

Recruitment Outline

Why do we rush/recruit?

Advertising for Event, Holding the **Event**, **Follow-up contact** after the Event

Advertising:

- Posters (colorful, creative, catchy, maybe some blind ads)
- ¼ - sized flyers
- Variety of approaches – be creative!
- Some people respond to “intellectual” approach, others to free food – we want to attract both ! (initially)
- Give out bags of candy with a small flyer
- Mass emails (if allowed)
- “Dorm-storming” (if allowed) – maybe bring along an info card or something else useful for the students (seems less like door-to-door sales that way)
- Activities fairs
- Word of mouth! Recruit your friends!

Event:

Sample Informational Meeting

- 7:30 – 8:00 Setup in room
- 8:00 – 8:15 People Arrive & Mingle
- 8:15 – 8:30 Ice Breaker
- 8:30 – 8:45 Presentation on Alpha Phi Omega
- 8:45 – 9:00 Q&A, People Mingle & Leave
- 9:00 – 9:30 Brothers de-brief, clean-up

Room Setup

- Sign-in Sheet (get their contact information!)
- Nametags
- Greeter
- Brothers** for them to mingle with
- Chairs to sit-in
- Snack/Food table
- Display Table – scrapbooks, awards, pamphlets, banner, etc.

Service Projects! This is the best way for them to see who we are and what we do!

Follow-up:

- Email, phone, IM – whatever works best for them (different people use different methods)
- Contact them often and personally, but not excessively
- Contact them before events
- Bids – can be a good thing, not to exclude but to give a specific, explicit invitation to those you want to join