**Weekly Re-Occurring Recruitment Events**

Many of the events listed here can also be found within the Phired Up “100+ Small Events” Document. The difference here is that each of the events below have been used or could be used by Pilam chapters to create a repeatable Recruitment Event that over time will require very little to no additional planning.

1. **Taco Tuesday (or other regularly schedule dinner outing)** – This event could really be any night, or any type of food. The basic idea is to invite all the brothers, girlfriends and potential new members to some place around campus to grab a bite to eat on a weekly basis. Having it be the same time/day of the week and location makes it easier to schedule since everyone already knows it’s going to happen. Since the day time is often busy, doing this later at night can be a fun way to crave those late night hungers and make some new friendships.
2. **Daily Dinners –** Everyone has to eat and while lunch can be a busy time for students running between classes or trying to get some last minute homework completed, dinner is a time for most students to relax. By scheduling a time and location to for all the Brothers to eat dinner together, while inviting any potential new members, everyday new relationships can be formed between the current brothers and potential new members.
3. **Basketball Night –** Going to the gym and playing basketball is a very normal activity for college men do. If your chapter could identify a night that worked best for a group of the Brothers to go to the gym weekly, it will be something for everyone in the chapter to look forward to. Make it a “recruitment” event by inviting the guy(s) from class brothers think would be a great fit for the chapter. If that doesn’t work, ask other guys at the gym to play with you because you’re short players. You can always be “short” of players if you divide the men you brought into other teams so that multiple games are occurring on different courts.

Variation – Basketball might be the easiest sport to do this type of event with, but one could easily do something similar to this with other pick-up sports – ultimate Frisbee, soccer, flag football, even kickball!

1. **Sunday/Monday Night Football –** Many college guys love watching football. This is something that most of your potential new members will be doing already. If you invite them to watch the game with you, they are likely to prefer watching the game with a lot of new friends then alone in their dorm rooms. Especially if you have some free snacks. Chips and pop are cheap, but to the student you invited, they are free so he’ll definitely appreciate that.
2. **Group Studying –** Everyone in college has to study (or at least should). Although this isn’t likely to be something that everyone looks forward to, many people will prefer to study in a group than alone. Try to pick one or two nights each week to get together as a group of Brothers and Potential New Members and get some studying out of the way.
3. **Movie/Video Game Night –** A great way to relax is watching a movie or playing some video games after a long day of classes. By making it known that you guys will be playing video games or watching a movie each week on a specific night, it’s a great way for the Brothers to hangout and meet some Potential New Members. Making it a specific night is the key habit. Random video game or movie nights are fun, but not as good as when you have the reoccurring event that brothers and eventually potential new members know about. Inevitably, some brothers and potential new members will not be able to attend the first time you do it. So you repeat it and make it a habit so that they know it will be there next week, and the week after, and so on.
4. **TV Shows –** It is so easy to get addicted to a TV Show. Once someone is hooked on a TV show it is almost guaranteed they will plan to be watching it each and every week. If you could find out what shows a potential new member is hooked on, you can easily invite him to a weekly viewing party. This re-occurring event will help you build a good friendship with this guy and likely get him to join the chapter.
5. **Be Creative –** This list of events is not close to a complete list of events that could be set up to reoccur each week. Be creative and think about what the men in your chapter, and the men you want to bring into your chapter enjoy doing. Tailor to their interests, but also consider whether the event is something that can be easily re-created each week and something both Brothers and Potential New Members would look forward towards.