



Planning Now for Fall Recruitment Works: 5 Tips that Work if You Do

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1. Don't leave Spring semester without a summer recruitment plan and go over that plan with assignments in a chapter meeting. Summer is where success lies! It pains me to see so many of our chapters leave without a plan. By not planning, you are sabotaging your fall recruitment and ensuring your brothers won't understand what to do upon return.
2. April is 'Build-a-list Month'. That means every brother needs to call home and find out who from his hometown, school, area is coming to your school. Calls to younger brothers, sisters, coaches, even teachers work. Imagine starting out with a list of 10-20 contacts! Send an email to alumni as well. Build out that list and assignments. We have also seen it prove effective for people to put stories on their social media inquiring to followers who they know coming to their campus the next year.
3. Consider assigning "Market Recruitment Captains." I bet you can determine the top 5 Cities or areas your brothers come from. These are your markets. These captains identify and reach out to PNMs (potential new members) and take them to lunch, dinner, or small gatherings. Remember, make friends first, then introduce them to Phi Tau. Use the summer to continually grow your names list.
4. Summer gatherings work, I hesitate to call them "events," view them more as informal hangouts. This is where you plan a beach trip, lake day, clay shoot, river rafting, etc. Do whatever your guys like to do. The best ones are small to medium gatherings where you have 6-10 brothers and 6-10 PNMs. Alumni can come in handy here too with access to beach houses, cabins, or golf club memberships to aid you in recruitment. There may be ways to time these up with campus summer orientation activities where several potential new members will be on campus.
5. Don't leave spring semester without setting a "return date," the date everyone is required to get back to campus. This needs to be at least one week before the first day of class. Why? Because guys are moving in and on campus then and they are bored out of their minds. This is the "Red Zone of Rush" as we call it. Campus move-in days are target-rich environments for finding PNMs. Do NOT depend solely upon "formal recruitment," most PNMs have made their decision by that point.