

Notes:

Cylinder:

Marketing For Names

Results Producing Activity:

Free Text Books at the Bookstore

Description:

Every semester, nearly every student (especially freshmen) will stand in line at the bookstore and spend too much money on text books. Partner with the bookstore by hosting a raffle. "Put your name, phone number, email on the back of your receipt. Drop it in the fish bowl at the counter. One lucky winner will have their receipt reimbursed by XYZ fraternity alumni as a 'thank you and welcome' to campus." Now you have their digits and a reason to call them with a "welcome to campus" message.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Sock Drive

Description:

Credit a group of ZBT men for this brilliant way to make dorm storming meaningful, more fun, and most importantly measurable in terms of adding names to the list.

Take a clipboard, paper, pen, and pillowcase with you to the freshman dorms. Split up your teams. Knock on the first door. "Hey, my name's Josh. Do you have an old pair of socks?" Wait for a reaction. "Winter is right around the corner and I'm collecting socks for the local homeless shelter. It's a simple way to help someone in need." Open your pillowcase.

Begin a conversation. If his roommate is there, get another pair of socks and start another conversation. Ask if they know other guys on the hall that would help out. Have them introduce you.

"One more favor, we want to track all the people that are helping out. Would you add your name to the list so we can send you a thank you?" Hand him the clipboard and pen.

You're about to add hundreds of new names to your list.

Bonus: In exchange for the socks, consider handing him an invitation to a BBQ on campus your fraternity is sponsoring in partnership with a service organization or community center. The invitation should highlight free food and encourage him to bring a friend. The other organization/department might even pay for the food if you're bringing guys that would likely become future volunteers. (oh yeah, that's more names, too)

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Sponsor Laundry Day

Description:

Spread the word. Your fraternity is paying for laundry in the freshman dorm(s) on a specific day/time. Split up your membership so 2-3 of your brothers are at each facility. Give them a few rolls of quarters. Let the conversations begin.

Saturday and Sunday mornings/afternoons from 9am - 4pm are ideal times to run this names drive. To secure names, consider adding a variation that incorporates the "sock drive" idea. 1 donated pair of socks = 1 free load of laundry.

Another variation might be that you'll only do their laundry in exchange for the names and phone numbers of 5 of the highest performing students on campus that they know. Tell them that you're constantly seeking the best of the best students on campus to grow your organizational network and find allies to help advance your cause. You need to be introduced to them. No laundry until you pull out your cell phone and share the contact info of the best students you know on campus.

What makes this even better, is that "laundry day" gives your members a *reason* to talk to strangers during the week (or weeks if your chapter does it every week) leading up to the laundry day. Consider walking through the dining area striking up conversations about dirty laundry. Go through the dorms. Hand out fliers in the shape of socks or underwear that say things like, "We'll make you smell better." You get the idea.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Recruitment Scholarship

Description:

Offer a scholarship (\$300-\$500 is fine) to all non-Greek men; distribute scholarship applications far and wide; collect the scholarship applications (which include name/contact info of all applicants); consider interviews for top applicants; give away one scholarship to a deserving young man; follow up with all applicants you're interested in. Many chapters take on this great initiative, but fail to maximize it because they simply mail out the applications to all incoming freshmen. A better way to do it is to print up 2000 applications, and have your brothers hand them out around campus using an adaptation of the script below. However, giving out the scholarships applications isn't the most important part – use the lure of free money as an icebreaker to start meaningful conversations with the strangers you're giving the applications to.

"Excuse me, are you interested in a \$500 scholarship opportunity? My name is Matt, and I'm part of an organization on campus that celebrates academic potential – that's just one of our values, and this is one way we represent that. Anyway, this is a simple one-page scholarship application, and all you have to do is fill it out to be considered for a \$500 cash scholarship. Hey, don't I know you from Physics class?"

Example:

Sigma Phi Epsilon and Beta Theta Pi, among other inter/national organizations, use this tactic for their best chapters and expansion projects. IT ALWAYS WORKS! The Sig Eps at WSU reported that this is the *only* recruitment tactic they used to get the largest new member class on campus.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Survey / Petition

Description:

Asking for signatures or input on a survey or petition is a great way to not only gather names and contact information, but also to break the ice with a stranger to start a quick conversation. Consider surveys or petitions like the following:

- Survey: What would make your college experience even better?
- Survey: How to improve Fraternity and Sorority Life on campus
- Survey: Philanthropies you'd most likely contribute time/money to
- Petition: To change the official school colors
- Petition: To ban hazing by all student organizations
- Petition: To revolutionize fraternities and sororities

An example is available on Phired Up's Free Resources web page.

Example:

A Public Relations major and fraternity man from a school in Michigan had to do a survey for class, so he surveyed students in the quad about their opinion of Fraternity and Sorority Life. Not only did it give actual data-driven insight into the campus perception of fraternities, but it also gave him a chance to meet strangers, have good conversations with them, and get their contact information.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

The Perfect Rush T-Shirt?

Description:

For most fraternity/sorority communities your primary target audience is incoming first-year students — especially during the first few weeks of the fall semester. If you believe in the Dynamic Recruitment principles taught by Phired Up Productions, you know that your first task should be to MEET as many of those people in your target audience as possible, because *You can't recruit who you don't know.*

Imagine a rush t-shirt that made it easier for your members to meet strangers...

Now, imagine this simple design...

*Bright colored shirt (red, fluorescent yellow, orange)

*Your university logo at the bottom

*Really big, in block letters, on the front and back, these words...

"I CAN HELP!"

Since you and your members are involved, knowledgeable, upper-class members who would like to be as helpful as possible to first-year students during their first few weeks... BE HELPFUL! Be the chapter that chooses to truly provide *service* to your community by being the unofficial campus tour guides, information centers, bookstore assistants, inside-information-sources, move-in-day-lifters, social network builders (help first-year students meet other students), etc. etc. etc. Actually be helpful.

Wear these t-shirts and go up to everyone you see on campus all day long and say, "Our organization is helping to orient students to campus this week, how are you getting settled in? Can I help with anything? How about we go find your classes together? Can I give you a tour of the library? Would you like to know some secret shortcuts around campus? Can I introduce you to some campus leaders? I'd love to recommend some student organizations for you to be a part of, what would you like to get out of your college experience?"

The "I Can Help" t-shirt opens the door to conversation and encourages your members to be the charitable, kind, helpful student leaders you've pledged to be...

Cylinder:

Marketing for Names

Results Producing Activity:

Sports Leagues

Description:

Developing a sports league (e.g. bags, foosball, sand volleyball, washers, ladder golf, tricycle/shopping cart races, left handed dodge ball, etc) will allow you to promote the fraternity and gather new names through team registrations. For maximum participation, move the activity away from the chapter house to a neutral location convenient for non-members. Also, prohibit brothers-only teams. Every team must recruit a potential member to fill the roster.

Your marketing effort now centers on building your names list by getting men to sign up for the tournament.

Example:

One chapter reports that their corn hole (bean bags) tournament takes an entire Saturday afternoon, forces brothers to interact with potential members, and usually builds their list by 10-20 names. The finals are played in the quad at the center of campus and apparently draw quite a crowd.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Service & Philanthropy Projects

Description:

Most chapters are doing service and philanthropy projects anyway. Set up a marketing effort announcing the event as an open opportunity for community service. Involving non-members will help improve your image and serve as a strong recruitment tool for a different type of potential member. A good technique is to have your Service Chairman build a distribution list that announces all upcoming service opportunities.

It's not critical to have a blow out service project, but cleaning the highway isn't typically an appealing proposition. If you're having trouble being creative or organizing the event, you may want to consider partnering with another student group or service organization that needs more people to man their event.

Grow your names list by having non-members sign up to participate.

Example:

A fraternity chapter at a Pennsylvania school successfully incorporated community service into their rush week. They decided to take it a step further by inviting community members, administrators, and obviously potential new members to join them in a signature walk-a-thon. By having participants sign up for the event, they grew their names list. The first year, they raised more than awareness and donations, their recruitment numbers nearly doubled.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Social Events

Description:

Fraternities are social organizations. Celebrate it. While celebrating make sure you have an invitation list and sign-in sheet that you use to grow your names list.

Example:

An undergraduate at a Dynamic Recruitment Workshops said, “we have socials all the time, but generally have no idea who is coming in or out. I never thought about using an invitation list and sign-in sheet for recruitment. It’s so obvious.”

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Parent Solicitations

Description:

Honors & Recognitions: Mom loves to brag about her son and nominate him for special awards. The fraternity can host a special recognition for top student leaders. A solicitation to freshman and/or sophomore parents is created that requires an on-line nomination by a friend or family member. In addition to sharing some positive PR about the fraternity, you're capturing personal contact information and pre-qualifying data about their son (e.g. GPA, leadership experience, etc)

Fund Raiser: See example below.

Example:

A Delta Tau Delta chapter partners with Subway Sandwiches to offer a "care package" during midterm break to hard working students. A letter is mailed to parents several weeks in advance with a special form to leave their son/daughter a special note of encouragement from home. The personalized note and care package are delivered by the fraternity for \$10.00. Subway charges less than \$4 for the sandwich, cookie, chips, and candy. The chapter adds in 2 cans of soda. With over 100 deliveries, the chapter makes \$500. More importantly, the chapter adds names to its list and has a reason to talk to dozens of potential members.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Raffle Tickets

Description:

Office supply stores sell raffle tickets. Go door-to-door, use them at an info table, or pass out 10 for each brother to distribute. It doesn't matter. They almost always work. Most people jump at the chance to enter a raffle – especially if it's free. Raffle tickets give you an easy way to approach someone, have a conversation, and get their contact information. Just ask them to fill out the back of one ticket so you can call them if they win.

Example:

A Midwest KDR chapter passed out raffle tickets on campus for less than 2 hours with only a handful of men. They collected 147 names, 60+ were men, and 15+ went on to attend a fraternity function in the next 2 weeks.

Notes:

Cylinder:

Marketing for Names

Results Producing Activity:

Event Tickets

Description:

Several chapters successfully partner with their school's athletic teams, local sports teams (e.g. AA baseball), community events (e.g. chili cook off or community days), concert venues, gaming centers (e.g. Jillians or GameWorks), career fairs, etc. Many times bulk tickets are given away to organizations willing to help promote the event.

The fraternity is able to create a buzz about the event and rally students to attend. The RSVP's are added to the chapter's names list. The fraternity gets valuable exposure and positive PR. The event itself becomes an opportunity to meet new people and highlight how your fraternity supports the school and/or local community.

Bonus: Be the chapter that organizes the carpool to "Away" college sports games!

Example:

An east coast $\Phi\kappa\Sigma$ chapter used Facebook to promote a minor league sports game. The sports team's promoter was more than happy to give away tickets to the chapter if they could supply a crowd of students to attend the game. The chapter arranged free tickets for anyone who RSVP'd with them directly.

Most of the chapter's communications with individuals and other student groups was done via email/Facebook. Their two-week promotional effort yielded 200+ students at the game. The brothers and all their new friends had a great time. The event cost the chapter \$0 and took little more than some creativity, organization skills, and good communication.

Notes:

Cylinder:

Marketing For Names

Results Producing Activity:

The Listening Table

Description:

Set up a table on campus. Instead of filling it with fraternity paraphernalia, bring a simple sign that says: "I'm here to listen". The sign could also say something like "What is wrong with fraternity and sorority life on campus?" or "What changes would you like to see happen to make our campus a better place?" or "Comment Box"

As curious people approach your table, let them know that you're there to listen. Engage in deep, meaningful, authentic conversation with your peers and listen to what they have to say. Don't provide your own opinions. Learn from others. Ask more questions.

Imagine, setting up a booth or doing marketing work that wasn't meant to SHOUT OUT HOW AWESOME YOUR ORGANIZATION IS... Imagine just offering to listen. Listen to others' opinions of you and your group. Listen to others' ideas for your organization. Listen to others' ideas about your campus and community. Listen to learn. Listen to engage. Listen to connect with others. Listen because it will make the other person's day.

This process will help you get to know people better on campus and can also create an opportunity for you to follow up with the individual at a later date. Trust us, there probably won't be too many other tables like this one on campus.

Example:

On USC's campus, Matt Mattson once met a group that hosted a table with a sign that simply said: "What's your beef with Christianity?". After trying unsuccessfully for a few minutes to find out what they were there for, Matt began opening up about the topic and continued to share as the students at the table listened intently and asked more questions. It turned out that it was a Christian organization that NEVER ONCE tried to tell Matt anything about their viewpoint. They engaged in meaningful dialogue without trying to convince him of anything. They tried to connect with him, learn from him, and created an opportunity to follow up with him. Smart.

Notes:

Cylinder:

Marketing For Names

Results Producing Activity:

Superbowl Recruitment Trick

Description:

Want to know a recruitment tool that gets amazing success? It is timely, and it is gets amazing results. The trick for you is planning ahead to maximize success.

At both an info table and then just approaching strangers, using a 1/4 sheet of paper provides a great reason to engage with new friends. The sheets have the logo of both Superbowl teams and say "guess the score, win \$100" with a spot for an individual to provide their name, phone number, and e-mail.

You can use these sign-up sheets to enter people into a drawing/pool, gather names and contact information, and most importantly to start genuine conversations with tons of students. Be sure to actually hold the drawing and follow up with all of the names and e-mails you receive once you've entered them into your names list.

This also works for the Word Series, World Cup, etc. Consider using a sports team on campus.

Example:

Phired Up's own Vince Fabra was helping to recruit fraternity men at East Carolina University, and in just a few hours used this resource to add 140 names to that group's names list. These students are 140 people that they now had a chance to recruit that were strangers before. Pretty neat tool!

Notes:

Cylinder:

Marketing For Names

Results Producing Activity:

Bracketology

Description:

Even if you're not a huge basketball fan, nearly everyone and their brother gets a bit of March Madness during that time of year, and it is a great recruitment opportunity.

1. Host a March Madness bracket competition to drive names onto your Names List. Maybe even do it for charity. Distribute brackets, collect people's predictions, compile data, and most importantly, get everyone's name and contact information. We don't condone serious gambling on college sports, but we know that people will gladly pay \$5 to get in a pool with their bracket. They would be even more prone to doing so if 1/2 of the pot went to the winner and 1/2 of the pot went to a great charity. Consider being the organization that organizes the mass March Madness hysteria on your campus.

2. Looking for some small activities to engage potential members in? Well, it turns out that during the month of March there will be something like 63 amazing drama-filled basketball games on TV. Watch them with your friends. Enjoy.

Example:

Phired Up's own Matt Mattson was helping to recruit fraternity men at Georgia Tech University, and helped that chapter add 75 names to their names list one morning by tabling with a March Madness bracket competition. Stopping every student that walked by and asking "Did you fill out your bracket yet?" started some amazing conversations throughout the day.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

Rush List

Description:

The majority of Fraternity and Sorority communities in North America offer a specific time of the semester/year when potential new members are encouraged to sign up for recruitment. The effort is often organized by the Fraternity and Sorority Life office, Greek Council, or Interfraternity Council.

These potential new members have proactively expressed interest in fraternities (that can be good or bad). Go out of your way to be the first to call them, invite them to small activities, and follow up with them often.

Example:

When a fraternity expands onto a new campus, one of the first lists the Expansion Director requests is past IFC Rush lists – even if they're 2-3 years old. On most campuses, the average fraternity never bothers to request the list at all. Of those that get the list, less than ½ will do anything more than send an email or two. The few chapters that organized themselves to call the men on the list will rarely follow up more than once. This leaves dozens of interested men available by doing little more than picking up the phone, inviting a man to dinner, and following up.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

Potential Member Questionnaire

Description:

Sometimes called a Candidate Profile Sheet or Interest Form, the chapter should have a standard form that is used during formal recruitment functions and information sessions to capture information about any new prospects in the room. A sample questionnaire is available from Phired Up's free resources section at www.PhiredUp.com/free.

Example:

Most chapters use a sign in book at the front door or check off prospects names from a master list. This isn't bad, but those chapters are passing up a valuable opportunity to collect precious information about each prospect.

The information on the questionnaire should mirror the columns of information on the chapter's Names List. To simplify the process, several chapters have created an automated process through their website where prospects can complete the form online and the information uploads directly to the chapter's Names List.

Several chapters have modified the questionnaire into an application for a small scholarship. This is a create way to encourage people to complete the form while highlighting your chapter's commitment to academic excellence.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

The Other 22 Hours

Description:

On most campuses, *formal recruitment* consists of a week or two straight of 2-hour events that take place from 8-10 p.m. each night. If your campus has something similar, make the most of those events, but what are you doing for the other 22 hours of each of those days?

If you're going to have a "rush" week, you might as well make it a real rush... Build a plan to maximize the hours of 8 a.m. – 8 p.m. (those daytime hours outside of the event time) to put names on your names list, and invite potential members to your events.

Example:

A chapter of Chi Phi Fraternity in Florida had a formal rush week coming up, but knew that it wasn't going to get them the results they truly desired. They built a plan for the *other 22 hours* of each day during rush week (or at least the daytime hours).

For example, Monday's event was a pig roast from 8-10 p.m. The chapter decided to send its members out in 3-4 member teams around campus all day on Monday. One group was going to the gym, one to the dining hall, one was heading to the freshman residence area to hang out and play guitar, etc. with the idea being that they would be doing most of their "recruitment" during the day, and then just enjoy the pig roast that night with all the people they met and invited earlier that day.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

Rush Wristbands

Description:

Provide the little rubber “cause” wristbands to everyone who signs up for formal recruitment. Let them know that they should wear these wristbands during the formal recruitment period so that members of fraternities can easily identify them and strike up conversations.

Bonus Tip: Provide each person who signs up for formal recruitment with 5 additional wristbands. Attach a small information sheet to each of the 5 additional wristbands that tells other people how to sign up for formal recruitment. Tell the potential members that it is their responsibility to hand these extra 5 wristbands out to 5 of their friends.

Example:

Washington State University’s IFC used this idea and made it much easier for their fraternity men (and sorority women) to identify the people interested during formal recruitment and strike up conversations with them on campus.

Notes:

Cylinder:

Formal Recruitment

Results Producing Activity:

Missed Rush - or - Sneak Peek

Description:

Think about a 3-5 day period called "Recruitment Sneak Peek." Offer a preview opportunity for students considering membership in fraternities/sororities next semester. Perhaps it includes highly visible marketing activities. Perhaps it includes a targeted push to get RA's, Student Government Leaders, Orientation Leaders, Cultural Student Organization Leaders, and other students in positions of influence to have lunches with your members.

No matter the details, make sure to create opportunities like this to gather names, start forging relationships, and driving interest in your organization (and show interest in non-members). It doesn't require a lot of planning. You don't have to wait for your organization's governing council to make it happen. It just requires effort. Go.

Example:

NKU (Northern Kentucky) Sigma Phi Epsilon deserves credit for this brilliant idea that helped spark their young chapter's recruitment burst. After a poorly attended fall rush week the chapter took matters into its own hands and hosted a campus-wide "Missed Rush?" marketing push and information session about 3 weeks after formal rush week. The group was able to generate interest from dozens of men that didn't know about the first rush week or were not able to participate. As an alumnus of the group reports, "this was our first time experiencing taking members throughout the year ... it worked ... so we kept doing it." It's a great feeling picking up men throughout the semester.

Notes:

Sample Candidate Profile Form

First Name: _____ Last Name: _____
E-mail: _____ Homepage: _____
IM Screen Name: _____ Blog: _____
Cell: _____ Campus Phone: _____
Campus Address: _____
Major: _____ Year in School: _____ Graduation Date: _____
Current GPA: _____ Credit Hours Earned: _____ High School GPA: _____
SAT Scores: _____ ACT Score: _____ Class Rank: _____ out of _____
Home Address: _____
Home Phone: _____ Legacy: Y / N Name & Relation: _____
Father's Name: _____ Father's Affiliation: _____
Mother's Name: _____ Mother's Affiliation: _____
How did you hear about XYZ? _____

Hobbies & Interests: _____

Are you or have you been a member of another fraternity? _____
Are you considering membership in another fraternity? _____

Please list any experience and accomplishments you have in the following areas:

- Leadership & Campus Involvement:
- Team Sports & Activities:
- Service & Philanthropy Experience:
- Scholastic Honors & Achievements:

References: (teacher, mentor, employer, coach, etc)

Name: _____ Phone: _____
Name: _____ Phone: _____

On the back of this page, please take a moment to answer the following questions:

- What benefits do you hope to gain from membership?
- What do you feel you can offer this fraternity?
- Do you have friends who may be interested in learning more about XYZ? (please list by name)

Today's Date: _____

Thank you for expressing interest in XYZ fraternity.

For additional information about the fraternity, visit <http://www.XYZ.org>

10 Recruitment Resources

1. **Dynamic Recruitment Workshops** – <http://www.PhiredUp.com> for details
2. **Recruitment Blog** – visit <http://PhiredUp.com> to view the archive
3. **Facebook Fan Page** – like the page at www.Facebook.com/PhiredUp
4. **Good Guys** – own 3+ copies of the bestselling book on fraternity recruitment
5. **Dynamic Recruitment Workbook** – <http://www.PhiredUp.com> for details
6. **Inter/National Fraternity HQ** – seek the advise of your organization’s professional recruitment team
7. **Alumni** – request the help of talented alumni with skills in sales, marketing, networking, IT, promotions, public relations, etc
8. **Fraternity and Sorority Life** – leverage Fraternity and Sorority Life professionals on your school’s staff
9. **Recruitment Manual** – request/download a copy of the fraternity’s official recruitment manual and reference it often
10. **Ritual Book** – get familiar with your organization so you can effectively communicate your founder’s vision

BE NICE TO PEOPLE... (at least for a week)

What if during your “recruitment week” this semester you kept it really simple. No recruitment events. No recruitment brochures. No recruitment fliers or advertising. You just found a way for your organization and its members to be nice to people each day of the week. Here an example of what it might look like for your fraternity.

SUNDAY

The chapter takes the leaders of the top 10 organizations on campus out to lunch and asks them how your organization can support their efforts this semester (be authentic and willing to help). During the conversation mention you're trying to meet the best of the best on campus, and ask for their referrals. Help them. That afternoon and evening the chapter goes on a high-five campaign around campus... making as many people's days as possible through the power of a high five. Meet those people and talk to them. All day the chapter has been adding new names to the list and bringing their potential members with them.

MONDAY

The chapter is helping a campus service organization with their major project today. Just to help and be nice. If you happen to meet some people along the process, good for you (if you're socially excellent, you'll meet everyone). That evening the chapter brings gifts to all the sorority houses, and invites them all to dinner at their place the next night. The chapter invites everyone they see to join them at a local restaurant to watch the big game that night. All day the chapter has been adding new names to the list and bringing their potential members with them.

TUESDAY

Free hot cocoa day. The chapter is standing out on the quad all day long (starting at 7 a.m.) handing out hot cocoa to people who pass by and meeting them. Perhaps they also do the Greek Life Survey while they're there. That afternoon, a select group of members take small gifts to faculty and staff members that have helped them over the semester, just to say thanks. At 4 p.m. the chapter starts up 5 spontaneous touch football games by going into the dorms/food courts and telling everyone that “in 10 minutes there is a massive football tournament happening in the quad, everybody change your shoes and get out there.” Wednesday evening the chapter is cooking dinner for sorority women. While the ladies are there the guys ask for referrals. All day the chapter has been adding new names to the list and bringing their potential members with them.

WEDNESDAY

The chapter does a variation of the Free Compliments idea all day long. Thursday's campus newspaper runs a full page advertisement in which the fraternity recognizes the men on campus who have been referred to them over the course of the previous semester as being “the best examples of high performing gentlemen on campus.” Just to be nice. That evening the chapter is co-hosting (along with the residence life office) a communications professor who is teaching a fun, interactive seminar for freshmen guys on how to improve their communication skills and better communicate with potential love interests. This is a free seminar and is NOT a rush event. In fact, the fraternity's letters aren't anywhere on the promotional materials. This is just a cool program for freshmen. All day the chapter has been adding new names to the list and bringing their potential members with them.

THURSDAY

The chapter spends the entire day with clipboards on campus getting people to sign up for study tables before mid-term exams. The study tables are free, held at co-sponsoring sorority houses, and there will be free coffee provided. They are open to everyone. They also hand out small sheets of paper that list the cool places to hang out this weekend to listen to local bands (especially “Friday Fun Bash”). The chapter calls everyone on its list that afternoon to invite them to the big Pancake Breakfast planned for Sunday morning, which is raising money for charity. That evening, the chapter goes to support a large non-alcoholic social being put on by the student government called, “Friday Fun Bash.” They bring 25 additional people and free party hats for everyone (that they bought at the dollar store). All day the chapter has been adding new names to the list and bringing their potential members with them.

FRIDAY

Lunch interview day. The chapter has been setting up 2-on-1 interviews all week that take place all day Saturday. The entire chapter spends from 9 a.m. to 5 p.m. in small 2-on-1 meetings with potential members... These meetings are meant to give the potential members an opportunity to interview the members about lifelong membership in the organization. That evening is the big home basketball game starting at 7 p.m. Starting at 5:30 p.m., the chapter goes to the dorms and hands out noisemakers and signs that were co-created by the athletics department to get more school spirit (they bring a ton of potential members with them). The chapter leads a train of a thousand fans from the dorms over to the arena. That night after the game, the chapter hosts a special invite-only cigar night at a secret location.

SATURDAY

Bid day. The chapter wakes up early and co-hosts the Pancake Breakfast with the Office of Multicultural Affairs. During the morning, a handful of members have, by 9 a.m., made a phone call to everyone who has shown interest in the fraternity this week to thank them. The chapter spends the middle part of the day visiting sororities that gave them referrals, and thanking them (and inviting them to join them for dinner that evening with their new members). Early afternoon, the chapter quietly offers bids to their chosen new members. Later in the afternoon the chapter brothers pair up with new members and go around campus exemplifying their values and doing good deeds for strangers to set a positive example for their new members. That evening the chapter serves as excellent hosts to the sorority women they've invited to dinner, and they make their new members feel like kings.