



More Good Men
Theta Xi Fraternity's Recruitment Guide

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Setting the Stage

Two young men, new to college life and apprehensive about making new friends, stand alone in the growing dusk, watching. At this distance, with the lack of light, they can remain comfortably anonymous in case anyone looks their way. Looking up the sidewalk, the path leading up to the doorway seems infinitely long.

Uncomfortable, nervous and a little scared, not knowing whether they will be “accepted” or what to say once inside, they slowly venture closer, drawn by curiosity, but pushed mainly by their own stubborn resolve not to “chicken out.” Through the window in the front, they could see a number of people can be seen talking and laughing; so at ease, so sure of themselves. The young men approaching can’t help thinking...Will we measure up? Will we fit in?

At the door, the seconds went ticking by; they wait for nothing in particular. Finally, with hearts pounding in their throat, one of them raises his hand to the door, and knocks.

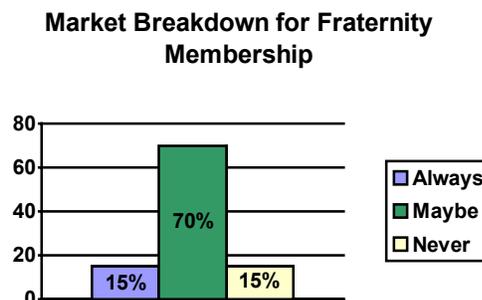
Sound familiar? A few of us knew about fraternity life since we were a legacy or had a friend from high school that was in a fraternity. Some of us “stood outside” for the longest time, ignorant of what was going on inside, nonetheless we could see that what the fraternity men had was good. There are many more, however, that never make it to the door. They either count themselves out while sitting in their dorm room or stand across the street until their feet ache and head home.

Yet still, there are others that do not have the courage to enter or are sometimes turned off during the recruitment evening. They are good men that leave early and are never heard from again.

It’s easy to write these men off as “not having what it takes” to become a member of Theta Xi – after all, we all made it inside and stuck with the program until asked to join. That’s just a part of recruitment, right? Proving to the members that you *really* want to be a member? Not really.

The aforementioned statement is an easy way to put the burden of making the sale on the potential members. Those who want to join badly will stick it out; fight their way through the neglect and even thoughtlessness that often is characterized with rush functions. However, there are a lot more who will just quit, leaving you with less potential members. Let’s look at the numbers:

Although the nation-wide average for Greek membership is about 12%, when surveys are taken of incoming freshmen as to whether they are interested in the Greek System, an average of 60% answer yes. Of the 40% who don’t express an interest, some may be whole heartily anti-fraternity, but a more logical assumption is that many of them don’t want to put up with the stereotypes that exist with fraternities. A recent survey of college students returned the following results:



As you can see from the graph above, 15% of college men were *always* going to join a fraternity, 15% were *never* going to join a fraternity, and 70% were *maybe* going to join a

fraternity. Think about your own membership, how many of your current members were at one point “dead set against” joining a fraternity?

The chapters with successful recruitment programs consistently go out and get people and look beyond the 15% that were always going to join. Successful recruiting chapters seek members from within the larger segment of the population, the 70% maybe joiners. Additionally, these chapters follow through once a guy is interested.

Why does a man join Theta Xi? Because somewhere along the way, he makes a friend, someone takes a personal interest in him, in his talents and character, his ambitions, and the value he can bring to our Fraternity. This is the essence of recruitment – making friends!

What are we selling?

- Successful recruitment efforts are built on satisfaction and enthusiasm of the current membership
- Ensure everyone in the chapter has an understanding of the experience the chapter provides today versus a year or two ago with a discussion meeting
- At the meeting, review the following:
 - Is the direction of the chapter positive?
 - Is there good participation in meetings and social events?
 - Does the Ritual mean something to every member?
 - Is the house clean? Would you feel comfortable having your parents walk in and sit down?
 - Is the chapter prominent in campus activities?
 - How are the chapter’s grades? Are they above the average?
- If the chapter is unable to answer “yes” to all of the above, the chapter should, at least, demonstrate an effort to make all of the above an affirmative.

In its simplest form, when selling the fraternity, we are selling friendships! Ensure that your chapter has strong brotherhood. Outsiders, with little effort, can see the chapter’s degree of brotherhood and friendship. Additionally, make sure you are delivering on your values. If you say you are about equality and service, are you delivering on these values? Are your actions aligned with your values? Make certain everyone in your chapter can confidently answer “yes” to the aforementioned questions.

The Pursuit of Excellence

Successful people are motivated by the desire for results. Look around, no matter what the field, the men and women who rise to the top are the ones who work to achieve goals, who “pay their dues.” Failures, on the other hand are motivated by instant gratification. If it isn’t fun right now, don’t bother asking for help.

Part of our “dues paying” process occurs as we work to build our chapters into healthy, positive environments for future generations.

Those efforts will also make or break the chapter. It is generally counter-productive to skimp on programming – the small amount of extra money it costs to the members is more than offset by the increase in the quality of the experience. To take the easy road in recruitment undermines the very foundation of the Fraternity.

Additionally, not only is good recruitment invaluable to the health of a chapter, perhaps even more important is the long-range impact of good recruitment skills can have on our members. After all, **recruitment is simply the skill of human relations.** If we can send our members out into the world with a better understanding of people, confidence to interact with others in a variety of situations, and an ability to sell his ideas, we have done him an immeasurable service. His personal and professional relationships will be that much better for having chosen Theta Xi.

CHAPTER I



Back to Basics

Developing a Target Recruitment Program

The “sales process” might better be called TARGET RECRUITMENT. We can best understand the process of target recruitment by understanding the steps involved. These steps are covered in detail in the rest of this guide.

1. **Getting Organized (Chapter II)**. The recruitment process is *not* a one-man job. To be truly effective, the entire chapter must participate. To facilitate this process, a committee structure must be developed, authority must be given, and the lead of the committee must be followed.
2. **Know Your Product (Chapter III)**. The membership must understand something well before they can sell it. They must have a strong mental grasp on what Theta Xi is on their campus and nationally. Then they must learn how to put this “product” into easy-to-understand chunks that can be digested and remembered by prospective members.
3. **Know Your Buyers (Chapter IV)**. There are three “types” of prospective members. By knowing the difference between the types, a recruitment strategy can be designed that will effectively draw in a large group made up of all three.
4. **Develop Interest (Chapter V)**. No one was born with the desire to join a fraternity! We must work hard to make Theta Xi leap out at the men on campus as the best student life opportunity available. We must manage the “first impressions” that a man makes about Greek life and Theta Xi. Once his interest is captured, we must build his interest, get to know him, and help him begin to picture himself as a happy, involved member.
5. **Pitch the Product (Chapter VI)**. A man might be interested, but if we leave him hanging, he will never join. This is where rush events and one-on-one rush come in. We must build on a man’s interest by showing him Theta Xi’s special brand of Brotherhood. A man needs to see how he can fit into our Brotherhood. He needs to feel welcome. He needs to know that he is joining a group that believes in him.
6. **Making the Sale (Chapter VII)**. Bidding is no easy task. When we bid a man, we must make an investment in him. We must be ready to call the man “a Brother” even though he is not fully initiated. The chapter must develop a workable system for deciding who will receive a bid, and a variety of methods for issuing bids.
7. **Closing the Deal (Chapter VIII)**. Once the bid has been extended, the chapter members must be prepared to handle any objections the prospective member may have. If he says “no” to your offer of membership, do not walk away until you have discovered the real reason why he does not want to join. Try to handle his objections in a manner that makes him feel comfortable with the idea of fraternity membership.
8. **Retention (Chapter IX)**. When a man has accepted a bid, the work has just begun. In addition to the necessary information and fees that must be attended to, his transition into the chapter through a membership education program must be supervised. Until a man is wearing the Theta Xi Badge, recruitment is not over! Retention is the most neglected part of chapter recruitment, and it is the part that hurts a chapter the most.

Debunking Common Myths About Recruitment

“If everybody goes out and gets one guy, we’ll double our membership!”

Problem: This sounds great when the recruitment chairman uses it at the meeting – short, sweet, and simple. However it rarely works. When everyone is responsible, no one is held accountable. Everyone thinks, “Nobody will miss my little part” which ultimately nothing is accomplished.

Solution: Have an overall plan that allows each man to get involved utilizing his strengths, e.g. designing publicity material or organizing events.

“We went for quality, not quantity.”

Problem: Usually, this myth is used to explain away embarrassing recruitment results. By claiming some goal of exclusivity, the chapter justifies the low numbers. Ironically, the same chapter will usually be below average in its performance in academics, intramurals, and campus participation.

Solution: Chapters must recruit on quality AND quantity. Chapters should be selective and have standards for membership, however there are a lot of men at your campus that can still be members - you just have to find them!

The Zeta Betas have 80 men, and half of them don’t even know each other.”

Problem: As big chapters win all the awards and get exchanges with the better sororities, the struggling groups will take cheap shots at them for being big. Contrary to the opinions of many small chapters, the “Brotherhood” in large chapters tends to be good while, on average, there are more disputes and personality conflicts among smaller chapters. This is caused by a combination of less success – thus making people defensive and forced to swallow their own confidence – and the necessity of having many members perform tasks they aren’t qualified for, don’t enjoy, or are too stressed with other projects.

Solution: Continuously encourage members to see the benefits of being a large chapter. Give them examples they can grasp to give them motivation. Also, make sure the workload of running a chapter is spread among all members to level the stress. Use the recruitment skills in this manual to help your chapter grow to the size of the largest chapter on your campus!

“No one will come to the parties if we don’t have alcohol.”

Problem: If your chapter claims it is about brotherhood but recruits based on parties and alcohol, are your values and actions aligned? Chapter’s that have moved away from alcohol as a recruiting tactic have experienced better participation, more men joining, and members that stay involved for the long term.

Solution: Instead of luring men in using parties, show them who you are as people and as an organization. Let them experience your chapter as it is. Don’t host large recruitment functions or parties, instead do what you do and do it well then invite men to join you.

“Our goal? We want as many as possible!”

Problem: If quantifiable goals do not exist, there is no way to tell if you have been successful. Additionally, the members of the chapter can’t see where they are in relation to the goal, because *there is no goal!*

Solution: Establish recruitment goals for the semester and the year. Make sure this goal is posted throughout the chapter so that all members see it daily.

CHAPTER II



Getting Organized

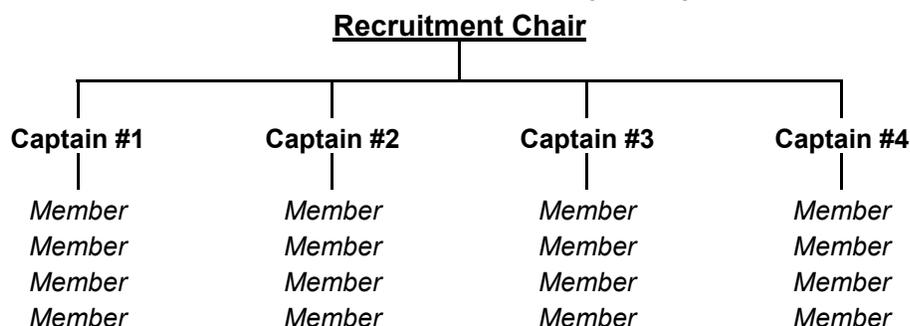
Key Points from this Chapter

- Break the *entire* chapter membership into teams of 5 with one responsible person as the team's captain.
 - Every brother is responsible for making initial contacts with potential members.
 - The team with the initial contact should be responsible for making continuous contact and introduce the potential member to the rest of the chapter on a small-scale basis.
 - Make sure you ask him to join! Don't make the assumption "he'll join if he wants to." Most of the people who never joined a fraternity didn't do so because they were never asked!
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The Recruitment Team

Since recruitment is the responsibility of every brother, your recruitment team should be:
your entire chapter!

If you have a chapter of 21 people, consider the following arrangement:



Initial Contacts: Every member of your chapter should be asked to make initial contacts. Help members understand that initial contacts are nothing more than making friends! We have all gone through life learning how to make friends therefore, you are simply asking members to continue to do what they do! Once they make the initial contact, the man's name should be given to the team captain to be added to a recruitment list.

Continuous Contact: After the man's name has been added to the recruitment list, it becomes the team's responsibility to maintain contact with the man. It is important that contact remain in small groups. Smaller groups will give the man a chance to get to know the members better. Additionally, there is no pressure on the man feel lost in a large group. Remember this adage, big recruitment events will produce little results; little recruitment events will produce big results! Make sure team members are taking time to get to know the man. Don't just expect he will want to join Theta Xi! Remember from the beginning, a man joins Theta Xi because somewhere along the way, someone made him his friend.

After one team feels comfortable with the man and believe he is a good potential member, the team should introduce the potential member to other teams so that the potential member has the chance to meet every member of your chapter on a smaller scale compared to a large chapter function. At this point, chapter members should begin to introduce the potential member to Theta Xi by telling him more about the chapter.

Ask him to join: Once the chapter agrees to extend an offer for the potential member to join the fraternity, the initial contact, the initial team captain, and the recruitment chair should sit down with the potential member to explain the benefits of becoming a brother in Theta Xi and simply ask the potential member, "Would you like to become one of our brothers?"

CHAPTER III



Know Your Product

Key Points from this Chapter

- Use a chapter retreat to gather interest and involvement from the entire chapter. People support ideas and programs they help create.
 - Make sure your retreat is well organized and has a positive attitude. Use the retreat to identify your chapter's identity, set eligibility requirements and goals, and to give your chapter a morale boost.
 - Break your chapter into their teams and role-play the different possible potential members given in this chapter.
 - Utilize other resources from National Headquarters such as videos and publications (listed at the end of this chapter) to help develop your recruitment program.
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Preparing Your Chapter

People support what they help create. Translation: Get everyone possible involved in the planning of recruitment. As recruitment chairman, you should schedule weekly meetings with your team captains. Be sure to announce your recruitment meetings to the chapter and invite anyone interested to attend. Present regular reports on the recruitment progress to the chapter at its weekly meeting. Also, discuss at least two of the potential members on your recruitment list each week. Make sure every chapter member knows who the potential members are.

Include members in your plans. You should seek their input and also let them know your personal plans. The more all members know about your plan, and the more they feel that their ideas have been listened to and used in developing the plan, the more the Brothers will be willing to work with you to help make recruitment a success.

A great way to get the entire chapter excited about rush is to hold a recruitment retreat.

Developing a positive retreat:

- ***Utilize a discussion format.*** No one likes to be lectured to. Create an environment for the chapter to talk about recruitment, not listen to the recruitment chairman.
- ***Have an upbeat setting.*** Set a time and place that is conducive to a positive, free exchange of ideas. Make the retreat fun and avoid scheduling the retreat after long meetings. If at all possible, have food and non-alcoholic drinks provided for the members.
- ***Write everything.*** Use chalkboards, poster board, or easel pads to track all ideas mentioned (good and bad) while brainstorming.
- ***Have fun, dream, and be productive.*** One of your primary goals should be a general morale boost for the chapter. Schedule time for fun activities including talking about why each member joined. Give everyone a chance to vocalize their dreams for the chapter, "If we had 80 brothers, we could..." Most important is to always be productive and make sure you reach your intended goal of the chapter.
- ***Set concrete goals.*** Be sure to shift abstract goals, such as "we want to recruit a lot of men" to a concrete goal, such as "we want to recruit 20 quality men." First determine how many men you want to recruit, *and then* determine how you're going to recruit the men. It is important that your goal is at least the number of men you need to financially support your chapter. See Appendix A for the National "Calculation of Ideal, Acceptable, and Minimum Chapter Size" form to assist you in setting your goals.

Setting Membership Eligibility

Set minimum eligibility requirements to become a potential member of your chapter. Make sure you set requirements that are in the direction you want your chapter to progress. If you currently do not have any eligibility requirements, introduce a couple and then slowly add more over time.

Membership eligibility requirements keep the chapter focused on finding the quality men. Set eligibility requirements that are higher than you currently at (but not so high that you can't recruit anyone!). Higher membership eligibility requirements will help the chapter continue to improve with new, stronger members.

Possible areas of membership eligibility requirements:

- Academics
- Community service
- Leadership experience
- Athletics
- Special interests

Ensure your eligibility requirements are aligned with the values and actions of your chapter. Additionally, be prepared to change and/or increase your eligibility requirements over time so that your chapter continuously recruits better quality men.

Finding Your Identity

Where do we stand? During your retreat, spend time with your Brothers to closely examine your strengths and weaknesses on your campus. Look at the chapter from a qualitative basis.

Ask yourselves the following questions:

- How do people perceive Theta Xi?
- In what areas do we excel?
- In which areas do we fall short?
- What contributions are your members making to the Greek community, University community, and living community?
- How close do you come to being "the ideal fraternity chapter?"

What is Theta Xi's reputation? Is it what we want to be? How did we get it? What could we do to change it (if that is what we want to do)? What sort of things do we want to be known for?

What areas do brothers excel in? Where do they fall short? Are your brothers great at sports and social activities but fall short in grades? Identify areas of weaknesses within the chapter that can be fixed through targeting certain potential members.

What are some qualities we would desire in our members? Think of ten qualities you would like to see in your new members. Is your chapter stronger with members who are largely the same or is it stronger with a wide variety of talents? Why? What eligibility requirements do you want to set for your potential members?

What would a man need to know before joining Theta Xi? Make a list of everything a new member should know before joining. Do not forget financial obligations, understanding of member education, etc.

Who is our competition and why? List every form of competition that exists in your environment including but not limited to other fraternities, dormitories, university housing, apartments, rental houses, etc. Make a list of your competitions advantages and disadvantages and determine a segment of the market that your competition is not attracting. Discuss ways to market Theta Xi to that market segment.

Why would bigger be better? What could the chapter do if it had more members? Think short term and long term. You could have: more money to spend, more men for intramurals, more men to fill the house (or to save to buy a house), more talent, more and better social events, more friendships and brotherhood.

Practice Talking to Potential Members

Use the following activity to give every brother a chance to practice his recruitment skills, from handshakes to bidding. Break the chapter into their teams, and for each segment pass the following roles to each brother on a 3x5 index card so that neither brother knows the role of the other. Have the teams practice role-playing with every brother acting in a different role.

THE UNCERTAIN PROSPECTIVE MEMBER

Brother One: You are unsure about whether to join, but you are feeling the pressure from the fraternities who have issued you a bid. Your parents may not support a decision to go Greek, so you are using this as an excuse not to make up your mind.

Brother Two: You have been working on this man, and he has received a bid. You need to convince him to join while, at the same time, build his confidence.

THE PARTIER

Brother One: You are interested in joining Theta Xi. All you have heard about fraternities is that they party and drink. You think that the only way to get a bid is to convince the Brothers that you know how to party.

Brother Two: The prospective member is a good guy, but he seems overly eager about the social aspects of fraternity. Help him see that there is more to the fraternity than the social life.

THE LADIES MAN

Brother One: You are convinced that you are what all women are looking for. You think that you are incredibly sophisticated. You want to join a fraternity because you believe it will help you meet more women.

Brother Two: You can tell this prospective member is interested in the Fraternity primarily because of the women he can meet through sororities. You are concerned that his attitude toward women will have a negative impact on the chapter's reputation.

THE CRITIC

Brother One: You are stuck between Theta Xi and another chapter. So, you start criticizing the other chapter hoping that the Theta Xi you are with will give you all the reasons why you should not join the other fraternity.

Brother Two: You know that slamming other fraternities is a bad way to rush. At the same time, you do want this man to join Theta Xi.

THE TRANSFER

Brother One: You transferred to this campus after two years at a local community college. You really don't know anyone on campus and would like to make some new friends. Fraternities seem to be a good way to do this, but you wonder if their activities are a bit too juvenile for you.

Brother Two: All you know about this man is that he is a "non-traditional" student.

THE LEGACY I

Brother One: You are a legacy for one of the "top" chapters on campus, but you like Theta Xi better. You know things will be tense at home if you join Theta Xi. You are looking for all the ammunition you can get before you make a decision.

Brother Two: You want this man to join, but something is holding him back. Help him out.

THE LEGACY II

Brother One: You are the son of a prominent Theta Xi Alumnus from this chapter. Your father is pushing you to join the Fraternity, but you are unsure if Theta Xi is "right" for you. Another fraternity has heavily rushed you, and you are impressed with their organization. Also, you think it would be easier to join another Fraternity because you would not have to deal with your father's "shadow." However, if you don't join your father's fraternity he will be very hurt.

Brother Two: You know that this man is a legacy because his father called. You know that your chapter's rival is heavily recruiting him. Use all of your skills to convince this man that Theta Xi is the place for him.

THE SCHOLAR

Brother One: You are a strong student. You are on scholarship and plan on joining a couple of club sports teams. You do not want to join a fraternity that is going to restrict your ability to achieve.

Brother Two: This prospective member is awesome, but you can see he is worried about the demands of fraternity membership.

THE OUTSIDER

Brother One: You are a young man (of an ethnic background different from your own) who has met and enjoys the company of the Brothers of Theta Xi. You have friends of all races and ethnicities, and it worries you a little that you do not see much "diversity" in the chapter.

Brother Two: Many Brothers have commented about the lack of real "diversity" in the chapter and you are not sure how the chapter is supposed to get any. However, this prospective member is an outstanding man and you want him to join.

THE JOCK

Brother One: You are the "star" quarter back on the school's football team. You are primarily interested in joining Theta Xi because they have a nice house and great food. You don't care much about schoolwork, and this attitude is reflected in your grades.

Brother Two: Member's are really excited about having "Mr. Quarterback" so interested in your chapter. Many members want to extend him a bid solely because of the perceived prestige they will have with other fraternities. However, "level-headed" Brothers are concerned about his motive for joining and have sent you to "feel him out."

THE "POOR" COLLEGE STUDENT

Brother One: You are a freshman attending college on full financial aid. You would really like to join Theta Xi but are concerned about the costs.

Brother Two: Most of the chapter really likes this man. You know that he is concerned about the "money issue."

THE NERD

Brother One: You are the stereotypical “computer nerd” going through rush hoping to make new friends. You are quiet in groups but open in a one-on-one situation.

Brother Two: You have seen this man at some recruitment parties but he didn’t mingle much. You wonder why he is even here and decide to find out why.

THE “TOWNIE”

Brother One: You attend college in your hometown where you live with your parents. You are looking for a “fresh start” and think living away from home in a fraternity house might be a good option. You are unfamiliar with fraternity life except for the negative publicity that surrounds the Greek community.

Brother Two: Traditionally, fraternity members and “townies” do not get along. You know, however, that you must be a good host to everyone who visits the chapter house. Deep down, you really like this guy anyway.

Other Recruitment Resources

Video Tape

- **The Right Way to Rush** – This fast-paced video offers a comprehensive look at what we should and should not be doing to increase fraternity membership. Commonly used practices, which inhibit growth, are reviewed as well as practical strategies for strengthening IFC rush.

Publications

- **Dry Rush Programming Ideas** – The best rush event ideas from across the country have been gathered and compiled into this easy-to-use booklet. All the information you need to plan the event is included.
- **NIC Campus Commentary** – This edition of the monthly NIC bulletin focuses entirely on rush trends, ideas, and procedures.
- **Recruitment Blueprint** – Review Theta Xi’s Recruitment Blueprint, which gives a broad overview of the recruitment process and provides many good ideas to fine-tune your chapter’s program.

CHAPTER IV



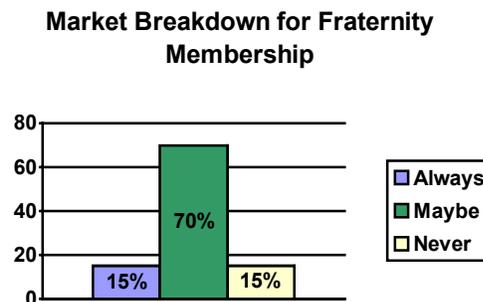
Know Your Buyers

Key Points from this Chapter

- Your campus has some always-joiners and some never-joiners regarding Greek life. However, a majority of your campus is maybe-joiners.
 - Don't overlook maybe-joiners. They make up the largest group on your campus and often become your best members.
 - Maybe-joiners won't come to you, you have to go and find them. They are normally held back by some preconceived notion of Greek life that has kept them from joining. Counter this preconceived notion by showing them how Greek life and in particular, Theta Xi, is right for them.
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Our Market

As addressed earlier, the fraternity market looks roughly like this:



As you can see, there is a small portion of always-joiners and never-joiners in comparison to maybe-joiners. Often, many fraternities go after men in the always-joiners group since recruitment is easier for people who definitely want to join.

However, there are two things to consider regarding the always-joiner group. First, the always-joiners have decided to join for some external factor. This factor can be the influence of a family member, friend, or preconceived notion of fraternity life based around television and movies. If the man does not fully understand what he is joining and why, he will never be a long-term, involved brother to your chapter. Second, the always-joiner group makes up a small portion of your campus. If every fraternity on your campus is going after the same, small group, your ability to be successful at recruitment will be stifled.

Successful recruitment programs recognize that there are substantially more possible brothers by looking at the maybe-joiners group. This group may take more work on your behalf to make them your brothers, however there is a higher chance they will join for the right reasons and be involved long-term and, above anything else, the maybe-joiners provide more men to choose from!

Finding Maybe-Joiners

With three different groups on your campus, you might be wondering, "How do I identify and find the maybe-joiners?" The maybe-joiners are the men who may or may not have thought of fraternity life, and would respond positively to being introduced to the men in your chapter. They will most likely never seek you out; instead you will have to seek them out. Although this can seem like a daunting task, in reality it is quite easy. The maybe-joiners group is composed of people you already know!

Examples of maybe-joiners are:

- Friends not in a fraternity
- Sophomores & Juniors

- First generation college students
- Commuters
- Transfer students
- Leaders on campus
- People from your classes
- People in clubs or extracurricular activities

Unlike the always-joiners that will participate in formal rush or will actively find fraternities to join, the maybe-joiners will be interested in joining after you make them your friend and then introduce them to your friends and Theta Xi.

Desires of Maybe-Joiners

Many maybe-joiners are in school to learn and they don't want anything to disrupt or ruin their grades. However they also seek an opportunity to meet new people and experience new things. The maybe-joiners are often held back from some stereotype or problem associated with Greek life. In order to appeal to the maybe-joiners, it is essential that your chapter defy those stereotypes. Stereotypes that could hold a maybe-joiner back could include the following:

- "I don't want my grades to suffer by all the partying."
- "I don't want to be hazed or mistreated."
- "I'm a sophomore/junior/senior, I'm too old. That stuff is way to immature for me."
- "Greek life was a joke at my previous college, why would it be any different here?"
- "I'm too busy with school, I don't have time."

There are many more reasons the maybe-joiners could be held back. It is important that you be prepared to deal with these objections and show the maybe-joiners that Greek life, especially Theta Xi, is for them and that Theta Xi addresses all of their concerns in a positive manner.

For example, you could address the grades concern by talking about your scholarship program, opportunities for shared knowledge within your chapter, and your chapter grade point if it is a bragging point. For the hazing concern you could talk about Theta Xi's strict position on hazing, how your chapter guarantees members are treated appropriately, and a short Associate Member period (if you provide a short period). For the, "I'm too old" concern, you can show them that Theta Xi is a life long opportunity and the activities your chapter does (such as community service, intramurals, and alumni functions) appeal to all ages. For Greek life being a joke at the previous school, you can show them how serious your chapter is about your fraternity and the benefits you bring to your members. For the man who is too busy, you can show him how actively involved in extracurricular activities your members are and how it benefits their entire college experience.

There are other ways you can convince the maybe-joiners that Theta Xi is for them, however the most important part is that you show them everything they dislike about Greek life is not a part of your chapter and Theta Xi.

Appealing to Maybe-Joiners

There is no secret method to finding and stirring the interest of the maybe-joiners. Simply meet them from wherever and however. Utilize your recruitment teams to get the man comfortable with your friends. Take him on activities with you, invite him to Fraternity functions, let him experience that his concerns are null and void with your chapter. Once he becomes comfortable and confident in your friends, introduce him to Theta Xi and finally, ask him to join.

CHAPTER V



Develop Interest

Key Points from this Chapter

- Make a positive first impression. People make decisions about you in the first ten seconds. Leaving a positive first experience is essential in life and in recruitment.
- Make sure your chapter has a positive reputation on your campus. Create a positive reputation through maintaining your chapter house, being involved in philanthropic functions and community service, and by keeping good relations with Greeks and non-Greeks alike.
- There are many ways to get potential members attention including, but not limited to, advertising, wearing letters, dorm storming, networking, and campus involvement.
- There are a lot of people who are interested in the Greek system. It is important that you utilize all contact methods possible to identify those potential members.
- Remembering a man's name is a great way to let him know you are interested in him.
- Build the man's interest by telling the benefits of your chapter. Stay positive and upbeat. Sell the Greek community *then* sell Theta Xi. The man must believe in the fraternity system before he can believe in Theta Xi.
- Help him visualize himself as a Brother. Tell him the benefits of being in Theta Xi. Tell him how great life would be for *him* if he were a member.
- Have your entire chapter prepared to answer questions the man might ask about the fraternity and Greek life in general.

Creating a Positive First Impression

A successful recruitment program starts with the first impression. It has been said that the basis of people's opinion of you is determined in the first ten seconds that you meet someone. Therefore, in life and especially in recruitment, it is essential to leave a positive, long lasting first impression.

A positive first impression starts with a handshake. It is polite to extend your hand and shake the hand of a man you are meeting. Be sure to look him straight in the eye and give a polite smile. It is also important to remember the man's name. There is no sweeter sound to a person than his own name, therefore remembering it and using it in conversation is a great way to make a connection.

When talking with the man, attempt to build the conversation off of things he says. Below are some examples of this:

- *Potential member*: "I played football for three years at my high school."
- *Brother's possible responses*: "Oh really? What position?"
"Why didn't you play all four years?"
"Where did you go to high school at?"
"How did you get involved in football?"
"Who was the hardest team you had to play?"
"When did you have time to study and practice?"

Notice that each of the responses ends with an open ended question, that is, each response started with a who, what, when, where, why, or how. Open-ended questions are questions cannot be answered with a simple "yes" or "no." If you are attempting to get to know a potential member and trying to leave a positive first impression, it is imperative you use open-ended questions. To ease conversation flow for your members, see the chart, "Stacking Technique," in Appendix B.

A Positive Reputation

Much of your contact with a prospective member occurs before he ever enters your house. How do Brothers behave in public? What is the reputation of your chapter on campus? Is the chapter house kept clean and in good repair? Does your chapter maintain a program of high-profile philanthropy/community service programs?

An adversarial relationship between some members of the Greek system and some independents is bound to exist to a degree. Keep in mind, however, that every non-member is a potential member and should be treated as such! It is our responsibility to ensure that every person that comes in contact with Theta Xi is treated with the utmost respect and dignity.

Getting His Attention

Before a man ever begins to look for a new car, he must decide he wants the new car. How did he get the idea for the new car? Did he see an advertisement in the newspaper? Did he see his neighbor's new car or drove by the dealership and was impressed by what he saw? Does he hate his current car and wanting to switch to try something different? Whatever the reason, the presentation and packaging caught his eye, and he was in the mood to look.

The same concept works for the fraternity. If a man comes to campus and never sees Theta Xi or never interacts with anyone from Theta Xi, how in the world can you expect him to join? You must take carefully planned steps to get your fraternity noticed.

Advertising

Many chapters elect to advertise either through flyers, ads in the school newspaper, or on the student radio. These are common exposure techniques, which have proven results. The golden rule of advertising is to make it simple and different. High quality images are available from Headquarters at www.thetaxi.org/gallery. When advertising, make sure your ads are neat, tasteful, and "classy."

Things to remember with advertisements:

- When working with an advertising department of a newspaper, take an interest in the "placement" of the ad. Ensure it is in a section that will attract the most men.
- Ask for a student organization rate with all advertising methods.
- Utilize classified ads. They're cheap and something as simple as "Join Theta Xi" will get noticed amongst other classified ads.
- Θ and Ξ and all other Greek letters look the same to non-Greeks. Spell out "Theta Xi" in addition to using your Greek letters so that non-Greeks are able to identify you.

Wear Your Letters

The easiest and most inexpensive form of advertising for your chapter is simply for your members to wear their Fraternity letters on their chest. Make sure all members of your chapter have shirts with letters and if they don't, design an inexpensive recruitment shirt for your chapter. Explain to your members that if their actions are offensive and negative while wearing letters, they will portray a negative image of the chapter.

Orientation and Freshmen Move-In

There is no better way to get exposure to new students (and their parents) than from Brothers who participate in orientation and move-in week. The time spent with new students

during that exciting transition would lay the perfect foundation for later recruitment efforts. Even if your members simply wear fraternity shirts and help carry in bags and boxes for new students, the exposure will go a long way, particularly if men leave a business card with their name, the Fraternity name and letters, a phone number, and a website address. It is also recommended to list dates of recruitment events.

Make sure you get the name, phone number, and address of any good contacts you make during the move-in.

Telephone Directory

A good way to publicize Theta Xi to students on campus is to prepare a one page directory of local pizza parlors, carry-out restaurants, hair-style shops, book stores, drug stores, dry-cleaners, airport shuttle, video rental shops, etc. Distribute this directory to all incoming male freshmen. In most cases, the men will post this all year next to their telephone. Use the directory as an opportunity to display your letters, name, address, telephone number, and web address. If space permits, include a map to the chapter house.

Dorm Storming

In dorm storming, several teams of two – three men (one older and one younger to learn the skills) make rounds through a dorm and pass out flyers and extending invitations to recruitment events.

Things to remember with dorm storming:

- If a pair makes a good contact, make sure they add the man's name to the recruitment list and stay in contact with the man through their recruitment team.
- Divide your campus dormitories and list of prospects according to their location on campus and assign each section to a recruitment team. Allow the recruitment team the opportunity to divide the sections up amongst their team.
- Each team should report their results of the dorm storming to the recruitment chairman.

Caution: Dorm storming is not always allowed. Check with Resident Advisors first.

Networking

Networking and personal contacts will yield substantially better results than dorm storming. Having each member of your chapter provide a list of people they know from high school, campus involvement, or other experiences that may be interested. Utilize new members and potential members to give other people that may be interested in talking with you.

Campus Involvement

Having Theta Xi members involved on campus will aid in recruitment AND provide good publicity and public relations for your chapter. The exposure your chapter will receive from involved, campus leaders can influence younger students and provide encouragement for them to join Theta Xi. Additionally, if campus leadership positions are dominated by Theta Xi's, prospective members will see Theta Xi as a fraternity of leaders.

Recruitment Contacts

Remember, approximately 70% of your campus is or has been interested in joining a fraternity. Once you realize this and start looking, you can find potential members everywhere! Some common places to look are:

- Roommates
- Friends
- Friends of friends
- Children of friends and parents

- Men in classes
- Neighbors
- Family members
- People you don't even know:
 - Dormitory residents
 - Respondents to advertising or information tables
 - Men who will seek you out as a great fraternity

You can solicit recommendations from:

- Alumni (legacies, friends of the family, young men who have worked for them, etc.)
- University officials (both personal recommendations and address lists of incoming students)
- Current members and their brothers, friends, girlfriends, etc.
- Sorority members

Busy and involved people make great Greeks. It helps to look for members who have other interests. The easiest way to do this is to recruit among other student organizations such as:

- Special interest societies/clubs
- Honor societies
- Sports teams
- Student government
- Resident Advisors
- Student Newspaper and radio staff

Contact and Publicity Do's and Don'ts

DO

- be aggressive, they won't always come to you.
- start early. Letters take time to prepare and mail. Allow enough time to get organized.
- be willing to go after individuals. If the student body president is unaffiliated go for him. Same with other campus leaders.
- establish a common theme for recruitment and use a timetable.

DON'T

- break rules. If the university doesn't allow dorm storming, do something else.
- assume a person won't be interested in joining Theta Xi. Remember the number one reason most people don't join, *they were never asked!*

Get to Know Him

Personal Contact Recruitment

Whether you are dorm storming or using the networking approach, you should keep the following "rules of thumb" in mind:

- When visiting with a man, be polite and only stay as long as necessary to introduce yourself and the chapter. Answer questions and make it easy for him to get information about Theta Xi. Remember, your goal is to get him to come and experience what "Theta Xi" is all about.
- Offer the man a choice of functions and pick him up to take him to the function.
- Follow three important rules:

1. Always word your questions for a positive answer (Not, "What night would you like to come over?" but "Would you like to come over on Monday or Wednesday?")
 2. Pin him down on specifics, if you are picking him up, set a definite time (something odd-sounding like 7:35 will help him remember).
 3. Pick him up on time.
- If the man is not at home when you stop by, leave a message with your number, and say that you will return. Then do so.
 - Don't ignore roommates, friends, etc. **Invite them too!** A man will be more comfortable if he brings a friend.

Remember His Name

One of the most critical aspects of recruitment is learning, remembering, and using a potential member's name. It makes him feel liked and included if someone takes the time to use his name. Also, it is extremely important as you introduce your guests to other Brothers. Some tricks for learning a person's name are:

1. Do not look directly at the guests face when learning his name for the first time. This eliminates competition between sight and sound stimuli.
2. Turn your head away from the person you are meeting as if listening for a soft sound in a room full of noise.
3. Be sure to hear the name. If you didn't get it, admit it.
4. When shaking hands, do not release your grip until you have the name.
5. Try to spell the name, or ask the person to spell it for you.
6. Make a remark about the name – to yourself or to the person. Think of someone you know with the same name and make a mental connection.
7. Use the name again and again in the conversation. Besides reinforcing your own memory, this technique makes the guest feel more welcome and at ease.
8. Make it a point to introduce the guest to other men during the course of the conversation.
9. Use the name again when you say good-bye.

Build His Interest

Once you have a good rapport with a potential member and he is comfortable with the idea of fraternity, you must begin to build his interest in Theta Xi. To do so, you and your members must know what Theta Xi has to offer on your campus. Hold a recruitment retreat to assist every member in understanding what Theta Xi offers.

Things to mention could include (if applicable to your chapter):

- Mention the wide array of interests and academic majors represented in your chapter.
- If you are the largest fraternity on campus, point out the benefits of your size.
- If you have the best grade point on campus, talk about it!
- If your members are involved in a variety of other campus organizations, tell the potential member that Theta Xi has a campus present unlike any other.
- Talk about your racial and ethnic diversity.
- Talk about national and campus awards your chapter has won.

Keep everything you mention positive and upbeat. Remember, you are trying to show him that Theta Xi is a place for both group and individual achievement.

Sell Greek Life While You Sell Theta Xi

- Before you can sell him on Theta Xi, he must first be sold on the Greek system.

- Convince the potential member that joining the Greek system is a terrific decision.
- Talk about how membership in a fraternity (in general) has impacted your growth as a person and a leader.

Be Honest

- A potential member might be expecting a sales pitch and therefore, looking for dishonesty. **Do not sell things you don't have!**
- Honesty is the best policy and is the only way to retain good members.

Five Reasons for Joining

- Every member of your chapter should have five reasons why he believes Theta Xi is the best fraternity for joining.
- Spend time at your recruitment retreat to allow members a chance to reflect on their five reasons.

Make it Personal

- Do not spout out chapter statistics about the benefits of fraternity membership if you cannot talk honestly about the reasons you joined.
- Talk about your "lifetime membership." Tell the potential member that when you come back to campus as an alumnus, you will have a group to welcome your return.

What to Look For

- Through all of this, you are looking for a positive attitude in your prospect.
- Ask him about his interests and relate them to Theta Xi.
- Explain the reasons you and your friends had for joining Theta Xi, get him to relate.

What Does Theta Xi Offer?

- **Brotherhood:** Good friends, forever. Based on the variety of things you do together, you get to know each other really well. Know the backgrounds of your fellow Brothers. Show the potential member that Theta Xi is a group of good friends that are living, working, studying, and having a good time together.
- **Scholastic Advantages:** Your chapter should have an academic requirement to be involved. Advice and tutoring from older Brothers who know the courses is also a benefit. The chapter should have a test file with old tests and awards to celebrate good scholastic abilities.
- **Social Experience:** No other college lifestyle offers the variety of social life that fraternities offer. This social experience leads to the ability to handle yourself with confidence in all kinds of social situations. **DON'T MAKE THIS YOUR CHIEF SELLING POINT!** If you sell your chapter only on its social program, you are going to lose good men that are looking for more than that.
- **Personal Growth:** Theta Xi offers a chance to learn the value of teamwork and leadership. Also it gives you a chance to enhance your professional skills including organization, follow-through, speaking, and making presentations. Additionally you get the opportunity to learn from older Brothers and your alumni/faculty advisor.
- **A Good Deal:** Fraternities are usually no more expensive than any other lifestyle. Chapter houses are usually more comfortable than dorms and the food is usually better.
- **Prestige:** Tradition, heritage, a group with which to identify and of which to be proud. Show your pride in Theta Xi; lists its accomplishments, know its history; know your prominent alumni.
- **Job Advantages:** Recruiters know that the fraternity experience prepares a man for success. Although fraternity alumni number less than 2% of the population,

they make up 52% of the U.S. Senate, 33% of the House of Representatives, and 75% of the top executives of the largest 500 corporations. Alumni can often help A Brother get a job.

- **Good Times:** All the work is fun! This should be apparent to your guests. Show that you enjoy the fraternity and make sure your guest enjoys himself.

Help Him Visualize the Benefits of Theta Xi

The last, and most vital, step is to help the prospective member picture himself as a happy, involved member of Theta Xi. You must get him thinking about how much fun and rewarding it would be to be a part of Theta Xi.

Tell the potential member how wonderful it would be for HIM! For example, how much he would enjoy the friendships, the social opportunities, and the community service. How good he would feel wearing a sweatshirt with a winning set of letters on it. How he could make a difference in your chapter!

Talk in Terms of What He Could Gain

Instead of telling a prospective member how fun it is living in the chapter house, tell him how much fun *he* would have living there. Instead of telling him that Brothers enjoy working on philanthropy and community service projects, tell him that *he* would really feel good about helping the Brothers with these projects. Instead of telling him that you have great social events, tell him that *he and his date* would really enjoy the spring formal, especially if they joined other Brothers and their dates at a nice restaurant for dinner.

Get the idea? Always figure the potential member into the equation. When he walks away from you, he should have something to think about and how Theta Xi will affect *him*.

Creative Versus Average

Are you creative in recruitment? The fraternity that knows how to be creative will do the best with membership recruitment.

The difference between the approach of an average salesperson and the creative salesperson will be clear to you after you examine the following examples.

The average person sells life insurance.

The creative person sells protection for loved ones.

The average person sells automobiles.

The creative person sells the joy of the open road.

The average person sells a camera.

The creative person sells a lifetime of pictures of people and things the buyer loves.

The average person sells things.

The creative person sells ideas about things – ideas that make for health, wealth, family, security, and personal happiness.

Eleven Questions

Questions Every Potential Member Will Ask (or wants to ask)

1. Will I be hazed or mistreated here?
2. Will people perceive me as a winner if I am associated with this chapter?
3. Can I afford this?
4. Of all the people on this campus, are these the men I want as my friends?
5. What will be expected of me as a member?
6. Will I meet women here?
7. Will I be given the opportunity to grow as a person and a leader here?
8. Will I have fun if I join?
9. What does Greek life offer that "independent" life does not?
10. Will my grades suffer?
11. Do these men really care about me, or am I just another warm body?

Everyone in your chapter must be able to answer each of the aforementioned questions in his own words. You can answer them directly if asked, or you can provide the answers of the course of a conversation.

Study these questions in your retreat so your chapter members are prepared to answer them.

CHAPTER VI



Pitch the Product

Key Points from this Chapter

- Simply do what you do and ask potential members to join you in those activities.
- Have fun with everything you do. The attitudes of your chapter members and the methods for doing the activity can have a major impact on the fun of the activity.
- Make the guest feel welcomed and at home in everything you do.
- Be diplomatic even when you are being pushed not to be. Never get argumentative, simply help the person understand what you are really about.
- Always follow up! Keep the potential member involved with your chapter through individual members, the recruitment teams, or the entire chapter. Just keep him involved!

Demonstrating Your Product

The easiest way to demonstrate your chapter is to do what you do as a chapter. Make sure whatever activities your chapter engages in are done well and then simply invite potential members to join you in those experiences. As college men, you are busy with classes, on campus activities, and fraternity activities. Adding to your already chaotic life with more activities simply makes recruitment difficult. Instead, just invite the potential member to experience your chapter as it is, doing what it does.

For example, if your chapter does an annual, widely known service project (like a pole sit in your front yard), invite potential members to participate. If your chapter is building a new deck on the back of your house, invite potential members to participate. If your chapter has a monthly exchange with sororities on campus, invite potential members to participate. If your chapter has bi-weekly open meetings that are fun, entertaining, and productive, invite potential members to participate. What ever you do, consider it a prime opportunity for a recruitment function.

Whatever you do, there are ways for you to make it memorable for the potential member.

- **Make it fun.** Even boring projects can be made fun thanks to the attitudes of the Brothers.
- **Be creative.** You can be serious about the task you are working to accomplish, but you can do it in a creative way. For example, if you are having a brotherhood night of watching a football game on television, instead rent a projector and build a big screen on the front of your chapter house to have a “drive-in” night.
- **Create relationships.** Make sure that every potential member is able to develop a relationship with at least one Brother. Use your recruitment teams to help the potential member meet other Brothers.
- **Use hands on approach.** A man who comes over to help a couple of Brothers cook dinner is going to join. A Brother who spends time helping a potential member fix his car on Saturday morning is going to have a great chance of signing a new member. Men have an easier time bonding when they are doing an activity together.
- **Dry recruitment is the only way.** Most young men enjoy drinking. Nonetheless, it is better to get to know the man while he is not “under the influence.” **All Theta Xi chapters are required to recruit without alcohol.** What’s more, it just makes sense. Dry recruitment gives you a chance to know the true man and he will make an informed choice about joining.
- **Women can help.** Women can be a positive influence on a man’s decision to join. At the same time, when a young man is focusing on a young woman, he is probably not focusing on the full implications of fraternity membership. Don’t use

women as a recruitment tool, invite them to help with the functions but the recruitment tool should be your members!

- **Take care of transportation for the potential member.** Always pick up a prospective member. Never assume that he will show up on his own. Cold feet come quickly and have a way of negatively influencing attendance at recruitment events.
- **Always obey IFC and Fraternity Recruitment Rules.** It is always better to work within the rules and argue later than it is to lose recruitment privileges for breaking a policy.
- **Always know who was there.** Be sure to keep track of every potential member in attendance at any event. Keep track of their name, phone number, and address. When time permits, ask a potential member to fill out a Prospective Member Information Sheet (see Appendix C) to accumulate information about the potential member.
- **Make your events safe.** Make sure you follow risk management policies when holding events. Avoid crazy, dangerous activities. Be reasonable and careful.

Hints for the Activity

1. View recruitment from the guest's point of view.
2. Display good manners and common courtesy.
3. Keep brothers moving around and not grouped with one another.
4. Use a firm handshake and maintain eye contact when introductions are made.
5. Make sure you learn and remember the guest's name.
6. Use the guest's first name at least three times during a conversation (opening, middle, and closing)
7. Avoid saying, "I don't believe I've met you before" ...you may have!
8. Refer to the potential member as a Guest, not a "Rushee".
9. Make sure the guests meet as many members of the team as possible.
10. Encourage every guest to "Go Greek" regardless of the fraternity he chooses.
11. Make the guest feel "at home."
12. Show a genuine interest in your guest. He is a person with feelings.
13. Get every guest involved in your event.
14. Have guests recruit for you!
15. Members should not "rush" each other or the women in the room.
16. Bring the guest into the conversation.
17. If a guest brings a date, make sure she is comfortable also.
18. Thank the guest for coming
19. Use a positive approach in asking a man to return to the chapter (e.g. "See you tomorrow" instead of "I hope to see you tomorrow.")
20. Dress properly – guests expect to be impressed.

Being Diplomatic

Along the way, you will encounter objections to fraternity life, tough questions, or someone may try to provoke you into an argument. Here are some techniques to help you address these situations.

1. Watch your temper. Don't let your voice or facial expression convey any negative feelings you have.
2. Listen attentively. Don't interrupt a legitimate objection with a clever answer.
3. Don't argue. Arguments don't convince, but do cause hard feelings.

4. Convert an objection into a question. Questions can be answered, but objections lead to arguments. An example, he says, "I heard that fraternity is expensive" and rather than reply no, it's not instead say "Do you want to know what the costs are to join Theta Xi?"
5. Don't put a concern off. Answer right away. Not only will you hold his attention, he will have much more respect for you if you don't duck the question.
6. Never make up "facts." If you don't know, say so, then go find out! Get the answer back to him – fast.
7. Give answers in black and white. Seeing is believing. Show him an article or a picture to answer his question. Know the facts about fraternities.
8. Never offend him. Don't make him look dumb. Recognize his concern/question as a valid one. Don't contradict him outright; be diplomatic.

Follow Up

Follow up begins the minutes the man leaves the chapter. Make sure the team that made the initial contact with the man stays in contact with him. The team should continue to invite the man out to do things with the team and invite him to come experience other activities the chapter does. The various members of the team should also go visit the man in his dorm in their spare time as individuals. The most important part is to keep the man involved and in contact with Theta Xi!

Make sure, as recruitment chair, you are maintaining a good recruitment list that contains everyone potential member. Keep track of how many times they have been in contact with a team member, the team, or the chapter. Keep track of the last time they were contacted. Post the list in a public place so that all Brothers have the opportunity to review it. Encourage members from different teams to spend time with potential members so that everyone in your chapter gets a chance to know the potential member.

As the potential member receives more and more contact from your Brothers, make sure that the man is learning about your chapter and what it can offer him. By the time the potential member is offered a chance to join you, he should be able to answer questions such as:

- How long is your Associate Member program? What is involved with the program?
- What athletics does the chapter participate? How do I get involved?
- What Brothers are in my classes? What academic benefits are there?
- What is the advantage of the National Fraternity?
- What leadership opportunities are available to me within the chapter and outside of the chapter?
- What social activities are there?

CHAPTER VII



Making the Sale

Key Points from this Chapter

- Make sure both the potential member and the chapter has a firm understanding of each other. The potential member should feel comfortable with the responsibilities of membership and the chapter should feel comfortable with the idea of the potential member as a brother.
- Be prepared to answer excuses and objections with questions to find the real reason for the hesitation. Always resolve the concern with a positive about your chapter and re-ask the man to join.
- Have either a Bid Committee or discuss bids with the entire chapter on a weekly basis.
- Make presenting bids a formal process with the President, Recruitment Chair, and the initial contact involved in the process. Be prepared to overcome objections and answer questions during the bidding process.

The Bidding Process

For many men, the decision to join a fraternity will be the first lifetime commitment they have ever made and is a step that should require some serious thought. Even if a man knows he wants to receive a bid from a fraternity, the moment he actually receives it should stick firmly in his memory as a particularly important event. Make sure you can answer, “yes” to all of the following questions before bidding.

Can he make an educated decision?

Some chapters issue bids quickly, too quickly, without giving a prospective member enough time to understand what joining a fraternity involves. Sometimes a man will say “yes” to a bid before he understands the financial commitment or before he understands the concept of member education.

To resolve the aforementioned problems, sit down with the man and make sure he has developed a fair understanding of the obligations of membership. Ask questions and answer any of his until he seems to understand his responsibilities thoroughly.

Is he still involved?

Often, chapters wait too long before offering a bid to a man and he becomes disinterested or feels neglected. As important is timing for his ability to make an educated decision, it is essential that the chapter offers a bid when the man still feels involved and welcomed in your chapter.

Make sure that you offer the man a bid when he is excited and energetic about being a member. Additionally, keep him involved by bringing him on activities and chapter functions until he feels connected to your chapter and your members.

Can the Brothers feel confident?

Whatever procedure your chapter has designed for the approval of bids, you should do what you can to make the Brotherhood feel confident about each bid issued. Your chapter may not conduct a formal vote on every prospective bid, but you should not take your Brother’s right to vote on membership for granted. You need to give everyone in the chapter a fair chance to question the wisdom of a bid.

Have any excuses or objections been resolved?

Nothing is more discouraging than a man who responds to a bid with excuses or objections. You should work ahead of time to answer all questions and concerns the man might have before bidding him.

Identify concerns by asking questions to find any hesitations by the man. One method is to ask “if” questions during the later stage of recruitment. “If you were to join a fraternity, how would you pay for it?” “If you were to join a fraternity, are you confident in your ability to balance the demands with your academics?”

When a man offers an excuse, make sure it is the real reason he is holding back. Ask questions and offer confirmations to make sure you have the real objection. Once you have identified a possible excuse or objection, attempt to resolve it by countering it with a positive activity your chapter does that is related. An example follows.

You offer a bid to Mike, a freshman that you have met on several occasions. Mike seems like a great guy and would be a terrific asset to your chapter. Here is your conversation with Mike after offering him a bid.

You: “Mike, we believe you are a great guy and would love to have you join us. We also believe that you would love to participate in all the activities we offer.”

Mike: “Yeah, it sounds good. I’m just not sure.”

You: “What aren’t you sure about?”

Mike: “Well, I just don’t know if I’m ready to commit yet.”

You: “What are you afraid to commit to?”

Mike: “I’m just not sure if I’ll have the time necessary for the commitment.”

You: “You think you won’t have any time.”

Mike: “No, I just am afraid I won’t be able to balance school, intramural football, and the fraternity stuff.”

You: “I can understand that. One of the great things about our chapter is that we have a structured academic program to help you study. Also, since we have many guys, we are able to share the workload of the chapter among several, no one person is burdened with everything. All of our members are able to maintain their grades, stay involved with the fraternity, AND keep involved with other interests throughout college. Would you like to join us?”

The Bid

There are several different ways to handle bids within your chapter. Consider some of the following.

1. *Establish a Bid Committee.* This committee shall consist of the chapter President, the Recruitment Chair, recruitment team leads, and any other “key players.” The Bid Committee should meet at least weekly and may issue a bid by unanimous vote of the committee members present at the meeting. The Bid Committee should be chaired on a rotating basis of the recruitment team, not the President so that members cannot accuse him of controlling the issue of bids. Use the Prospect Evaluation Sheet in Appendix D to evaluate a potential member objectively.
2. *Discuss two potential members per chapter meeting.* Use each meeting as a chance to talk about two potential members. Discussions should include status of teams

with a potential member, who will see the potential member next and when, and discussion of bid offerings. These discussions should be short and a vote should be taken quickly with 2/3 of the chapter in favor as the minimum of offering a bid.

Once it has been decided to issue a bid, the President, Recruitment chair, initial contact, and the potential member should sit down and a formal bid should be issued to the potential member. Make sure this is a formal moment and should be handled professionally. Remember, you are trying to leave a lasting impression in the potential member's life and make a positive impression of your chapter.

Work through any concerns the potential might have and ask him to be a member of your chapter. Be prepared to give him a few days to think about the bid, however make sure you follow up when you say you are going to – don't neglect him!

Methods and Hints

When

- As soon as he is ready and he knows enough of the Brothers and about Theta Xi to make a good decision (within the regulations of your school).
- Waiting unnecessarily is foolish. Don't lose a good man by making him wait too long. He won't wait forever.

Where

- The best place is at the chapter house.
- If you are bidding a lot of men at once, bid them close together so that others don't assume they aren't getting bid since they have waited for a long time.
- Go somewhere private to bid so everyone feels comfortable and can talk freely.
- The second best place is at the potential member's current residence, on his territory where he can feel comfortable.

Who

- The Bid Team should consist of the chapter President, Recruitment Chair, and if possible, the initial contact of the man.
- The Recruitment Chair should present the bid and do so in a formal manner and all members of the Bid Team should be prepared to answer any questions the potential may have.

Other Hints

- Always present a bid with three people so there is less chance of a mistake, the potential member believes that bid is in fact being presented on behalf of the entire chapter, and so all of the potential member's questions can be answered.
- Never utilize more than three people. If you have too many people, it can be formidable to the man and it will be difficult to have a discussion.
- Always bid individually, if you bid more than one person at a time, one could say "no" and then the other may feel pressured into saying "no" as well.
- Bring the potential member to the room where the bid will be presented with the Bid Team already present and have a topic of conversation prepared to avoid awkward silence and to make the man feel at ease.
- Everyone in the bid room should be at ease including the potential member.
- The presentation should be quick, but thorough. A good firm presentation shows decisiveness.

CHAPTER VIII



Closing the Deal

Key Points from this Chapter

- There are several different ways to close your offer for a bid with a potential member. Always ask for the potential member to accept and never be forceful or pressing.
 - Be prepared for objections. Make sure you have the real objection and not a surface objection. Keep asking questions until you feel you have the real objection.
 - Once you have the real objection, express empathy with the objection and offer a remedy to the concern by showing how the fraternity can really be a benefit for the objection.
-

Types of Closings

5% - 95% Close

- This is a great technique that can be used to receive commitment from prospective members early on.
- *Example:* “Jim, I know you have known the guys for less than a week, but you have witnessed the lasting friendships forming, and it is evident by your presence that you like us, don’t you? Jim, you’ve given us 5% of your trust this week by coming back to see us every day, let us earn the other 95%. Are you ready to join?”

Alternative Choice Close

- Stated as a question and intended to give the potential member two choices. People dislike being sold but love to buy.
- *Example:* “Jim, the Brothers would really like you to be a part of our Fraternity. We are having two Associate Member ceremonies to welcome our new members. Would you like to come to the ceremony on Friday or the one on Sunday?”

Ask Them to Join Close

- What this lacks in originality it compensates for in frankness.
- *Example:* “Jim, you possess the qualities that Theta Xi looks for in a member and the chapter has asked me to invite you to join. Do you accept this invitation?”

Wait for an Answer

- Once the bid is extended, do not say another word until the man answers. Count to yourself, smile, grip a pen, but do not speak. Your silence forces him to answer. When he does, congratulate him if he says “yes,” and if he says “no” find out why and handle his objection.

Fraternity Benefits Close

- In this close, you present all of the benefits your chapter offers that seemed to directly appeal to the potential member. For example, if he was really interested in sports, make sure you discuss the benefits of your intramural program.
- *Example:* “Jim, Theta Xi offers you a chance to participate in a lot of different intramural programs with a close knit group of guys. We also have a great scholarship program so that your grades stay high so you are able to make it through school with a great education while continuing to play in football, basketball, and wrestling intramurals. Would you like to join us to receive these benefits and others?”

Handling Objections

If your chapter has handled recruitment well, a potential member should be prepared to give an answer when you bid him. If he offers a “no” or avoids commitment, find out why and handle his objections. Learn the difference between real concerns and surface concerns. Surface concerns are used to avoid tackling the real issue. You must continue to ask questions to find the real concern and then respond.

With any response to an objection, make sure you express empathy by starting out with a statement of understanding. Then offer a remedy to the concern. Typical concerns and responses follow.

“I don’t have the time.”

“We are looking for busy people, they are more productive, goal-oriented, and dependable than those with nothing but time on their hands. We have many other Brothers who are involved on campus with various other activities who are good members. We pride ourselves on being able to teach good time management skills to our new members.”

“I don’t drink.”

“That’s fine! Every man needs to do what he thinks is best for him. While I am sure there will be alcohol around as much as it would be in a dorm, I know that Brothers respect the personal decisions each man makes for himself. Your decision not to drink will be a very positive influence.”

“I don’t think I can afford the fraternity.”

“I can understand your concern for the cost, I had the same problem. If I can show you that the cost really isn’t that great, would you consider joining?”
(This is easy because the fraternity is a co-op and you can prove that it is less expensive to be in a fraternity than it is to be independent.)

“I am afraid that the Fraternity will hurt my grades.”

“I can understand that, I had the same thought when I joined. If I can show you how we will help you succeed academically when you join, would you consider joining?”
(Explain your scholarship programs, grade point statistics, etc. Show your potential member exactly how much time it takes and that being in a fraternity does not take away from your study time. Does he know that being in a national fraternity adds about 50% to his chances of graduation?)

“My parents won’t let me join.”

“That is easy to understand – at first my parents felt the same way. But, if your parents agree, then would you consider joining?”
(Many parents have no real idea what a fraternity is and, for this reason, may object. You should talk to the parents and make them aware of all of the benefits of joining a fraternity – scholarship, friendship, leadership, etc. A personal visit at their home is best however if impossible, a phone call and a letter will do the job.)

“It looks good, but I think I will wait.”

“You’re right, you should be sure when you join a fraternity. If I can show the benefits of joining now, will you consider it?”
(Explain the activities he will miss if he waits. Also, tell him he will be part of a great group and will immediately make more great friends.)

“My friend is going to join another fraternity and we want to be in the same one.”

“One of my best friends is a member of a different fraternity, so I know how you feel. But if I can show you the advantages of joining different organizations, will you consider joining Theta Xi?”

(By joining different fraternities, you will both increase your acquaintances and friends. Our Brothers have many good friends in other fraternities.)

CHAPTER IX



Retention

Key Points from this Chapter

- Keep the interest of your new members every moment you can between the signing to the initiation. Recruiting isn't enough; you must also initiate your new members!
- Use simple, inexpensive activities and items to keep interest.
- Hold the Associate Member ceremony shortly after the man accepts a bid.
- Treat all members equally.
- Deliver what you promised!
- Make the experience positive and fun to help build long, lasting, involved Brothers.

Maintaining Interest

Once a man has accepted a bid, make sure you keep him interested in Theta Xi all the way through his initiation. The more positive experience the man has after joining until his initiation the longer lasting the involvement of the man in future years.

The best way to keep a new Associate Member involved and interested in the Fraternity is to immediately begin having him help you recruit. Often, enthusiastic, excited new Associate Member is the best recruitment tool you have. His excitement will be infectious and will help "sell" other prospective members. In addition, he will be able to offer his personal testimony about why he joined Theta Xi.

Utilize methods to maintain the man's excitement in Theta Xi until the education period begins (and after the education period begins). For example, give him an inexpensive T-shirt with the Fraternity's letters and name printed on it. In addition to making him feel like a part of Theta Xi, it's great advertising!

The Transition to the Education Period

After a man has accepted an invitation to join Theta Xi, your work has only begun. Do not allow your members to think that they can ignore a new Associate Member. REMEMBER: Throughout the recruitment period, you have been treating him like the hottest new thing on campus, if after he accepts the bid you begin treating him like a second class citizen, he is going to question his decision to join Theta Xi and drop out. Make sure you live up to everything you sold Theta Xi as and make sure the new Associate Member is transition comfortably into the chapter.

The Associate Member Ceremony

The Associate Member Ceremony should be conducted no more than one week after the bid has been accepted. This will allow the chapter's Membership Educator time to make a good Big Brother match for the new Associate Member. This also gives the Membership Educator time to invite parents, alumni, and university officials to the Associate Member ceremony. The chapter should take strides to get the parents involved, if parents are pleased, your new Associate Member will usually be much more comfortable with his decision to join.

Treat ALL Members Equally

Remember, you've done a lot of work recruiting these men. Make sure your chapter keeps them by treating them like you promised you would.

More Hints

- Conduct a positive, fun-filled Associate Member program
- Make sure Big Brothers are actively involved in the education process
- Treat all Associate Members (*and* initiated members) with respect and dignity
- Give a new member adequate time to study and adjust to college life
- Refer to Alpha 9 for more information on the chapter education process
- **DO NOT HAZE!!!**

Remember, it is not enough to just recruit and sign new members, YOU MUST ALSO MAKE THEM YOUR BROTHER. Develop a great program in your chapter and make sure your new Associate Members are a part of those programs. Ensure they move from potential member to initiated brother with ease and comfort.

CHAPTER X



Special Recruitment Issues

Summer Recruitment

Summer recruitment is perhaps the greatest untapped recruitment resource. Few chapters or Greek systems use it, but most should. If summer recruitment is permitted by your IFC, use it! The chapter can obtain only the “cream of the crop” of incoming freshmen because the recruitment chairman can choose whom he wishes to interview based on minimum criteria established by the chapter.

Summer recruitment is a four-step process, which includes:

- A. Fraternity interest letters to incoming freshmen
- B. Follow-up phone calls
- C. Personal interviews and visit
- D. Summer recruitment function(s)

Summer Recruitment Letter

- Send a blanket-mailing letter to all incoming freshmen. Obtain the list of incoming freshmen males from the admissions office if the IFC does not provide it. As an option, obtain a list of names from target-area high school administrators.
- In your letter (typed and on Fraternity letterhead), sell the Greek system first, then Theta Xi. See Appendix E for an example summer recruitment letter. Or send postcards that invite the new student to visit your web site.
- Follow up the letter and/or web site contacts

Phone Call Follow Up

- Call EVERYONE you sent a letter to or who requests contact on your web site.
- Talk about the Greek community at your school and then talk about Theta Xi.
- Ask to make a personal visit so that you can share information about the Fraternity. Let him know the visit will take less than one hour of his time (unless he wants it to last longer!).
- Be prepared to handle all objections. Most objections at this stage are based around preconceived notions about fraternities. Explain how your chapter is not like television and movie portrayals of fraternity life.
- Offer to take him out for lunch/dinner. A free meal is a great way to get a guy to agree to go out and listen to what you have to say.

The Personal Visit

- Whenever possible, always go to the man. Do not rely on him coming to you.
- Sell the Greek system first, then Theta Xi
- Meet with the parents in addition to the potential member.
- Look and act professional. Remember: they are still judging you in the first ten seconds of your meeting!
- Ask open-ended questions.
- Talk about the features of the fraternity, but also relate them to benefits. (Example: A feature of your chapter might be that you hold an annual philanthropy event for Habitat for Humanity. The benefit of that feature is that you get to have fun doing the project while learning the value of giving to others.)
- Bring with you a recruitment packet filled with information on Theta Xi and a business card or other resource for contacting you.
- Also bring pictures (pick pictures that are aligned with the values you are trying to sell!), brochures, or other artifacts that display the value of your chapter.

Summer Recruitment Function

- Hold recruitment functions that are small in numbers and fun in action.
- Hold functions at your chapter and at places close to a large grouping of potential members.
- Always arrange to pick up the new members; do not expect them to provide their own transportation.
- Provide an atmosphere that enables Brothers and potential members a chance to interact.
- Use the function to “close the deal.”

Formal Rush

Formal, or structured, rush is perhaps the most difficult system in which to complete. It, more than any other system, depends on first impressions. It is crucial therefore, that the chapter spends more time as a team preparing for a formal rush event.

Rush Retreat

The first step to prepare for formal rush is to hold a rush retreat one or two weeks prior to the formal rush week(s). The purpose of the retreat should be to educate members on the recruitment principles: learning how to talk about Theta Xi, how to elicit conversation, and practice sales techniques. In formal rush, you only have about **20 minutes** to make your sale. The more your members are prepared, the better your first impression can be.

Standing Out

While it is important that the chapter finds unique ways to make Theta Xi stand out in formal rush, always **obey all of the rules**. Integrity is one of the ten basic values listed in Theta Xi's Statement of Position on Fraternity Values and breaking IFC or University/College rules, or using “dirty rush” tactics compromise the integrity of both the members and the chapter.

Be resourceful and brainstorm methods to present yourself in a unique way. Use visuals or activities to stand out and make sure every member is wearing letters and/or a shirt with Theta Xi on it. Wear badges if possible.

Keep the events simple so Brothers can focus on meeting people and selling Theta Xi. Emphasize that brothers are to meet and talk with prospective members and not entertain themselves.

The One-On-One Approach in Formal Rush

Even in formal, structured rush, the one-on-one approach is usually possible. Keep your options open to men who have not signed up for formal rush. Go out and find good men who haven't signed up and invite them to your rush event. If signing up is required, sign them up. Theta Xi will still have the advantage because you found them and got them interested in the Greek system.

Deferred Rush

Deferred rush is a system, which prohibits freshmen from rushing until their second semester or term. Unfortunately, it is becoming more and more common especially at the private colleges and universities.

Here are some helpful hints for deferred rush:

- There are no rules saying you can't make friends with first year students.
- Have your members make an effort to make friends with freshmen, that's what recruitment is all about anyways!
- Know the rules. When can the first formal contact be made? When can bids be extended? If you know the rules you will be better prepared to "get a jump on the other guys."
- Extend bids at the earliest opportunity you are allowed to.
- While working on freshmen, concentrate your immediate recruitment efforts on sophomores and upperclassmen.
- Even if you have rules saying men can't join until later, it is impossible for rules to be made that say you can't make friends. Meet people and make them your friend. Introduce them to Theta Xi when the rules allow.

Open Recruitment

Open recruitment is the best system because the only limits on the chapter are within its members. Nearly all suggestions contained in the previous sections are applicable to open recruitment as well. The key to open recruitment is to use *all* of your options.

Recruit 365 Days a Year

The wonderful thing about open recruitment is that every function or activity, planned or unplanned, can be a recruitment function. Any time you meet a man whom you think would make an excellent addition to the chapter, you may invite him to join in an activity, whether it's a formal dinner, social function, sorority mixer, or just a few of the Brothers going out for pizza and bowling.

Implement a summer recruitment program as part of a year round recruitment program. Make sure you plan ahead and have every member participating in every way they can.

The most important part is: MAKE NEW FRIENDS YEAR ROUND!

APPENDIX A



Calculation of Ideal, Acceptable, and Minimum Chapter Size

Calculation of Ideal, Acceptable and Minimum Chapter Size

Definitions

- **Break-even Point:** The minimum # of members needed to pay the chapter's fixed & variable expenses.
- **Annual Turnover:** Expected # of graduates for this year plus the average # of members per year who have left for other reasons for the past three years.
- **Range:** The calculated size + or - 10%.
- **Percentile Calculation:** Based only on fraternities that are recognized by the NIC, not any local or underground fraternities. For example, if calculating the 60th percentile in size, and your campus had 10 recognized fraternities, you would choose the 6th largest one. The information on this fraternity's size can be found by contacting your IFC or Greek Affairs office.

Calculation of Ideal Size (IS):

a. Financial break-even point + twice the annual turnover

Break even point: _____ + Annual turnover x 2 _____ = _____

b. 60th percentile in size for all fraternities on campus (for example, if 10 chapters on campus, size of 6th largest) _____

c. House capacity (plus annex capacity if there is one) _____

Ideal Size is the larger of a, b, or c above _____

Calculation of Acceptable Size (AS):

a. Financial break-even point: _____ + annual turnover: _____ = _____

b. Average size of all fraternities on campus _____

Acceptable Size is the larger of a or b above _____

Calculation of Minimum Size:

a. Minimum size for any chapter of Theta Xi _____ 15

b. Financial break-even point _____

c. 40th percentile in size for all fraternities on campus (for example, if 10 fraternities on campus size of 4th smallest) _____

Minimum Size is the larger of a, b, or c above _____

Calculation of Ranges:

The minimum of the Acceptable Range is the Acceptable Size less 10%. $A S - 10\% =$ _____

The maximum of the Acceptable Range and the minimum of the Ideal range is half way between the Acceptable Size and the Ideal Size. $(I S - A S) \div 2 =$ _____

The maximum of the Ideal Range is the Ideal Size plus 10%. $I S + 10\% =$ _____

Calculation of Recruitment Goal:

Annual turnover _____ + Associate attrition _____ + **Increment** to reach Ideal Size _____ = _____ **GOAL**

Communicate your Recruitment Goal to all members and alumni.

APPENDIX B



“Stacking Technique”

Question Mark



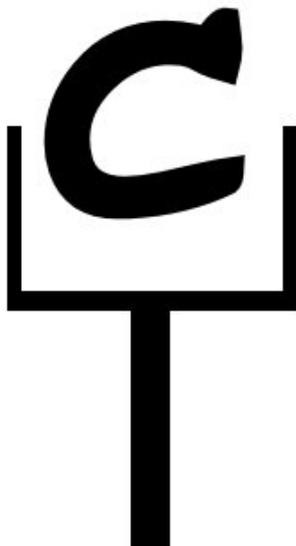
Any additional conversation topics not already discussed.

Theta Xi



Fraternities, Greek life, specifics about Theta Xi.

Letter "C"



College: major, grades, faculty extracurriculars- organizations, sports, hobbies

Goal Post

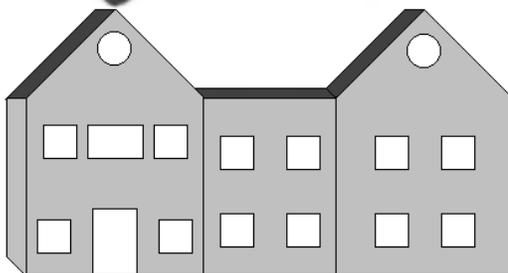
Goals: now and after college.

Pencil



High school: athletics, clubs, favorite subjects, grades

House



Hometown, family, legacy, etc.



"Stacking" Technique

The stacking technique pictured on the previous page is a method by which chapter members use visual images as a key to remembering topics of conversation. Using this technique will ensure that chapter members are prepared to discuss more than the last social event or how great (or poor) the school's football team is performing this season.

To use the stacking technique, simply picture the following "stack" of items in your mind (each item is linked to a conversational topic). As each topic of conversation is exhausted, move up to the next level of the stack.

Nameplate: Picture a nameplate on a desk or door. This item should remind you to make sure you know your guest's name. Remember it and use it throughout your conversation!

House: Picture a house (your parent's or your chapter's) balancing on top of the nameplate. This image is to remind you to ask about your guest's hometown, parents, brothers, sisters, if he is a legacy, etc.

Pencil: Picture a giant yellow pencil impaled onto the roof of your house. The pencil symbolizes your guest's high school career. Where did he attend? What clubs was he in? Did he play sports? What were his favorite subjects? How were his grades?

Goal Post: The pencil gives way to a goal post. The goal post symbolizes the goals of your guest. What is his major? What will that allow him to do when he graduates? What are his plans in college?

Letter "C": Balancing between the uprights is a large, capital "C." This letter symbolizes college. What is your guest's major? Who are his favorite professors? Least favorite? Is he involved in any other organizations? Does he play intramurals? How are his grades?

Theta Xi: Picture the Greek letters perched precariously on top of the letter "C." The Theta and Xi symbolize our Fraternity. Find out what your guest knows about Theta Xi. How did he hear about you? Ask if he has any questions about Greek life or Theta Xi. **Do not discuss fraternity with your guest until you have reached this point.** Up until now, you have not had enough information to adequately tailor your discussion to help your guest picture himself as a happy Theta Xi.

?: The last item in the visual stack is a large question mark. This symbolizes any areas of conversation that you have not already touched on. Think of current issues on your campus or in your community. Try to stay away from highly controversial subjects like politics and religion.

APPENDIX C



Potential Member Information Sheet

Theta Xi Fraternity

Potential Member Information Sheet

Name: _____ Year in School: FR SO JR SR
Campus Address: _____ Major: _____
Campus Phone: _____ Hometown: _____

High School Information

High School: _____
High School Activities: _____

College Information

Other campus organizations you are involved in: _____

Other colleges you have attended: _____

Grade Point Average: _____

Other friends you have at this college: _____

Athletic Interests: _____

Special honors, awards, or scholarships you have received: _____

Other hobbies or interests: _____

Other fraternities you are looking at: _____

Do any of your male relatives belong to fraternities? YES NO

If YES, who and which fraternities? _____

How did you hear about Theta Xi? _____

What Brothers have you met? _____

What are your first impressions of our Fraternity? _____

APPENDIX D



Potential Member Evaluation Sheet

Theta Xi Fraternity

Potential Member Evaluation

Prospective Member's Name: _____

Rate the potential member based upon the following ideals. This information will be used by the Bid Committee in conjunction with the Potential Member Information Sheet to determine if a bid will be extended.

	No/Poor			Yes/Good	
1. Meets Chapter's minimum GPA Requirement.					
2. Leadership Potential	1	2	3	4	5
3. Success Potential	1	2	3	4	5
4. Integrity	1	2	3	4	5
5. Ability to Pay	1	2	3	4	5
6. Well-Rounded Personality	1	2	3	4	5
7. Legacy	1	2	3	4	5
	1	2	3	4	5

Sum all of the circled numbers above and record here: _____

Take the total and divide by 7 and enter answer here: _____

Comments:

APPENDIX E



Sample Recruitment Letter

Theta Xi Fraternity

Sample Recruitment Letter

Kel Varnsen
1 First Avenue
Somewhere in the USA

Dear Kel:

Congratulations on your acceptance to (name of institution). With four years of opportunity ahead of you in college, there are probably many questions racing through your mind. One question that we, the members of Theta Xi, would like to help you with is whether to join a fraternity.

Few organizations, ideas, or concepts have passed the test of time as well as college fraternities. Even before this country was established, Thomas Jefferson was founding a local fraternity at the College of William and Mary in Virginia. Ever since, fraternities have appealed to and provided a rewarding experience for college students.

Today, there are more than twenty million members of college Greek letter societies. The merit of fraternity membership is apparent in our statistics. All but two U.S. Presidents born since 1825 have been fraternity men. Further, studies show that about 80% of our nation's senators, 70% of the key executives, and 70% of the men listed in "Who's Who in America" are fraternity men!

Theta Xi at (name of institution) provides a unique living and learning experience where one can participate in leadership development, decision making, social activities, and most important: honest friendships.

As members of Theta Xi, we urge you to consider membership in our organization. Some additional information has been enclosed to provide you with more information about our Fraternity's philosophy, activities, and benefits. So that we can learn something about you, we ask that you please return the enclosed form by [date].

After receiving your response, I would like to talk to you about Theta Xi and the possibilities it could have for you. If you have any questions, please feel free to call me at (XXX) XXX – XXXX.

Sincerely,

Recruitment Chairman
Theta Xi Fraternity

Enclosure (1)