



FINDING YOUR FIVE-STAR RECRUITS

By utilizing this document, you will be able to create a desired new member profile and gain a better understanding of the students you want to recruit into your chapter.



IDENTIFY

What does your chapter look for in a potential new member?

1. _____

2. _____

3. _____

4. _____

5. _____

Someone who is social or sociable.



DEFINE

How would you define those characteristics?

1. _____

2. _____

3. _____

4. _____

5. _____

Someone who is willing to talk and engage with their peers in a genuine manner.



MEASURE

How would you measure those characteristics?

1. _____

2. _____

3. _____

4. _____

5. _____

Attended and actively participated in at least three recruitment activities.

MORE THAN A "GOOD GUY"

Now that you have defined a five-star recruit for your chapter, here are some simple ways to use that information:

Collect and track potential new member information to determine if they are five-star recruit

Use process of elimination if a potential new member does not meet your definition of a five-star recruit

Implement your five-star recruit measuring criteria into bid deliberations and voting procedures