

PHI SIG

2020 RECRUITMENT GUIDE

Mutual Affection. Common Endeavor. For These Things I Stand.

phisigmakappa.org



Recruitment Topics - Table of Contents

- I. Membership Quality
- II. Member Involvement in Recruitment Efforts
 - a. Financial & Time Commitment
 - b. Why Join a Fraternity?
- III. The Cardinal Journey Program
- IV. Why Join Phi Sigma Kappa?
 - a. Why People Quit or Drop.
- V. Sample Questions for 1:1 Meetings
- VI. Having PNMs Recruit for You
- VII. Recruitment Planning
- VIII. How Big is the Recruitment Pool
- IX. Plan of Action
- X. Chapter Builder: Names List Management
- XI. Overcoming Objections to Joining
- XII. Mind Joggers – How to Find PNMs

There are two rules regarding fraternity recruitment

1. You can't recruit who you don't know

and

2. People don't join fraternities... People join people!

**Phired Up Productions, LLC Dynamic Recruitment Workbook*



Membership Quality

In order to bring quality members into the chapter, you must clarify your definition of quality and have a means to evaluate quality in prospective members. This is an example of what we use.

Recruitment Criteria

- Brotherhood: 3+ brothers speak on his behalf AND Completed several 1:1 membership interviews.
- Scholarship: Must have achieved a cumulative GPA of 2.5 or above on a 4.0 scale with 12 or more credits, OR Achieved a 2.5 overall GPA from High School (first semester freshmen).
- Character
- During recruitment, exhibits brotherhood and character, AND, is accountable and responsible through his actions.
- Service: Has participated in some type of community service, or, has been involved in some type of community or civic organization.
- Leadership: Must have leadership experience...
- Active in 2+ campus organizations, OR
 - Active officer of one academic organization, OR
 - Officer of one organization in high school, OR
 - Has been a current/past varsity athlete.

Commitment:

I _____, as a sign of my integrity, promise that I meet the standards and values of Phi Sigma Kappa Fraternity. I promise to meet my financial obligations, in a timely manner, to my Fraternity, college, and country. I promise to conduct myself responsibly and to be accountable for my actions. I will conduct myself as a gentleman at all times. By these things, I stand.

Pending New Member's Signature

PSK Member's Signature

Date Signed



Member Involvement in Recruitment

Every member should be responsible for sharing specific pieces of information with the PNM's during recruitment (rush). All members should know this, but there should be people chosen to discuss 'their' topic specifically. Never leave a PNM alone at an event. If you don't know someone... Introduce yourself! Don't make it like a Jr. High dance.

This information is mandatory to share with PNM's

- **Financial Commitment**
 - \$84 Association fee – one-time fee due on or before ROA.
 - \$315 Initiation Fee – one-time fee due on or before ROI.
 - \$63.50+Assessment Fees + Chapter Dues: due 1st week of the semester, starting the semester following initiation (should include census & insurance fees)
- **Time Commitment**
 - An average member should dedicate 3-5 hours per week for PSK.
 - Committee Chairs should allow for 5-7 hours per week for PSK.
 - Executive board members should plan on 7-10 hours per week.

Why Should One Join a Fraternity?

1. Opportunities for leadership experience and training
2. Graduation rates are 20% higher among Greeks vs. non- Greeks
3. Fraternity membership teaches crucial social interaction skills
4. The high level of camaraderie with fellow members
5. An academic support network
6. A professional network after graduation
7. Lots of community service opportunities
8. Resume Builder
9. Becoming a part of a long-standing tradition
10. The chance to prove stereotypes wrong
11. Since 1825, all but 3 U.S. presidents have been fraternity men
12. 85% of Fortune 500 executives were part of Greek life

CARDINAL JOURNEY

Phi Sigma Kappa is excited to present Cardinal Journey, a comprehensive member development program that begins when brothers join the Fraternity and ends during the final year of their undergraduate experience.

There are three phases of Cardinal Journey: *Brotherhood in Phi Sigma Kappa*, *Scholarship in Phi Sigma Kappa* and *Character in Phi Sigma Kappa*.

The goal of the *Brotherhood in Phi Sigma Kappa* program is to integrate associate members into the chapter's brotherhood through a focus on personal growth, genuine conversation and an exploration of individual and organizational values. This is achieved by educating associate members on the purpose and history of the Fraternity and discussing important topics and life skills relevant to college men. The program includes associate member meetings led by the chapter's Inductor as well as informal opportunities for connection, such as an associate member retreat and group Good Samaritan service project. Upon conclusion of the program, associate members should feel confident as brothers of the Fraternity, leaders on their campus, and members of society. This program received the North American Interfraternity Conference's 2020 Laurel Wreath Award.

Focused on understanding and utilizing strengths, *Scholarship in Phi Sigma Kappa* is designed for initiated brothers during their second year in their chapter. Participants will become more self-aware and apply their natural talents to academics and leadership roles within and outside of Phi Sigma Kappa. Chapters have the opportunity to lead members through CliftonStrengths™ assessment. This program will launch at the 68th General Convention in Phoenix, AZ.

Character in Phi Sigma Kappa will be a series of modules focusing on personal development with a focus on post-college life. Workshops will focus on diversity, equity and inclusion, emotional intelligence, professionalism, and personal wellness. Members will have the opportunity to grow in a way that will allow them to be productive members of their communities. This program will launch at the 68th General Convection in Phoenix, AZ.





Why join Phi Sigma Kappa?

1. We are the only fraternity with an evidence-based, comprehensive brotherhood program: Cardinal Journey (see the previous page)
2. Our Core Values
 - a. Value Brotherhood Above Self
 - b. Demand Excellence
 - c. Meet Challenges with Innovation
 - d. Commitment to Lifelong Learning
3. Our Cardinal Principals
 - a. To Promote Brotherhood
 - b. To Stimulate Scholarship
 - c. To Develop Character
4. Leadership Programming
 - a. General Convention (odd years)
 - b. Shonk Undergraduate Leadership School
 - c. Robert M. Zillgitt Leadership Institute
 - d. Officer Academy
5. National Philanthropy partnership with Special Olympics.

Why People Quit / Drop

1. Misaligned Expectations
 - a. Lied to; “sold a bill of goods.”
 - b. Time & Money were misrepresented.
2. Lack of Connection
 - a. No real friend or mentor in the group.
 - b. Hazing does NOT connect men to the group!
3. Priority
 - a. Other things are more important.

Data provided by the Phired Up Survey



Sample One-on-one Meeting Questions

- What are you looking for in a Fraternity experience?
- What activities are you involved in?
- What is your area of academic emphasis?
- What talents can you offer to the Fraternity?
- What accomplishments are you most proud of and why?
- How do you balance your social and academic commitments?
- What do you hope to get out of your college experience?
- Do you know the responsibilities and obligations of membership in PSK?
- How do your parents feel about you joining a Fraternity?



Having PNMs Recruit for You

It is also smart to encourage the PNMs to help you recruit during their recruitment period. There will always be a few PNMs who attend all the recruitment events and have a high probability of accepting their bids. Ask those guys if they know any high character guys who they think would be a good fit in the fraternity. Help them get these guys to rush events.

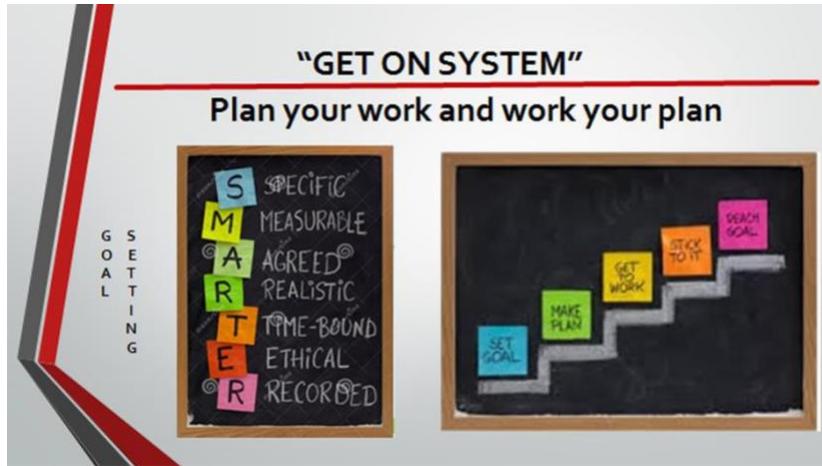
You will be surprised how eager these PNMs will be to help. The fact is, they are going to be trying to make a good impression with the fraternity and will do everything they can to help. Also, they are probably better connected to guys in dorms and freshman friends.

Facing facts, fraternity recruitment is often led by the youngest members. They are more in touch with younger guys who are interested in joining fraternities. You have a very motivated resource that fits that description in your new members. And they need to learn how to recruit.

Teach them how to recruit and grow your fraternity at the same time.



Recruitment Planning



All good recruitment programs include a goal - the specific number of new members that the chapter is looking for and a specific deadline for their recruitment.

Before setting a goal for your chapter, you should consider several things. First, you need to ask, "How many new members do we need?" Your chapter might have a large number of seniors graduating this year who must be replaced. Or, the chapter may need more men to fill a new house. To be a campus leader, your chapter will need plenty of members with a wide variety of talents, skills, and interests. As you set your goal, think carefully about how it will affect your chapter's size in relation to the other fraternities on your campus. (*note – smaller is not better!)

Finally, set a goal that is both challenging and realistic. How many men did you recruit last year? How many of those men initiated? How many men did the largest Fraternity on your campus recruit? Set your sights high, but remain realistic. Make sure that your goal can be achieved with hard work on the part of all chapter members.

Once you have a specific number and it is recorded/documented, you have a gauge to see how successful you were in achieving your goal. Make sure that after a number has been chosen, you get an agreement on that number from the chapter. By gaining their agreement, they have "buy-in" on the goal, and when given a job responsibility during recruitment, they are much more likely to "actually" recruit!



Make sure that your recruitment plans are ethical. Review the university IFC recruitment guidelines with the chapter members at a meeting. Be prepared to answer questions. Set up rules within the chapter that are documented and reviewed. (i.e., no alcohol whatsoever, no foul language, dress codes, etc.)

Finally, HAVE FUN! If the PNMs see that you aren't having fun, neither will they, and you might have lost your next president. Recruitment should not be work. It is meant to be a social experience in getting to know people. Remember, people don't join fraternities. People join people!



How Big is Your Recruitment Pool?

Do the Math – Part 1:

What is the university student population? _____

Subtract the number of female students. _____

Total _____

Subtract the number of men already in fraternities. _____

Total _____

Subtract 15% of this new total to account for “Non-Joiners” _____

Total _____

Multiply the new total by 50% (men with interest in Greeks)

x 50 %

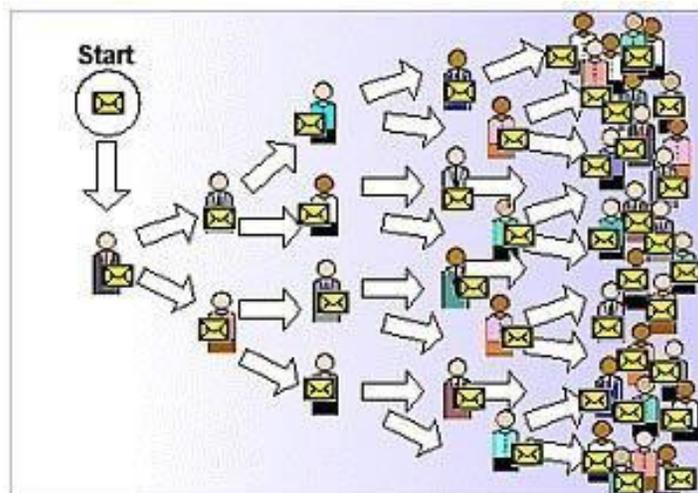
Final Total
(Recruitment Pool)



Do the Math – Part 1:

Normal Math - One + One = 2

Fraternal Math - One + One ≠ 2
One + One = Two





Plan of Action

A specific plan of action should be designed to achieve your goal. Your POA will serve as your road map and will direct all the chapter efforts. It needs to address all areas of the recruitment process and cover all the details. If you know what you want to happen and how you want it to happen, you can ensure that the members of the chapter can work together to make it happen.

Creativity is important in any recruitment strategy. New ideas and activities will give your chapter an advantage over others on the campus. The best strategy will include a variety of activities to provide each prospective member with a good idea of what Phi Sigma Kappa is all about on your campus. In addition to regular or required recruitment events, integrate regular chapter activities in the program. Your events should allow prospective members to meet brothers, develop friendships, learn about the Fraternity, and should include a great deal of personal attention for each man.

Outside of events, there should be informal recruitment activities. (1:1 lunch, coffee, video games, sports, etc.)

A good recruitment strategy should:

- Identify prospective new members.
- Have an information gathering component. (cards for collecting their name, phone #, email, etc.)
- Include plans to contact / follow-up with PNMs. (see the PNM tracking system attached)
- Include various activities designed to show each prospective member what your chapter is all about.
- Train members on how to trial close. (So, on a scale of 1-10, how interested are you in moving forward?)
- Determine how PNMs will be evaluated and decided upon.
- Detail how the bidding process will be conducted?



Good follow-up can make the difference between the success and failure of an action plan. Be sure to include strategies for personal follow-up in your plan. This may include assigning prospective members to existing members or creating follow-up teams.

Make sure to have some “professional-looking” literature to put in the hands of the PNMs as they leave any meeting or event. (brochures, flyers, invitations to the next event, copies of the Signet, etc.)

Carefully consider how your chapter’s literature compares to those of other fraternities. Any publication produced by the chapter should look professional and should outline all aspects of your chapter’s operations (brotherhood, scholarship, character, leadership, community service, philanthropy, etc.).

Be sure that your chapter’s strategy includes plans for using all these marketing materials, and especially social media.



ChapterBuilder: Names List Management

The main reason people join our Fraternity is because of a relationship they have with our members. ChapterBuilder has made the managing of year-round relationships a priority. In other words, recruitment just got easier, friendlier, and a whole lot smarter.

No more spreadsheets.

ChapterBuilder can help identify potential new members for you, alert you when it's time to follow up, and get all your members and advisers involved. This helps keep recruitment organized so that you never miss a potential new member again and even provides real-time analytics to make your recruitment process smarter than ever!

WHY SHOULD MY CHAPTER USE CHAPTERBUILDER?

Chapters using ChapterBuilder software saw initiations grow by an average of five percent. Working smartly and efficiently gives Phi Sigma Kappa chapters a competitive advantage in recruitment.

HOW DO I ACCESS MY CHAPTER'S FREE ACCOUNT?

The President or Recruitment Chairman for your chapter (as reported in Officer Portal) received email from noreply@chapterbuilder.com (be sure to check your spam folder). If you haven't, please email Senior Growth Specialist, Trevor Hartley at trevor@phisigmakappa.org.

Once you receive the email, click the link, which will prompt you to create your personal account. After this step, you will be redirected to the chapter's ChapterBuilder account. For important recommended next steps, see below.



RECOMMENDED NEXT STEPS

Invite all chapter members to the ChapterBuilder account

1. Login to your account

[Sign Up with Facebook](#)

First Name: Last Name:

Email Address:

Password:

Password Confirmation:

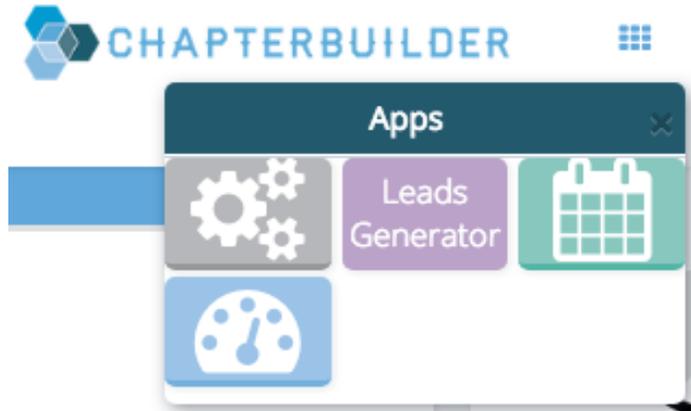
[Sign Up](#)

Already have an account? [Login here.](#)

2. Click on the grid icon near the top right of your screen to access the settings



3. Click on the gear icon



4. Click the "Team" tab near the top

A screenshot of the 'Settings' page in ChapterBuilder. The 'Team' tab is selected and highlighted. Below the tabs, there is a section titled 'Invite New User' with a sub-header 'Invite a new user by entering their email address & selecting a user description [?]'. There is an 'Email Address:' label followed by an empty text input field. Below that is a dropdown menu with the text 'What best describes this user?'. To the right of the dropdown is an 'or' label and a green button labeled 'Import Spreadsheet to Invite Users'. At the bottom left is a green button labeled 'Invite User'.

5. Simply import your entire chapter roster

An admin may then edit each individual's access level (automatically uploaded as Team Members)

Different Access Levels

Team Administrator

- President, head recruitment chairman, and ChapterBuilder chairman
- Access to settings, modify PNMs, leave notes, approve new team member requests

Team Leaders

- Other members of the recruitment committee
- Access to modify PNMs, leave notes



Team Members

- Remaining chapter members
- Access to view PNMs and leave notes

Team Coach

- Chapter and recruitment advisers
- Access to view the account

Request a live webinar training to learn all of the unique features

1. Visit www.chapterbuilder.com
 2. Click “Request a Demo” on the home page (while logged out of your account)
 3. Select a time that works best
- Best practice is to schedule a time when the entire chapter may be in attendance and watch on a projector (ie. Replace a chapter meeting with a live webinar)

Ensure all chapter members download the free iPhone and Android app

- [Click Here](#) for iPhone
- Android app available July 1, 2017



PHONE CALL SCRIPT: (video here: <http://phiredupfraternity.kajabi.com/posts/rolling-calls>)

You've got someone's name on your Names List. What next? CALL THEM!

Here's how to make calls that last less than 90 seconds and result in 1-on-1 meetings.

(You can alter the introduction, as needed, if you met them while tabling or got their info from another source.)

Hi, is this [THEIR FIRST NAME]

This is [YOUR FIRST NAME]

We haven't been introduced yet, but do you happen to know [REFERING PERSON'S NAME] in [SORORITY]? Well, I had a conversation with [REFERING PERSON'S NAME] last night about a men's leadership organization I'm building on campus. As I shared the opportunity with her, she got really excited about it. She pulled out her phone and started recommending men she knows that would be perfect for this opportunity. Long story short, she gave me your name and your number, and said, "this guy's awesome, give him a call!" Is there a time tomorrow that you have 10 to 15 minutes free when we could grab a cup of coffee and chat?

What time do you get out of class tomorrow?

Perfect! Let's meet at/in [CHOSEN LOCATION] at [TIME] .

I'll shoot you a text in the morning when I get there to let you know exactly where I'll be. Sound fair?

Great! Thanks for the time and I look forward to meeting you tomorrow.

E-MAIL TEMPLATE

[THEIR FIRST NAME], my name is [YOUR NAME]. I'm a guest of the university, on campus with the purpose of building a new men's leadership student organization. During a conversation with several of the female sorority leaders on campus, I was told that I should reach out to you specifically.

Long story short, I could use your help. Is there a time tomorrow that you have 10 to 15 minutes free when we could grab a cup of coffee and chat? I'd love the opportunity to introduce myself to you and learn a bit from your perspective of what I can do to be more successful. You can send me an email or text reply. Thanks in advance. I'm looking forward to hearing back from you. Here's my contact information:

[YOUR NAME]

xxx-xxx-xxxx

xxx@xxxx.com

TEXT MESSAGE TEMPLATE

Hey [THEIR FIRST NAME], this is [YOUR NAME]. I left you a VM yesterday. I'm building a new men's leadership organization on campus and we're only going off personal recommendations. A couple different women recommended that I get in touch with you. I'm curious when you have 10 minutes free at some point tomorrow we could meet on campus to chat about this idea?

*Scripts based on Phired Up Productions, LLC Dynamic Recruitment Model



Quality Response Guide

1. I don't have the time.	<ul style="list-style-type: none"> a. How much time do you think it will take? b. What are your other time commitments? c. How much time could you commit? d. I would like to introduce you to _____. He works part time, plays a sport, and maintains a 3.5 GPA.
2. I can't afford it.	<ul style="list-style-type: none"> a. Do you know how much it costs? b. May I show you exactly how much it costs and how that compares to other college expenses? c. If we could arrange a payment plan, would that make a difference?
3. My mom/dad/girlfriend doesn't want me to join.	<ul style="list-style-type: none"> a. What is it they do not approve of? b. Why do you think they feel that way? c. Have they met any of the members in this fraternity? d. Would you be willing to help me arrange an opportunity for them to meet some of the members/members' parents/chapter advisor?
4. I've got to focus on my grades.	<ul style="list-style-type: none"> a. What are your concerns? b. Did you know the chapter has minimum standards for maintaining membership in the organization, an academic excellence program, and a program to reward scholastic achievement? c. May I introduce you to our scholarship chairman?
5. Upperclassmen don't join fraternities.	<ul style="list-style-type: none"> a. What is it that you would like to get out of a fraternity? b. This is a life-long membership. You're talking about the difference of two years. c. We could use a few more guys with your experience and maturity. d. You're that much closer to leveraging our alumni network.
6. I'd just like to wait a semester to two.	<ul style="list-style-type: none"> a. What is it you think will change between now and then? b. Would you help me understand the benefits of putting off the experience for a whole semester? c. What would need to change for you to feel comfortable moving forward with this pledge class?
7. I'm not the fraternity type.	<ul style="list-style-type: none"> a. What is "the fraternity type?" Does that describe us? b. Good. That's the reason we're interested in you. c. Does that mean you would be willing to help our chapter change the image of fraternities on this campus?
8. I don't want to get hazed.	<ul style="list-style-type: none"> a. Do you think we haze our new members? b. Hazing is unacceptable and strictly forbidden in our fraternity. c. Let me introduce you to our newest initiates. I would like you to ask them about any details of their pledge period. d. Here is our pledge education program outlining everything we do
9. I don't want to live in the house.	<ul style="list-style-type: none"> a. What is it that makes you not want to live in the house? b. May I show you the fraternity's plan for filling the house? c. We have a lot of brothers who are active members and choose not to live in the house.
10. I don't drink.	<ul style="list-style-type: none"> a. Do you think you have to drink to be in a fraternity? b. The majority of the fraternity's activities do not include alcohol. c. We respect every member's choice. There is no pressure to drink. d. Were you aware the fraternity chooses to implement a substance-free rush and an alcohol-free pledge program?



MIND JOGGERS – FINDING NEW PNMs

DO NOT PREJUDGE ANYONE. Put everyone on the list. Now is not the time to decide if someone is qualified for membership.

Write down all the non-Greek men you know ... **Who**

are:

- scholars ... leaders ... gentlemen
- leaders on campus
- service minded
- spiritually driven
- friends of your friends
- driven to succeed in life
- highly social

That...

- never leave their rooms
- make you laugh
- go home every weekend
- frequent the library/lab
- sit with/near you during meals
- sit within 10 chairs of you in class (now think of all your classes) (think back to every semester/ quarter)
- hold an office/position on campus
- traveled abroad
- did not get accepted into/ dropped out of another fraternity

From...

- your freshmen hall
- the floor/in your building
- a sports team you played on
- your clubs/student orgs (get roster)
- Res life/Orientation groups
- work-study jobs
- gym/weight room/wellness center
- TV or radio

Pull additional names from ...

- cell phone
- address book
- buddy list
- Facebook/MySpace/networking sites
- student directory
- listserv/email distributions
- list of incoming freshmen
- list of transfer students
- rosters from clubs/student orgs
- rosters from sports teams
- IFC sign-up sheets (past years too)
- scholarship announcements
- yearbooks
- newspaper articles/listings
- housing lists
- list of legacies from national HQ
- invitation lists from socials
- Also consider ...
- Juniors/Seniors/Super Seniors
- commuters
- adult students
- fathers of current brothers
- community leaders
- Grad students
- ROTC cadets
- international students
- university professional/staff