

ΑΣΦ

ALPHA SIGMA PHI FRATERNITY

alphasigmaphi.org

RECRUITMENT WORKSHOP

APPEARANCE

Big Winners

- Dress to _____ your potential Brothers

Big Losers

- Dress like they just _____ or just got back from the _____

BODY LANGUAGE

Big Winners

- Smile
- Stand up
- Give a _____ but not overpowering
- Make eye contact. Look at your potential Brother
- Talk with an _____ to the entrance of the room
- Don't _____ during recruitment events

Big Losers...

- Have no _____ or look too serious
- Sit down
- Give a _____ handshake
- Look at the floor, ceiling, or the composites
- Talk in a _____ or with their back to the entrance of a room
- Crowd around the _____ and view recruitment events as their _____

LISTEN AND ASK QUESTIONS AND BE POSITIVE

Big Winners...

- Know their potential Brother's _____
- Ask _____ questions (_____ questions require more than a yes/no answer)
- Ask _____ questions

- Allows your potential Brother to do more of the _____
- Give _____ feedback
- Don't ask the same tired questions (What's your major? Where are you from? What dorm do you live in?).
 - Ask what classes are you taking or what was your most interesting class last semester as opposed to what is your major.
 - Ask how often do you get to see your family or high school friends when you're at school as opposed to where are you from.
- Talk _____ about their Brothers

Big Losers...

- Don't remember their potential Brother's _____
- Ask _____ questions or worse, talk about _____
- Don't ask follow-up questions
- Do all the _____
- Ask the boring questions everyone gets tired of answering
- Use _____, tell inside jokes, and ridicule or embarrass their Brothers

INTRODUCTIONS**Big Winners...**

- Never give a _____. Big winners introduce a potential Brother to someone by saying "Jeff, this is Joe. Joe was telling me that he played soccer in high school and I know you played soccer in high school." Then Jeff and Joe have something to start a conversation with.
- Don't use _____! Big winners are strategic initially in who they introduce their potential Brothers to. Your potential Brothers don't need to meet everyone the first time they come around. Getting to know a few guys and having a good conversation with them is more important than meeting everyone right away.

Big Losers...

- Give a _____ introduction
- Handoff potential Brothers from person to person, thinking that _____ is more important than _____

BE PROUD OF YOUR FRATERNITY**Big Winners...**

- Show _____ in their fraternity through actions and words
- Encourage potential Brothers to _____ other fraternities
- Talk _____ about the Greek community
- Avoid tired clichés, like we really have a _____ Brotherhood or we are a really _____ fraternity or we're a really _____ fraternity

Big Losers...

- Apologize for their fraternity or don't show pride in it (see appearance)
- Talk _____ of other fraternities or other groups of people. You never know who's father was in another fraternity, who's brother is gay, or who's sister is married to someone of a different race or ethnicity.
- Use the same tired clichés that every other fraternity is using

ANSWERING QUESTIONS**Big Winners...**

- Honestly answer questions and don't shy away from telling potential Brothers about the _____ commitments and what it means to be in the fraternity. By _____ requirements, your potential Brothers will do the minimum because they were told during recruitment that it was ok to miss this and you really don't have to do this.
- Talk about what the fraternity does well and also what we can _____.
- Ask "what questions do you have" not "do you have any questions" and they ask this question at the end of the night, not at any other point.
- Invite your potential Brother to contact you if they have any questions by phone, e-mail, or Facebook and respond to that person in a timely manner.
- _____ with the potential Brothers that they talked with at recruitment

Big Losers...

- Minimize the time commitments and _____ for our standards.
- Imply that the fraternity is _____
- Assume that if a potential Brother has a question, they'll _____ you
- Don't _____ the potential Brother to contact you

FIVE STEP PROCESS TO RECRUITMENT

1. _____ a Person
 - Big Winners meet people in class, non-Greek student organizations, Rec Center, on your residence hall floor, in your apartment complex, at work, in the Union, etc.
 - Big Losers don't meet people because they are watching tv, playing video games, checking people's away messages, etc.
2. Make this Person Your _____
 - Big Winners do this by going to eat with the person; studying together; working out together.
 - Big Losers don't do this because they only talk to the person once or only in class, or worse yet, by not talking to people.
3. I _____ this Person to Your Friends (Brothers)
 - Big Winners do this by going to eat with your new friend and a couple other guys in the fraternity. These guys talk about neutral topics.
 - Big Losers go with half the fraternity so that it is intimidating and talk about the fraternity and tell inside stories.

- 4. Introduce the Person to Your _____
 - Big Winners do this by inviting him and bringing him with you to the fraternity house or to a fraternity event.
 - Big Losers just tell him to come over to the house sometime.

- 5. Ask the Person to be Part of Your _____
 - Big Winners ask the person to join your Brotherhood because they know that the main reason most people don't go Greek is because they were never asked. Most people would join; very few people are 100 percent opposed to joining regardless of what they might say.
 - Big Losers don't ask the person to join because they figure that the person won't be interested.

SEVEN PARTS TO SUCCESSFUL RECRUITMENT

- 1. Know the _____
- 2. ACE
- 3. Get _____
- 4. Know Your _____
- 5. Know Your _____
- 6. Develop _____
- 7. _____ Process

Purpose of a Fraternity: _____

Purpose of Alpha Sigma Phi: _____

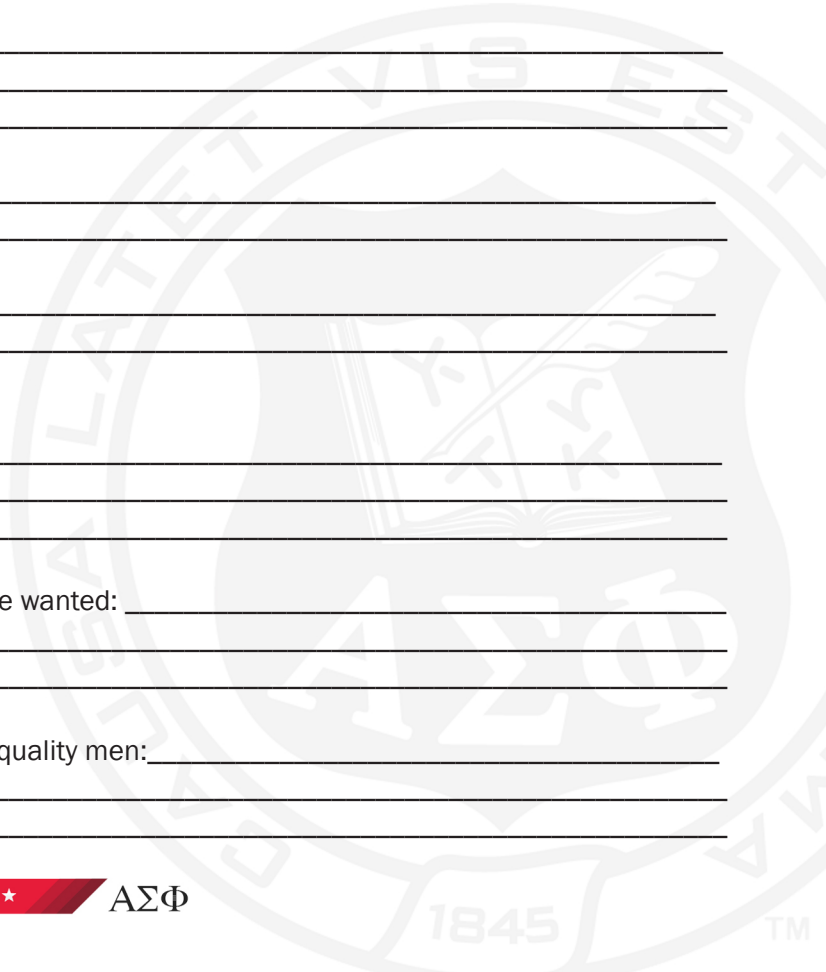
Our values are: _____

Our standards are: _____

Our expectations for new members are: _____

Our chapter would be if we had as many quality men as we wanted: _____

Our chapter would be able to do as a result of those high quality men: _____



Sell _____ not _____

My pitch to a prospective member:

Remain confident by _____ the conversation.

Control the conversation by _____ the _____.

_____ the listening by asking open-ended _____.

FIVE F'S

1. _____

2. _____

3. _____

4. _____

5. _____

Give _____ number as you leave a conversation. _____ a potential member for their _____.

Make _____ for next: study session, meal, workout, etc.

Never get anyone to not accept a bid. _____ ahead of time when they might say _____.

_____ new members - _____ them.

NINE STEPS TO DOUBLE YOUR CHAPTER SIZE

1. _____ the _____ of the VP of Growth position

2. _____ based recruitment

3. _____ list

4. Incentives

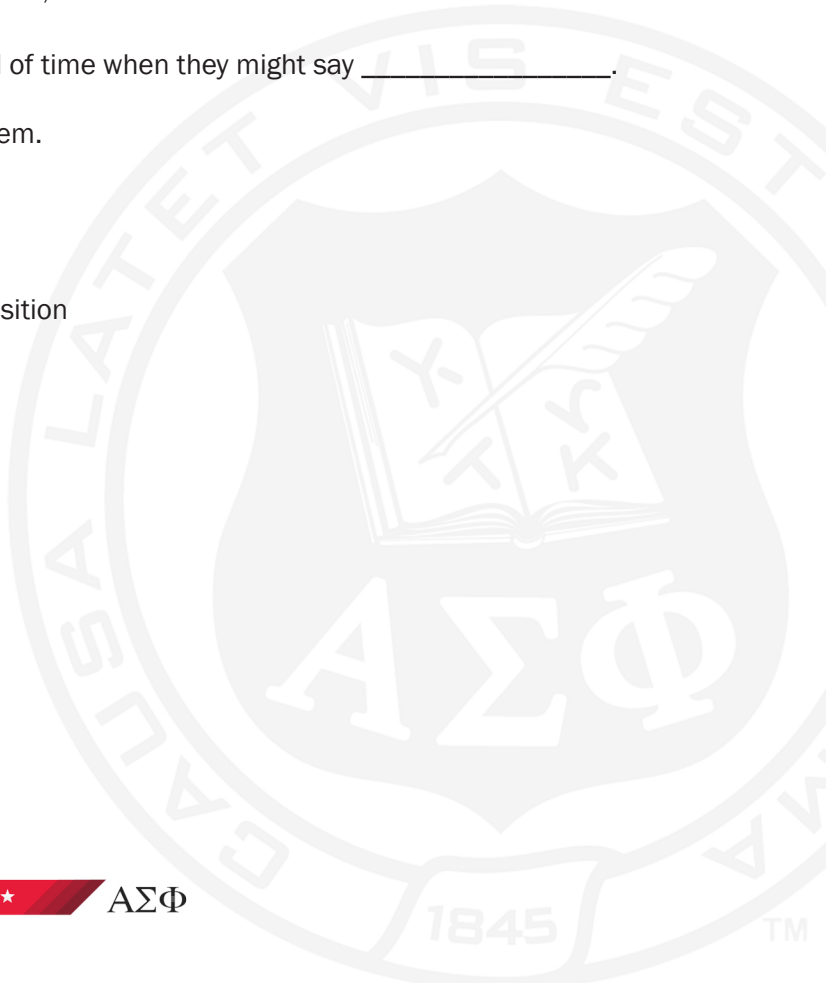
5. Expectations

6. _____ recruitment

7. Goals

8. Standards

9. Recruitment _____



STEP #1

_____ person in charge
 _____ for _____ year, not semester
 _____ board level position
 _____ for VP of Growth if _____ and expectations are met

STEP #2

Divide the Chapter into teams of _____
 Each team has a _____ appointed by the VP of Growth
 _____ board members can't be captains
 _____ recruitment event with team
 _____ team meeting before chapter

STEP #3

Everyone contribute at least _____ names
 Reviewed at _____ chapter meeting and recruitment team meeting
 Copy with contact information distributed to _____ member of recruitment team
 Only _____ men can be on names list
 People on list should not just be _____

STEP #4

_____ incentives if goals are achieved for VP of Growth, _____, teams,
 and individuals
 _____ and teams determine incentives
 Must be _____ and _____
 Should be tied into getting PNM's _____
 Recognize those who meet goals

STEP #5

Established as just as important as _____ and attending _____
 _____ must add at least two names to names list but only one _____ Per PNM
 _____ must participate in team recruitment events and team meetings
 _____ must do one thing with a PNM on names list

STEP #6

Potential _____ should be discussed at every chapter meeting
 _____ are given out throughout the year
 _____ new member classes per year
 _____ new members in recruitment

STEP #7

- Chapter should establish _____
- Goals should be _____ but challenging
- Goals should be _____ prominently
- Goals should be _____ at Chapter meetings

STEP #8

Chapter votes on _____ for membership

Ideas: _____

STEP #9

- Don't have _____ at the house
- Don't have _____ house
- Have events on _____ territory where potential Brothers can be found
- _____ of recruitment should occur one-on-one or within _____
- _____ of recruitment should occur on _____ territory or doing things normally

