



Top Ten Takeaways

From Barry Mask's Recruitment Webinar V2



**Don't
Slow
Down.**

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Regardless of the current national circumstances we believe there is always time to learn and strategize. See the following for a list for recruitment best practices. Don't slow down.

1. Everyone has a Role

We all have different skills and interests. Instead of trying to get everyone to do the same thing without much direction create a structure that allows everyone to play a role in the overall success of the chapter's recruitment efforts. Former recruitment chairman from the University of Florida, Caleb Baum, has implemented a system that does just that. For example, older members serve as closers. They will meet with potential new members (PNMs) that are on the fence. For members that are not as social they might work on event logistics. This approach gets everyone involved and invested, but at the same time capitalizes on everyone's unique skill set.

2. Hard Work

At the end of the day, it takes work! This was a message heard loud and clear from former Auburn record setting recruitment chair, Zach Woodruff. You have to be willing to work and you have to be willing to be doing something everyday. Effort will yield a result that correlates with the type of effort you put in.

3. Simplify the Bid Process

Time kills all deals. Empower your recruitment chair and/or committee to give out bids. Eliminate the need to have a meeting at the end of the week, vote, etc. If you trust someone enough to elect them to the office you should be able to trust they will bid men aligned with the chapter. This is a process that Zach implemented as a condition of taking the position and was very successful – 65 new members!

4. It's a Numbers Game

The average close ratio is 8%. For example, if you want a 20-man associate class you need to have 250 potential new members (PNMs) on your names list. Do not get 20 men on your names list and hope they all join – that is exactly how you get a two man class and wonder what happened. Chapters that are the most successful are contact hundreds, maybe a thousand PNMs.

5. Prospect with a Purpose

Identify students that are the best of the best on your campus or the all-stars as National President, Bill Brash put it. Connect with faculty, staff and advisors for the honors programs, various scholarship programs, etc. in order to get referrals for students in the various programs. PNMs that are academically focused will be interested in knowing that Fraternity men outpace the all mens average GPA. Make sure that is the case on your campus and with your chapter!

6. Recruitment Never Stops

To truly optimize your chapter's growth you cannot rely on your school's formal recruitment. Something National Recruitment Advisor, Barry Mask often has participants repeat and it is so true. You should always be recruiting or better said, simply making friends. Non-member males should always be considered PNMs. Invite them to hang out and/or attend events your chapter is already doing as a way to introduce them to the idea of joining. Ideally, it is part of your chapter's operating rhythm – not something you do once or twice a year for a few days.

7. University Orientation Programs

Current recruitment chair at Mississippi State, Jared Kimes, knows first hand as an orientation leader how important it is to be involved in his school's orientation program for recruitment purposes. Being involved with orientation programs is a must! It is a common denominator for chapters that recruit successfully. You have an opportunity to meet incoming freshman before they officially arrive on campus.

8. Prospect List

You must have an organized names list, it must track notes on PNMs that allow you to track your interest in them, their interest in you and what you learn about them along the way. It should be visible to the entire chapter.

9. Conversations Matter

As Ohio State chapter president puts it, "Be interested, not interesting." Ask open ended questions, stay away from topics like other chapters on your campus, religion, politics, etc. Also, keep in mind sometime it's what you don't say. Be mindful of your body language too. In other words, do less talking and more asking questions and listen. Be interested in who they are, why they are interested, what their concerns are, etc. If you are interested, you know if they are a fit for your chapter and how to close them.

10. Be Honest

If someone isn't a good fit for your organization tell them. Be polite and professional, but tell them. You can better use your time focusing on the men you want to join and often it has a positive impact on other PNMs. They may be hesitant to join if they think a particular PNM might be joining that they don't think aligns with them. It also demonstrates the standards and what is important to the chapter.

Bonus Tip

Have a meaningful bid process that leads to a yes. Earlier we talked about having a simplified bidding process but it is also important to have a meaningful process – one that sets a tone that joining our Fraternity means something - it's special. Have a formal invitation/bid card to hand them. Have the chapter president and recruitment chairman sign the bid card. Set up a room that has a ceremony feel to it. Zach shared at Auburn they have PNMs come into a dark room with candles burning. They have as many current members as possible fill the room. Then they offer the bid and ask if they accept. The key here to is be quiet and let the PNM decide. Zack's bid acceptance was 65 out of 66 this past fall!

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