READY, SET, RECRUIT!

6 Tips for Chapters

ALPHA KAPPA PSI
The Professional Business Fraternity
Introduction

A chapter can only exist if it has members, which makes recruitment extremely important to maintain chapter operations. A lot of work goes into planning events and marketing the organization, but recruitment should also be an exciting experience. Follow these tips to help your chapter have a successful recruitment.
Determine what type of student will be an ideal member.

To get the right people in your pledge process, the right people need to come to Recruitment. Reviewing different categories such as those in the chart below can help you determine what type of student would be the best fit for your chapter. Knowing who your ideal recruit is will then help you determine how to market your events to that audience. Your target market shouldn't be the only audience you reach out to, but it gives you an idea of where to focus your energy.

<table>
<thead>
<tr>
<th>Category</th>
<th>Tier One</th>
<th>Tier Two</th>
<th>Tier Three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student classification</td>
<td>Freshman/Sophomore</td>
<td>Junior/Senior</td>
<td>Non-Traditional</td>
</tr>
<tr>
<td>Age</td>
<td>18 – 20</td>
<td>21 – 25</td>
<td>26+</td>
</tr>
<tr>
<td>Academic intent</td>
<td>Business major or minor or exhibits an intent</td>
<td>Business major or minor</td>
<td>Non-business major</td>
</tr>
<tr>
<td>Employment status</td>
<td>0 – 20 hours per week</td>
<td>0 – 20 hours per week</td>
<td>30+ hours per week</td>
</tr>
<tr>
<td>Other commitments</td>
<td>low to moderate</td>
<td>moderate</td>
<td>moderate to high</td>
</tr>
<tr>
<td>Academic course load</td>
<td>3 – 16 hours</td>
<td>3 – 16 hours</td>
<td>17+ hours</td>
</tr>
</tbody>
</table>
How many people do you need to recruit?

If you go into recruitment without any goals or expectations, it’s hard to hold yourself and the chapter accountable. Do the math and determine how many members will be leaving the chapter in the next year and how many initiates you need to have to stay at your chapter size or grow. Work backwards to figure out how many people you need to come to recruitment knowing not everyone will be a good fit.

~2018 Goals~

1. 
2. 
3. 
4. 
5.
Choose a format

Structure your recruitment events to be informative and interactive.

Recruitment events don’t have to be just informational presentations. Consider having multiple events to showcase every aspect of the organization such as doing a service event or having a game night or cook out. These events will not only allow you to showcase the different values of the chapter, but also allow for informal interactions to talk about the organization and get to know the potential members on a more personal level.
Develop a strategy

How will you spread the word about your events?

How you reach your target audience and get enough attendees at your events depends on your strategy. Don’t limit yourself to just flyers and social media to spread the word. Get creative. Word of mouth is one of the best marketing strategies, but what other options exist on your campus to get in front of students? Bulletin boards, classroom talks, and teacher recommendations are just a few to get started.
Prepare the chapter

Ensure the entire membership is ready for recruitment.

Preparing for recruitment isn’t just the responsibility of chapter officers, but the entire membership. Review selling techniques, expectations and guidelines with the chapter ahead of time so they are prepared to interact with potential members. Everyone should feel comfortable talking about the benefits of the organization and requirements of the chapter.
Have fun

Make recruitment fun for both potential new members and your current members.

It can be daunting to worry about getting the right people in attendance and meeting your goals, but recruitment should also be an exciting and fun experience. This is your opportunity to highlight the culture of your membership and meet interested students who might join the brotherhood. Focus on making it a good experience for everyone involved and finding students who are the right fit for your chapter.

Recruitment involves a lot of moving pieces and every member needs to be involved. It takes a great deal of planning, but a successful recruitment will result in a group of potential new members who are excited to start the pledge process. Do the work upfront to be rewarded with a fun and engaging recruitment.
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