



ALPHA SIGMA PHI FRATERNITY
alphasigmaphi.org

INTRAMURALS FOR RECRUITMENT

INVITE PROSPECTS TO JOIN THE TEAM.

This is a great way to get prospects to become more comfortable with the idea of joining a Fraternity. If they can play in a weekly intramural game with some of the brothers, it not only helps the prospects get to know the brothers a little better, but also helps the brothers get to know the prospects better. If you have a large chapter, maybe you have two teams: one team comprised of brothers and is the competitive group while the second group is strictly comprised of the best recruiters and used to recruit more men.

- A good way to generate new guys is to contact one of the prospects, ask him if he would like to play on your intramural team, and then say “Hey man, we actually need some more guys to field a complete team. Can you get five more of your friends/other freshmen to join in? If not, I’m afraid we won’t have enough to field a team.” He doesn’t want to let you down so he will go out and find some other guys to join the team and then you’ve just added five more guys to your name’s list.
- Another possibility is to advertise to the public that you have empty spots that need to be filled on your intramural team. Maybe have a flyer you post around freshmen residence halls that reads “Alpha Sig needs four men to join their Intramural Flag Football team to help take home the championship!” and then have your athletics director and recruitment director’s contact information on the flyer. Freshmen don’t know a whole lot of people, certainly not enough to put together their own flag football team after only a few weeks in school. A lot of them would love the opportunity to join and be part of a flag football team.

USE LEGACIES OR MEN WHO ARE CERTAIN TO JOIN TO CREATE A TEAM.

If you already have men that you know are going to join or you have any legacies, sit down and have a conversation with them about getting freshmen together to start an intramural team. Have them field a team and strategically place a few brothers on the team that they can introduce to the guys during the season. The team does not need to know these men are Fraternity brothers right away. Have the brothers just focus on getting to know everyone and developing a relationship with these men. The plan is to eventually get these men to join the Fraternity after gradually introducing them to Alpha Sigma Phi through intramurals. This is a great strategy that has a high success rate.

Be sure to always have something planned after the games, whether it be a meal at the same place each week, a show or game on TV everyone gets together to watch, or a brotherhood activity to celebrate a successful win on the playing field. This will allow you to introduce some of your intramural connections to the brothers. Once they become comfortable with you through playing together, you will then need a way to make them more comfortable with the rest of the brothers and an event following the game is the perfect way to do so. Remember that a key to developing comfort in any relationship is doing things in different environments. The more environments you hang out in together, the more comfortable that person becomes with you. For example: If you ate dinner together, played in the intramural game, and after the game watched Monday Night Football with the rest of the brothers, it makes the potential prospect feel like he hung out with you three different times rather than just once because you did several activities. Therefore, he will be more comfortable with you rather than if you just did one activity together.

