

Recruiting

Remember:

Each member should personally recruit at least two new members: one to replace themselves after graduation and the second, to make the Fraternity stronger and ensure growth.

ADVERTISING / PROMOTION

Tips to keep in mind

- Promote year round
- Develop a marketing plan
- High visibility and low cost

Ideas

Items to Distribute

- Buttons
- Business Cards
- Brochures/Booklets
- Chapter Calendar
- Complimentary Candy or Snacks
- Complimentary Coffee or Juice
- Pens & Pencils
- Postcards

Items for Display and Promotion

- Balloons
- Banner
- Bookmarkers in Textbooks
- Bulletin Board
- Brochures/Booklets
- Desktop Calendars
- Campus TV
- Display Case
- Fliers
- Posters
- Yard Signs
- Table Tents
- T-shirts

Different Forms of Media

- Bookmarkers in Textbooks
- Campus Activities/Organizational Fairs
- Campus Events Calendar
- Campus TV/Radio Spots
- Classroom Presentations
- Computer Center Screen Saver
- Delta Sigma Pi Colors/Letters Day
- Delta Sigma Pi Video
- Dorm Storming/Announcements at Dorm Floor Meeting(s)
- Email
- Faculty Memos
- Faculty Referral Letter
- Fraternity Rock/Bench/Yard Signs
- Handwritten Invitations
- Letter to Business Majors/ Welcome Back Letter
- Letter to Resident Assistants
- Messages on Chalkboards
- Newspaper Advertisements
- Posters/Fliers
- Presentations at Orientations
- QR Codes
- Recruiting Table in Quad or SBA Building
- Sidewalk Chalking (per university policy)
- Table at Registration
- Table at Orientation
- Window/Door Messages
- Word of Mouth

EVENTS

Tips to keep in mind

- There should be a good variety of events
- Give prospective members a preview of chapter activities
- Provide ample opportunity for prospective members and chapter members to interact
- Chapter members are the hosts and should initiate conversation; prospective members are your guests

Ideas

- Alumni Speakers
- Athletic Event (attend or participate)
- Boardgame Night
- Bring a Friend Night
- Breakfast with the Dean
- Community Service Project
- Cultural/Arts Night
- Ice Cream Social
- Luncheon (sandwiches, subs, pizza)
- Meet the Brotherhood Dinner
- Meet the Chapter Reception
- Meet the Faculty Reception
- Mini-Golf Tournament
- Movie Night
- Open Business Meeting
- Picnic in the Park
- Pot-luck Supper
- Presentations at Dorm Floor Meetings
- Professional Speaker or Tour
- Sparkling Cider and Cheese Hour
- Welcome Back BBQ

DISPLAY ITEMS AND SUPPLIES FOR THE RECRUITING TABLE

Tips to keep in mind

- Have representative at table at all times
- Stand-up and make yourself visible
- Dress appropriately
- Take a proactive approach and speak to passersby
- Use proper body language
- Presentation is key

Ideas

- 3-Fold Display Board
- Prospective Member Applications/Address Forms
- Awards, Plaques, and Trophies
- Brochure or Booklet with Chapter or national website
- Business Cards with Chapter and/or national website
- Candy or Snack Item
- Chapter Calendar
- Coffee or Juice
- Composite Photograph
- Computer Monitor/Message Board
- *The DELTASIG* Magazine
- Delta Sigma Pi Chapter Video
- Historical Memorabilia (charter, glassware, etc.)
- Pens and Pencils
- Roster of Officers, Members, and Faculty
- Scrapbook or Portfolio
- Sign-in Sheet or Guest Book
- Tablecloth