

COURSE THREE: RECRUITMENT EDUCATION

THE PROCESS

SESSION TIME LENGTH: 90 MINUTES

Objectives:

- Identify the process of recruiting a man to join Delta Tau Delta
- Summarize the five F's
- List three things every member can do to recruit a man

Materials:

- Flip chart or white board and markers
- Internet, laptop, projector (optional)

THE PROCESS

15 MINUTES ACTIVITY

Facilitators are encouraged to show the following video if you have access to technology for the presentation.

Recruitment is nothing but a process to develop relationships. Good chapters create a standard process for recruitment that they replicate year after year because they have refined it to a point where the process always yields great results. Fraternity recruitment is very similar to college sports recruiting. One of the most renowned recruiting and athletic success stories is Alabama football and the program Nick Saban has assembled. He refers to his system as "The Process."

[PLAY video from 6:20-9:12](#)

Processing questions:

- According to the video clip, what makes the Alabama program successful?
- How can we relate the themes from this clip to fraternity recruitment?
- What elements of a process-oriented approach have you noticed thus far in your recruitment training?
- How can everyone play a role in successful recruitment?

REFERRAL PROCESS

5 MINUTES ACTIVITY

The Life of Excellence Manual describes the referral-based recruitment process. Facilitator should be comfortable discussing the topic with participations.

Some items to review are:

- There are two approaches to recruitment – proactive (the approach of finding men who will help you achieve your vision) or reactive (the approach of waiting and bidding only the men who come to you.)
- A key component of being proactive is developing a names list. These are men who have been referred to you that you want to follow up with.
- The more names on our names list the more successful we will be. We expect to close on 10 percent of our names list. If we want 10 new members, we should have 100 names on our names list.
- Members should be actively participating in the process to build a names list of potential members. Through class, students organizations, residence halls, etc. guys know men who aren't in a fraternity.
- Sororities are a great resource for referrals. Ask to give a brief talk at their meeting to share the chapter's vision and standards for members. Ask them for referrals of guys that meet those standards and would be great additions to the fraternity. Be classy and be gentlemen.
- Social media is a great resource for spreading news and developing an identity. Remember to be cognizant of your online presence and to not portray the fraternity in a negative light.
- Alumni, high school friends or teachers, advisors, etc. may also know men who could be added to your names list.
- We must contact everyone on the names list to reap the benefits of having a names list.

BUILDING THE NAMES LIST

10 MINUTES ACTIVITY

Now that we know the qualities we are looking for in our future members, we are going to do an activity to demonstrate how easy it is to build a names list.

Facilitator should instruct participants to pull out your phones, Facebook and/or Twitter and identify any man that is not already Greek and meets our standards of membership.

Write down as many names and numbers of prospective members as you can in three minutes.

*Note that it is ok to write someone down if you don't think they are interested. A typical chapter will close on 10 percent of their names list, so it is ok if 90 percent of the men you write down ultimately say no.

Processing questions:

- How many people did you write down? (Praise the individual who wrote down the most.)
- Are there any men are your list who you have had a conversation with about joining the Fraternity? If yes, how did it go? If no, why not?
- Think back to our conversation about why you joined Delta Tau Delta. Do you think your experience would have been different if a friend would have encouraged you to join?

People join people. Recruitment is simply building relationships and providing an opportunity for men to meet others in the fraternity.

DELTS CONNECT TOOLS

5 MINUTES ACTIVITY

The Fraternity provides a standardized names list feature located on your DeltsConnect homepage. This allows chapters to create and manage a prospect list, and gives every member access to the chapter's recruitment campaign.

Logging into your DeltsConnect account gives you immediate access to the chapter's recruitment tool located on the dashboard on the left hand side of the screen. Clicking on "Recruitment" brings up a number of tabs. To add a new prospect to your list, click the "Add New Prospect" tab and enter in the relevant information. You may also view a list of recruitment applications submitted via the recruitment widget on your chapter website under the "Web Applicants" tab.

The main body of your chapter's names list is filed under "Selected List". This list allows chapter members to comment on prospects, text prospects about upcoming events, and track a prospect's progress. Prospects that have been extended a bid will appear in the "Bid Offers" tab and those who have accepted bids will appear in the "Accepted Recruits" tab.

RECRUITMENT ACTIVITIES

20 MINUTES ACTIVITY

As we have discussed, recruitment is all about building relationships. We even identified earlier that events are not what makes potential members join the Fraternity, instead it is connections that men make with each other. Instead of recruitment events that in a way could be intimidating to a non-member, we should identify small group activities that facilitate relationship building.

What day-to-day activities could you share with a prospective member to allow him to get to know other members of the fraternity?

Facilitator should take 10 minutes (as a group) to identify at least 50 small group activities that you could do and invite a prospective member to join in with you. Also, remember a prior activity we did where we identified things the fraternity does to express the values of the fraternity.

Processing questions:

- What was challenging about this activity?
- What surprised you about developing this list?
- Are these activities that you feel comfortable inviting prospective members to?
- Would these activities be difficult to put on? Are they costly?
- Put yourself in a potential new member's shoes, would you have preferred to attend one of these activities versus a large recruitment event?

Facilitator Note: The goal with these small group activities is to create environments where relationship building can occur. Large crazy events typically seen during fraternity rush usually cost a lot of money, are not a good representation of what fraternity life is really like, and are not effective in building relationships. However, a small group activity such as simply grabbing lunch with a potential member allows for great conversation and building relationships in a non-intimidating environment.

TALKING WITH A POTENTIAL MEMBER

20 MINUTES ACTIVITY

One of the challenges of small group activities is we have to talk to each other, and more importantly we have to talk to men we don't know. How many of you feel comfortable starting a conversation with a complete stranger?

Has anyone ever approached you and asked a deeply personal question? It kind of knocks you off base a little bit doesn't it? Talking about the Fraternity often results in lighthearted stories about brotherhood and fond memories. However, we know that our brotherhood is deeper than that. Deep conversations about our fraternal values can often cut deep to the core of one's beliefs. A conversation on deep held values can be tricky.

When meeting a stranger, a conversation can be accomplished in five simple steps. Walk participants through the five steps and provide examples for each.

1. Greet the stranger (Smile, handshake, hello, etc.)
2. Introduce yourself
3. Find something in common. Build relationship out from that commonality.
4. Pick up on cues from conversation to find other things you may have in common. Talk about future plans.
5. Close the conversation. (It was great talking with you, etc.)

Steps 1, 2 and 5 can be easy, but 3 and 4 can be difficult. How do you find things in common, without saying the wrong thing? Has anyone heard of the 5 F's?

Facilitator can write down the 5 F's if they have a flip chart.

If you ever find yourself struggling to find something to talk about here are five simple talking points. The 5 F's:

1. Family-Do you have any siblings?
2. Friends-What do you typically do for fun with your friends?
3. Favorites-What is your favorite _____?
4. From- Where are you from?
5. Fun-What do you like to do for fun?

Facilitator should give members a chance to practice conversation skills with each other. Have participants partner up and work through the five steps and use the five F's. One will be a member and one will be a prospective member, and then switch.

Processing questions:

- What aspects of the steps or the five F's were easy to use? What was challenging?
- What did your partner do that you felt was effective?
- Why is it important to practice conversations?

CLOSING THE DEAL

15 MINUTES ACTIVITY

We are going to jump from the beginning to the end of the process. Offering a bid needs to be handled delicately. Essentially you are offering this man an invitation to become your brother for life. He may be present at your graduation, your wedding, and maybe your funeral. The solemnity of the occasion must be apparent from the very beginning of the discussion.

1. First, ask the man if he has any questions regarding the Fraternity.
2. Then, ask him about his feelings on our system of values. If you've recruited him properly, it should be apparent that you are a values-based organization, and that you expect him to hold those same underlying principals in high regard. Go over the values once again. Explain how important those values are to the Fraternity's existence. Relate how those values are personally important to you, and how being a member of the Fraternity has positively affected your life.
3. Ask once again if he has any questions or concerns. Anything that would hinder him from wanting to be a part of Delta Tau Delta.
4. Ask him if he would accept an invitation to join if we were to ask him. If he says yes, extend the offer. If he needs time, ask again if he has any questions that he feels haven't been answered. Explain that you would like to offer him an invitation to become a brother of Delta Tau Delta. Then ask "What do you think?" and wait for their response.

It is perfectly alright for a man to take his time with a decision like this. He is pledging his faith, his veracity, and his sacred honor to a group of fellow students, and one should not enter into a brotherhood like that lightly.

Facilitator should give participants a chance to role play offering a bid with their partner. One will be a member and one will be a prospective member, and then switch.

Processing questions:

- What aspects of this approach did you like? What did you dislike?
- What did your partner do that you felt was effective?
- Why is it important to practice giving a bid to a potential new member?
- What implications does the style and message delivered during the bid offering have for the individual? For the chapter?
- How does this impact our first conversation and the vision for the future?

CLOSING REMARKS

10 MINUTES ACTIVITY

This concludes your training on recruitment. Recruitment is the life blood of the fraternity and greatly influences the future success of the organization. Always remember that no matter what position you hold or how many years you have been a part of Delta Tau Delta, you always have a duty to recruit.

Facilitator should conclude the session by asking 3 – 5 participants to share something they will do differently in recruitment that they learned during the recruitment education workshops.

