

RECRUITMENT ACTION PLAN



PHI DELTA THETA
Become the greatest version of yourself

RECRUITMENT TEAM

Recruitment Chairman: _____ Phone # _____
 Recruitment Adviser: _____ Phone # _____
 Committee Member: _____ Phone # _____
 Committee Member: _____ Phone # _____
 Committee Member: _____ Phone # _____

FACTS & FIGURES

IFC Recruitment Dates: _____
 IFC Average Chapter Size: _____
 Current Chapter Size: _____
 Phikeia Recruited Last Year: _____
 Recruitment Goal: _____

FIVE STAR RECRUITS

What traits do you want your new members to exemplify?

- ★ _____
- ★ _____
- ★ _____
- ★ _____
- ★ _____

GROW YOUR NAMES-LIST

How will your chapter generate leads from the following categories?
 Check out this [resource](#) for more ideas!

List Acquisition

Referrals

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Social Media

On-Campus

Recruitment Goal: _____ X 10% Conversion Rate = Names-List Size Goal: _____

COMMUNICATING WITH POTENTIAL MEMBERS

Quick Introduction

"Hey, is this John Lindsey?"

"Hey John, my name is Robert Morrison with Phi Delta Theta at Miami University."

Purpose For Outreach

"I'm calling you today because I heard you may be interested in learning more about leadership opportunities does that something you're interested in?"

Schedule 1-on-1

I would love to tell you more about what our fraternity has to offer, are you going to be on campus tomorrow?

Me too, do you have 15 minutes to meet up between classes?

1-ON-1 POTENTIAL MEMBER MEETINGS

Build Rapport

- ☐ Where are you from?
- ☐ What are you studying? Why?
- ☐ What do you do for fun on campus?
- ☐ What is your favorite _____?

Interested > Interesting

- ☐ Tell me more about ...
- ☐ Why do you think ...
- ☐ How would you ...
- ☐ Would you rather ...

Identify Needs

- ☐ What are you hoping to accomplish during your time on campus?
- ☐ What do you think is currently lacking from your experience?
- ☐ What would you hope to gain from joining an organization on campus?
- ☐ What are you interested in experiencing outside the classroom?

SMALL ACTIVITIES WITH POTENTIAL MEMBERS

Rule 1: Keep It Fun

Ask a potential new member to join you in an activity that you already enjoy doing on a daily or weekly basis

Rule 3: Keep It Small

Smaller group settings allow for you to have more meaningful conversations with potential new members.

Rule 2: Keep It Simple

This activity should not take a lot of time, money, or effort to plan and execute.

Ideas:

LARGE EVENTS WITH POTENTIAL MEMBERS

Examples:

- Φ Cookout/BBQ
- Φ Game Night
- Φ Watch Party
- Φ Sporting Events
- Φ Pickup Games
- Φ Alumni Events
- Φ Philanthropy Events

Ideas:



QUALIFYING POTENTIAL MEMBERS

Personal Values

Does this person's character align with the values of the organization and what your chapter exemplifies?

Friendship • Sounds Learning • Rectitude

Aligned Identity

Does this potential new member's personal characteristics align with the identity of your chapter?

Reference Five Star Recruit Criteria

Understanding of Expectations

Does this person understand what will be expected of him as a member of your chapter?

Finances • Academics • Time • Behavior



PRE-CLOSING

Step 1: Ask

"If I were to offer you an invitation to join, are there any reasons you would decline?"

Step 2: Support but Clarify

Support their concerns, but clarify they have the correct information related to their hesitation.

Step 3: Connect

Connect them with a current member who had a similar concern or hesitation before joining.



EXTENDING A BID

Make It Personal

One-on-one, or a small group of members offering a thoughtful, personalized, caring invitation is best.

Keep It Respectful

This is an opportunity to demonstrate the parts of fraternity that go beyond our ability to have a good time.

Be Direct

"We would like to extend you a bid to join Phi Delta Theta. We're excited to give this to you because _____. Will you accept?"

NOTES
