

Alpha Kappa Psi is recognized as the premier developer of principled business leaders.

## *Five Steps to Organizing Your Chapter for Recruitment Success*

**Needed Materials:** markers, flip chart, masking tape

**Directions:** Guide the chapter through each of the following steps by leading the discussion and emphasizing the following points. Have the students practice all the points in the Making Friends 101 section

### Step 1 – Organization and Overview

1. The entire chapter must take responsibility for recruiting new members. A good workshop will include everyone. The workshop should take about 90 minutes.
2. The recruitment process is a year-round effort. Workshops should be held each term prior to the major recruitment efforts of the chapter.
3. Recruitment is nothing more than making new friends. The workshop should highlight the benefits of membership and basic conversation skills. The workshop should also serve as the event to get everyone on the same page.

### Step 2 – Knowing What You Want

1. The first step to successful recruitment is identifying what you are looking for in a potential member. On a piece of flip chart, brainstorm the characteristics you want in prospective members. Your list might include: aptitude for leadership, fiscally responsible, academically minded, etc. Using your list of attributes, define for the group the perfect pledge.
2. How many new members do you want? It is important to set 'stretch' goals. Your membership goal should be high, but realistic. Don't limit yourselves by what you've done in the past, now you have a plan! A successful recruitment effort motivates the entire chapter.
3. Now get your creative juices flowing! Where are the perfect pledges? What other organizations do they belong to? Where do they hang out on campus? What is the best way to contact them? Personal one-on-one contact is better than any flyer, poster or brochure.
4. Place these lists to the side; we've only just begun. Hang them on the wall so that the brothers can keep in mind what our newest members look like.

### Step 3 – The Benefits of Membership

1. On a clean sheet of flip chart paper, have the chapter brainstorm all the benefits of membership. Your list might include: professional programming, special events, close friendships, etc. Don't forget Fraternity-sponsored educational programming like the Academy, Principled Business Leadership Institute and Convention! Write down as many ideas as you can. This becomes your sales sheet.
2. Who is your competition? Are there other business fraternities on campus? Professional organizations, leadership opportunities? How does your chapter stack up? If your 'product' needs work, be honest. If you have challenges, present them as opportunities.
3. Now is a great time to look at your strengths and weaknesses. If you are candid with prospective members, they do not join with false expectations.

### Step 4 – What Prospective Members are Looking For...And How to Deliver It!

College students ask four basic questions during their collegiate career. By showing AKPsi as the answer to these questions, you give quality men and women a reason to join.

1. **Question one: *Will I succeed academically?*** If your chapter has a program in place to ensure academic success, share it! If you don't, get on the ball. One of the benefits of brotherhood is that

we work together to better one another. If academics are important to your chapter, you will recruit the top students.

2. **Question two: *Will I make friends?*** In many ways, this is the purpose of fraternity. Making friends and developing close relationships that last a lifetime are powerful motivators that will appeal to many students at the beginning of their collegiate career. Students looking to enhance their résumé will look for an opportunity to do so in an environment with fun, friendly people.
3. **Question three: *Can I make a difference?*** If you want people to join, get involved and stay involved, show them how their participation will benefit them and the chapter at the same time. Find their interests and show how their skills are important to the overall success of the chapter.
4. **Question four: *What is the benefit to me now and in the Future...?*** Let's face it; today's students are busy people. Time is their greatest resource. If you want involvement by the top students, you have to be able to demonstrate how their involvement will help them reach their goals today and in the future. What can the chapter do for me today? What about when I am getting ready to graduate?

#### Step 5 - Organize Opportunities to Put Your Best Foot Forward

1. Take the lists you've created. Who are the students you're looking for? What are THEY looking for? Now answer the question, "How are you going to recruit them?" What events are going to attract the students you want to be members? What promotional materials do you have available? How do you create comfortable environments for one-on-one conversation?
2. Professional events must be professionally organized. If you are going to promote yourself as a professional organization, deliver what you say! Make sure your image is reflected in your promotional materials. Be organized, focus on the details and the big picture will come together. Utilize the talents of all your brothers; everyone must play a part in each event. It is not the responsibility of the Vice President of Membership to do all the work.

#### Making Friends 101

1. Make a new friend. Develop a good handshake, an enthusiastic smile and a warm, welcoming attitude.
2. Introduce them to your friends, match individuals with common interests and similar backgrounds.
3. Introduce them to your fraternity. Be passionate, answer the four common questions, and get them involved
4. Ask them to join. Show how they can make a difference. Ask them to join. If you don't ask-they won't offer!

*Making Friends 101. Inspired from materials from the North-American Interfraternity Conference*