



## DYNAMIC RECRUITMENT SYSTEM

**DYNAMIC:** CONTINUOUS CHANGE, ACTIVITY OR PROGRESS

**RECRUITMENT:** ENROLLMENT OR ENLISTING, SUGGESTING YEAR-ROUND CAPABILITY

**SYSTEM:** METHOD OR SET OF PROCEDURES ARRANGED IN A REPEATABLE PATTERN

A dynamic recruitment system is a year-round, values-based strategy that will increase the quality of nearly any chapter. The centerpiece of this advanced approach is the use of a matrix or spreadsheet for managing the names of prospective new members, called a names list.

Two results-producing activities simplify this entire model:

- 1) Get as many names as possible ON the names list;
- 2) Get those names OFF the names list as quickly as possible.

The chapter's ability to grow and manage a large number of prospects is the key to having both the quantity and quality of brothers desired by the members. Dynamic recruitment is not about recruiting 50 new members (although that's often possible). The goal is to maximize the number of men who are exposed to Delta Upsilon. The chapter is then responsible for deciding the right number of those men to

accept for membership. Remember, quantity drives quality.

As fraternity members, we often talk about how "Recruitment is the lifeblood of the organization," and "We have to recruit 24/7," but when it comes down to doing the work of recruitment, we often fall short. Doing year-round recruitment is a hard task and sounds exhausting for those of us who have planned recruitment events before. So, here are a few tips to make year-round recruitment a much more manageable task.

### TIP #1

#### CURE YOUR DISEASE.

Many fraternity chapters have a nasty disease that can be hard to cure, and that often prevents them from doing effective year-round recruitment. The name of that disease: Event-itis. Event-itis is a disease that has spread to almost every chapter. It makes all the members believe that they have to spend a lot of money and time on planning a big



event in order to make friends. The thought of having to put on big events every week to keep recruitment going year-round is daunting. There is good news though – the cure for Event-itis is doing small activities. Normal people (non-Greeks) make friends by doing simple, small activities together (e.g. lunch, coffee, work out, hang out, etc.). Recruit people by doing normal people activities, and don't put so much pressure on yourself to have big events all the time.

## TIP #2

### PEOPLE DON'T JOIN ORGANIZATIONS.

It's true. People don't join organizations. People join people. Be honest, did you join a set of ideals, a calendar of activities, and a bunch of great t-shirts? Or did you join a group of men based on your relationships with one or two of the brothers? Most DUs can pinpoint the one person who recruited them into the Fraternity. If we know this, we can focus our time on building one-on-one relationships and not "selling the Fraternity." Men are going to join Delta Upsilon because of their personal relationship with you, so don't spend your time, energy and money on cool t-shirts, barbecues, parties or events. Go out and make as many acquaintances and friends as possible, and watch them turn into brothers.

## GETTING NAMES ON THE LIST

### Referrals

Ask for referrals of top undergraduates from sorority leaders, faculty members, administrators, alumni brothers and other organization leaders. Also, consider using social networking sites to link with friends of friends.

### Summer Recruitment

Each campus is a bit different, but all have some potential for summer recruitment. Consider leveraging incoming freshman lists from the admissions department. Tap into freshman prospects through guidance counselors at targeted schools.

### Member Positioning

Every member of the chapter should be involved in multiple campus organizations and leadership roles. Encourage members to get involved in residence life, admissions work, orientation programs, campus tours, and so forth. Use rosters and contact sheets from these activities to build your names list.

### Membership Drives

The formal recruitment week is not the only time to have a membership drive. Consider making a post-recruitment push, mid-semester drive, or end of the semester clean up.

### Marketing for Names

Market your chapter in ways that will put names on your names list. Consider promoting academic scholarships, hosting a banquet, sports league involvement, or soliciting for involvement in a community service project.

### Recruitment

Traditional campus-based recruitment or "rush" is the most commonly used method for gathering names. Participate in the programming and maximize its potential, but realize you may only be reaching a small percentage of the campus population.

## GETTING NAMES OFF THE LIST

The names list will continue to grow, but nothing happens until those names come OFF the list. This means creating an expectation that chapter members reach out to those on the list quickly and regularly with invitations to spend time together.

### Invitations

A prospect added to your names list should receive an invitation within no more than 72 hours to join brothers of the chapter in a small activity. Every name on the list should be contacted/invited at least every two weeks. If possible, allow the brother who put the name on the list to do the inviting. If not, have a member of the recruitment coordinator's team make the invitation.

### Small Activities

Big events are fun, but they aren't great for getting to know someone new. Inviting a prospect to join you and a few of your friends at a small activity is more likely to produce a comfortable environment and a meaningful friendship.

### Small Group Activity Ideas

Invite them to join you for:

Service or philanthropy events	Movies
Video games	Billiards
Intramural teams	Laundry
Pick up sports games	Computer Lab
Social events	Hiking
Barbeque	Card games
Student Union	Board games
Bowling	Campus activities
Lunch	Study groups
Dinner	Yard games
	Just "hanging out"



### TIP #3

## YOU CAN'T RECRUIT WHO YOU DON'T KNOW.

It is a simple concept. You really can't recruit who you don't know. So, if you want to build a successful year-round recruitment process, the first step is NOT to hold big events, make t-shirts or plan for house rotations. The first step is to get to know (just meet) as many people as you possibly can. With that in mind, build your year-round recruitment plan so your members are constantly collecting names and putting them on a names list.

For many chapters, the quality of their members is as important as the quantity of members they have. Tip #3 suggests that Quantity drives Quality. In other words, the more names you have on your names list, the more people you'll have to choose from, and the more likely you are to get high quality members.

Reference: Mattson, M. & Orendi J. (2006). *Good Guys: The Eight Steps to Limitless Possibility for Fraternity Recruitment*; Phired Up Productions, LLC, Naperville, Ill.



**RECRUITMENT  
SEASON IN HIGH  
GEAR**

The time is now. It's time for Delta Upsilon to show the true value of membership in our Fraternity. It's time to reach out and have an exceptional year of growth.

DU will track the results from our top recruiting groups on the DU web site, [www.deltatau.org](http://www.deltatau.org). The DU Recruitment Top 10 will feature chapters that have recruited the most men.

Where does your chapter rank?

Visit [www.deltatau.org](http://www.deltatau.org) for weekly updates.

**2007-2008  
NEW COLONIES**

Northern Illinois (22)

Webster University (22)

University of Texas  
at San Antonio (19)

**2007-2008  
TOP 10 RECRUITMENT CHAPTERS**

Rank	Chapter	Province	Initiates
1	Central Florida	4	56
2	Oklahoma	11	51
3	Wisconsin	8	51
4	San Jose	12	41
5	Missouri	10	41
6	Indiana	6	33
7	Rochester	2	32
8	Purdue	6	29
9	Kansas State	10	28
10	Bradley	7	27

**HONORABLE MENTION**

11	Carthage	8	26
12	North Florida	4	24
13	Colgate	2	24
14	Kansas	10	24
15	Washington	13	22
16	Tufts	1	22
17	Lafayette	3	20
18	Illinois	7	19
19	Louisville	6	19
20	Cornell	2	19
21	Pan American	11	19
22	Hamilton	2	18
23	Miami	5	17
24	Michigan	6	17
25	Northwestern	8	17