

RECRUITMENT MANUAL

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PARABLE OF THE TREE

Once upon a time, there was a grove of trees in the middle of a field. One summer, a long drought ravaged all the land. The grass browned, the lakes dried up and the earth turned to dust. Nearly all the trees of this grove perished except for one which remained green and flourished. One of the dying trees asked the other, "Why is it that we have died and you have not, but have continued to grow and thrive? I beg of you. Tell me your secret of life."

The old tree replied, "My young friend, when faced with disaster and threats to my being, I did not let my roots curl in defense nor contain my strength to await renewing rains. When the water was gone and the earth turned to dust, I deepened my roots for anchor and found nourishment. I lifted and spread my branches, and my leaves budded and drank in more sunshine. Reaching out was the source of my prosperity."

Proverbs of Wooglin

FOREWORD

This manual is about “reaching out”; reaching out and bringing into the fold. For this is the essence of recruitment. This publication is a comprehensive resource which can help prepare your chapter to reach out and attract new members. It was not written merely to occupy space on a shelf. It contains techniques, programs and tools which some of our most successful chapters have used. These are real cases, real ideas and real solutions.

The Essentials of Recruitment is about reaching out on a residential campus or a commuter campus; for use by chapters which have houses and for chapters which do not; for campuses which have formal rush weeks and for those which do not. It is about integrating recruitment into the culture of your chapter so that you attract the best men on your campus.

Read it. Use it. Give us feedback. It will only become better with your input. Most importantly, reach out!

Send comments and ideas to

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RUSH vs. RECRUITMENT

No longer do we rush potential members. We recruit them. Have you ever wondered what your school's athletic team or your favorite professional team would be like if it rushed the players it wanted? Imagine the successful John Wooden, *Purdue '32*, hosting a pizza dinner and a "meet the team" the first Monday of the fall semester hoping to attract the best players. What if he rushed potential players in a one-week period instead of recruiting them over the course of a year or more? Would he have attracted the same quality of player and achieved the success for which he is noted? Probably not. In the same way, your chapter must recruit potential members instead of rushing them.

Year-round recruitment, or informal recruitment, is the process of seeking good men to join Beta Theta Pi over an extended period of time. Greek systems on many campuses are moving to this method of attracting new members because the number of students joining fraternities has declined in recent years. The year-round approach has proven to be effective.

This means making friends throughout the year, thus the term "year-round recruitment". Most men think that year-round recruitment means wearing letters around campus and being noticed, but that's just advertising. Year-round recruitment means actively pursuing potential members 52 weeks a year instead of only for two or three weeks. After all, isn't that what we are about—making friends for life? It should be something we do naturally.

Year-round recruitment has several advantages.

- It allows ample time to get to know potential members.
- It's inexpensive.
- It's easy.
- It provides a large list of prospects who may join the fraternity.
- It promotes the essence of making friends.
- It makes summer recruitment more productive.

REACHING OUT A Chapter Which Recruits...

The Delta Pi chapter at the University of Louisville used to rush. It now recruits. When it rushed, it typically had a fall pledge class of from four to ten men, and used the school's rush week as its primary means of finding men to join the chapter. However, when it started recruiting men, the culture changed. Pledge classes now number between 15-26 men, and the chapter uses its campus involvement as the foundation for recruitment. Recruitment is a year-round process and is incorporated into nearly every chapter event. Prospective members are invited to attend philanthropic projects, intramural games and practices, activities at members' homes, and meals with members at the house and on campus. Men invite people they meet in class, in the library, in the weight room, on the basketball court, from work, and other places on campus to join them in various activities. Once known, they are invited to become new members. A chapter which used to have 18 members, Delta Pi now has 52 (three times its earlier size!) and credits its success to total chapter involvement in recruitment instead of rush.

HOW TO INTEGRATE RECRUITMENT INTO YOUR CHAPTER

Each chapter activity should become a recruitment event. Brothers should be encouraged to bring non-Greek men to dinner at the house, to philanthropic activities, to participate in intramural practices, to attend intramural games, to Beta Parents Day and even alumni events. By doing so, young men have the opportunity to see what your chapter is really like and get acquainted with your members in a relaxed environment.

Advantages to year-round recruitment

1. Longer period of acquaintance
 - a. More time for all to become acquainted
 - b. Utilizes potential members and new members to recruit their friends over a longer period of time
 - c. Recruits get a more realistic view of the fraternity with less pressure

- d. The chapter makes a more informed decision when extending bids
- 2. Less dependence on formal rush and the Greek system
 - a. Allows the chapter to meet its numerical goals if it falls short.
 - b. Takes responsibility off the Interfraternity Council and/or Greek Council
- 3. Less expensive
 - a. All chapter activities become recruitment events
 - b. The only cost is the effort of the members
- 4. Easy
 - a. It is the act of making friends
 - b. There are no rush rules against making a friend
- 5. More great reasons for year-round recruitment
 - a. Recruitment can be individualized for each potential member; in other words, find out what he likes to do, and do that with him
 - b. Less competition with rival fraternities
 - c. Better pledge retention

WHO WILL BE YOUR FUTURE BROTHERS?

The challenge to maintaining the size of your chapter is that not everyone goes Greek. If everyone wanted to be Greek, we'd probably make even more drastic changes to the way we recruit. However, studies have shown that there are three types of students. The first group is the "definite joiners." They know that they want to join a fraternity. The second group is the "maybe joiners". They constitute the largest percentage of students. They often don't know much about fraternities and usually don't know people who are members of fraternities. The third group is the "never joiners". These students never join a fraternity. The largest pool (usually between 30% to 60%) is the maybe joiners. This is a group which your chapter should target as a primary source.

The three types ("definites", "maybes" and "nevers") represent the categories of students who attend your school. To understand your recruitment pool, let's examine this aspect so you know whom you should target.

New students are either incoming freshmen or transfer students; they are new to your campus. The incoming freshmen usually enter college directly from high school. Transfer students are those who previously attended another college. There may have been a Greek community at their previous college, or they may be completely new to the Greek experience. In the case of freshmen who are current high school seniors, as well as with transfer students, the chapter must reach out.

Returning students are those who have attended your school, but have not joined a Greek organization. Often, returning students are "maybe" and "never" joiners (the "definite joiners" would have joined already). The "maybe joiners" usually have neither a positive nor a negative impression of Greek life. The "maybes" do not know Greek men personally and, therefore, know little about the Greek experience.

1. New Students

- a. Freshmen
- b. Transfer students

2. Returning Students

- a. Underclassmen
- b. Upperclassmen

HOW DO YOU REACH OUT AND RECRUIT?

I. Targeting High School Seniors

This strategy involves tapping into the resource of the nearby high schools to recruit seniors. Keep in mind, this involves beginning the recruitment process up to one year in advance. It involves reaching out to the prospects, not waiting for them to come to you. This may not be possible at all schools, but efforts can be made while brothers are in their hometowns during the summer. Chances are there is at least one man from your high school who will be attending your college. Freshmen members of your chapter are key to the success of this technique because, more than likely, they have a friend or two who are still in high school. A good idea is to create a "Prospect List" (to be kept by the recruitment chairman and posted each time new names are added). We suggest beginning this list at the

weekly chapter meeting. Everybody should be encouraged to come up with at least one name. Maybe they are teammates or even opponents from high school, former classmates or neighborhood friends. Younger members may have two or three names each. By visiting high schools, setting up tables on college day, and meeting with former counselors, coaches and teachers, the list will grow even more.

Another method is to become involved in the orientation process as freshmen orientation leaders or counselors so that you can interact with new students. Call your admissions or orientation office and see what opportunities exist for the chapter to interact with students on campus for new student orientation. By having members serve as peer counselors or orientation leaders, you will have a great deal of positive interaction with incoming students. Many schools have an organizations fair and encourage student groups to put up a table or display to meet new students. Admissions offices may also welcome your participation at college preview days, or by serving as a telecounselor phoning prospective students to tell them what being a student at your school is like.

Another way to involve high school seniors is to plan events and invite them. Some colleges request that chapters help house high school seniors during high school seniors weekends and scholarship weekends. It is easy to invite them to a philanthropic event, an intramural game or other function.

One key to successful recruitment is inviting prospects to as many different types of events as possible so that the events will appeal to a larger number of prospects. The ideas and opportunities to reach out to high school seniors are numerous.

REACHING OUT Summer Recruitment Events
Delta Pi chapter sets up a summer intra-chapter volleyball league for its members on Wednesday evenings. High school seniors and transfer students receive invitations to come watch the games, to form a team of their own or just to join the men for the cook-out which follows.

More and more students come to school with grades as their number one concern. The days of pledging a partier are fading. We must work hard to seek out leaders. With informal or year-round recruitment, this is made easier because more time is available to get to know prospects.

II. Targeting Transfer Students

Transfer students are a large untapped resource at many schools. They are usually a little older than freshmen and are serious about their goals. Transfer students share the same anxieties as freshmen and are concerned with making friends, fitting in, developing a support system and succeeding. Since transfers usually have several semesters of experience at another school, there may be a different appeal to Greek life. Networking, making contacts with alumni, and obtaining formal leadership experience will help to sell transfer students on the benefits of Greek life.

Many of the same techniques will work with transfer students. A mailing to all incoming students is an easy way to provide information and pique interest. The content and presentation of the information should be of utmost concern as a positive first impression is essential.

If there are community colleges or other educational institutions near you, call the school and ask to set up an information booth for students who are considering transferring. It is also beneficial to work with personnel from your admissions office. They may be able to tell you which schools are considered feeder schools for your college. They may even appreciate some members of your chapter going to their next college preview day so that prospective students can speak first-hand with present students.

When recruiting transfer students in person or on the phone, it may be beneficial to have older members of the chapter (juniors or seniors) talk to them about Beta Theta Pi. Juniors and seniors will probably be closer in age to the transfer students than freshmen or sophomore members. They may be able to relate some of their experiences, answer questions about the curriculum and provide advice about the Beta experience also.

REACHING OUT

Epsilon Delta chapter at California State University at Chico actively recruits transfer students from nearby community colleges. Prospective members are identified by members of the chapter who were transfer students themselves. This allows contact with the men before they transfer. A large percentage of this chapter is made up of transfer students.

III. Recruiting Underclassmen and Upperclassmen

Recruiting underclassmen and upperclassmen involves recruiting after the traditional rush period ends, or comes into play if you have deferred rush at your school. These new ideas may not work for every chapter or at every university, but they can work for you. It's up to you to decide which ideas will work and how you will use them. The focus of year-round recruitment should be on the top men on campus who were overlooked during rush week. If you were to poll your chapter, nearly everyone would be able to name someone they know who is not Greek, but worthy of membership. Why aren't they Greek? Find out why they never joined and reach out to them.

Another suggestion is to have every pledge class organize and plan a recruitment activity. This accomplishes three objectives. It gets the members of the class to work as a team, to realize the importance of recruitment and allows them to invite their friends or classmates to an activity. The chapter might enact a modification to its by-laws making it mandatory for each new member to give two or three names to the recruitment chairman before they can be initiated. We must always update and strengthen our list of prospects. Each chapter should allow for a recruitment budget allocating money for mailings and/or phone calls. Remember though, recruitment is about one-on-one relationships and developing friendships, and should not be dependent on a large budget.

WHERE DO YOU MEET THESE YOUNG MEN?

You probably already know many young men at your school who are not Greek. But what if you have members of your chapter say, "Hey, I can't recruit. I don't know anyone who's not Greek." Here are some places where your members commonly interact with other students or places you might find potential members.

1. Classes
2. Jobs/summer internships
3. Neighbors from apartments or dorms
4. Roommates
5. Athletics
6. Student organizations
7. High schools
8. Cafeteria
9. List from Greek advisor
10. Band/orchestra/chorus
11. Library
12. Weight room
13. Gym
14. Faculty/staff/administrators

RELATIONSHIPS , OFFICES & ACTIVITIES

A chapter does not have to rely solely on its members to find potential recruits. However, the chapter must create opportunities for finding men and following up with recommendations. Relationships with various offices and departments on campus — as well as relationships and reputation with the entire campus — will further strengthen a chapter's ability to recruit. These offices are just a few which may be good resources for your chapter to explore.

Admissions Office — The Office of Admissions is usually the office on campus which recruits new students. There are events such as admissions fairs, college weekends, and high school events during which they encourage the involvement of student groups. Admissions Offices often have peer counselors, university ambassadors, and students who give tours of campuses to prospective college students. What better way to get to know students than by

hosting them on campus, meeting them at a recruiting event, or by calling prospective students to tell them about college on behalf of the university?

Alumni Relations Office — Alumni Associations often host “area receptions” for students who live in specific geographic regions. Developing a good relationship with the Alumni Office will give your members an opportunity to attend these events and, by getting to know someone else from your area, you will have an edge when that student comes to campus.

Orientation Office — This office runs the freshmen and transfer orientation for incoming students. Often this office employs students to serve as orientation peer leaders who counsel and advise the new students prior to the first day of class. Having fraternity members serve as members of the orientation staff shows the benefits of being Greek, provides Greek role models and provides the opportunity for your members to interact with new students prior to rush.

Greek Advisor — The Greek advisor is a tremendous resource. The Greek advisor can often provide workshops, mailing lists of new students and suggestions on how to improve recruitment.

Information Center — This is the office which provides campus tours and staffs the welcome centers. Because many prospective students will take tours and visit campus, it’s a good way to build rapport with prospective students and their families.

Interfraternity Council (IFC) — The IFC often facilitates finding prospective men by sponsoring events, Rush Week, through IFC-sponsored Fraternity Forums and through mailings to incoming students.

Student Life — This office works with student organizations and student government, provides programming and educational presentations, and handles judicial cases on campus. It may be the office through which the Greek advisor and IFC work. A positive relationship will benefit the chapter.

USING VISIBILITY AS A RECRUITING TOOL

Visibility is the key. There are many ways to be visible on campus. Members can be involved in other student organizations, the student newspaper, student government, IFC, intramurals, athletics, campus employment and campus activities. The axiom “No man is an island” holds true for the fraternity world. No chapter can isolate itself and exist long-term on that campus. Our Fraternity has never been isolationist in philosophy. We didn’t want to be a fraternity which existed at only one campus — we expanded and were pioneers in many locations.

Visibility isn’t only involvement. Visibility also refers to the extent to which Beta is physically visible on campus. Do members wear their badges and demonstrate pride in Beta? Do members wear apparel which displays the letters or name? Do members proudly talk about the chapter and the deep relationships among its members? Or is its name whispered in corners where rumors of hazing and alcohol abuse abound? Are non-members hesitant or afraid to stop by the house for a visit or attend a chapter-sponsored event?

Your chapter and members are your biggest resources for recruitment. Chapters which are visible and active on campus typically perform better in recruitment because they begin with a larger base of men they know on campus. There are chapters which don’t encourage members to be involved on campus. They explain that they want members who will give all their time to the chapter and no where else. These are the chapters which maintain low numbers. There are other chapters which encourage members to be involved on campus and in the community. These are often the chapters which are most successful in recruitment. Encouraging campus involvement will

- give your members leadership opportunities in other groups.
- allow you to meet other students interested in being active on campus.
- increase your visibility on campus.
- provide opportunities to network with others.

Getting to know faculty members and others in the college administration will give your members a chance to be known on campus. If your reputation impresses members of the faculty or administration, it is very possible that they will speak highly of your organization and even recommend it to a student who asks for an opinion.

The community around you is another base for recruiting new members. Are you visible during community activities or community service events? Are you known in town for being responsible or reckless? Many chapters have learned that an additional benefit of community service is the positive reputation that this helps to create. How nice it would be if members of the community knew your chapter by name and even wanted their sons to join.

Finally, your family, friends and alumni can make recommendations. Many chapters have found that the neighbors of their alumni know one or two young men preparing to enter college. Why not invite your alumni to bring that man to your chapter's next alumni or chapter event? Your family may know of students preparing to enter your college soon. Getting to know these prospective students allows them to become prospective members.

YEAR-ROUND RECRUITMENT MODEL

The year-round recruitment model has evolved into a model of recruitment followed by many fraternity headquarters, Greek advisors and chapters. After all, it's simply the art of making friends. The National Interfraternity Conference has developed this five-step model to assist in year-round recruitment.

1. Meet him.
2. Make him a friend.
3. Introduce him to your friends.
4. Introduce him to your fraternity.
5. Ask him to join.

Recruitment is a year-round activity and involves making friends—nothing more, nothing less. So let's get to the heart of it.

THE FIVE-STEP MODEL IN DEPTH

1. MEET HIM

There are many ways to meet prospective members. They are sitting next to you in your classes. They are in your study or project groups. They may be someone you've worked out with in the weight room. They are on your athletic team. They are in other student organizations. They are your co-workers. They are your friends about to graduate from high school. They are incoming freshmen and transfer students. They are upperclassmen. They are underclassmen. They are everyone with whom you come in contact, and they are everywhere.

As you can see, there are many places to meet potential members. Your campus will probably have resources which can help you in your efforts as well. Many schools will provide Greek organizations a list or mailing labels of new students. Typically, the office which handles requests for mailing labels is the Office of Greek Life, Student Life or Admissions. This is how many chapters obtain an initial base for recruitment. Sending the student a letter from the chapter, a brochure and a reply card so that he will be able to send you information about himself if he is interested, is the most common type of mailing used by chapters.

REACHING OUT A Summer Mailing

Beta Pi chapter at the University of Minnesota uses a summer mailing to reach freshmen and transfer students. The mailing contains a letter of introduction and welcome, a list of summer events they may attend, a chapter brochure and reply card in case the prospect is interested in learning more. The chapter sends this in May or early June and, by the middle of the summer, has at least 40 or 50 students who returned the cards. These are used as a base for recruitment.

2. MAKE HIM A FRIEND

You've made friends all your life. This is no different. If you know the young man from class or work, you've probably already started a friendship. Is he someone you might like to have as a brother one day? If so, get to know him better. Invite him to different

chapter events. These are great ways to get to know him better.

REACHING OUT

Zeta Beta chapter at the University of South Florida does not have a chapter house. Therefore, the men are encouraged to get to know men in their classes and study groups as they may be potential members. Brothers are encouraged to grab a bite to eat or have coffee either before or after study sessions with these men.

3. INTRODUCE HIM TO YOUR FRIENDS

Introducing a young man to your friends will help him get to know more people on campus, and your friends will become his. In most cases, your friends will be Betas, and this is a subtle way to introduce him to the benefits of Greek life and Beta Theta Pi.

REACHING OUT Lunch at the Cafeteria

The brothers of Delta Pi chapter at University of Louisville eat together in the cafeteria in the Student Activities Center. Brothers are encouraged to bring new people to the table to share lunch and meet the rest of the brothers as well. This approach doesn't put pressure on the man or make him uncomfortable because the cafeteria is neutral ground. Common interests are usually discovered, and the new man begins friendships with other brothers of the chapter. Once known, the man is invited to join.

4. INTRODUCE HIM TO BETA THETA PI

Chapters which have moved to the year-round recruitment model invite prospective members to philanthropic events, intramural games and practices, and dinners at the house. By doing this, they have the opportunity to experience first-hand some of the benefits of being a member and get a good preview of what it will be like to be a member of your chapter.

REACHING OUT Using events to bring in new members.

Beta Pi chapter uses philanthropy as a way to intro-

duce men to the chapter. If a man is known to enjoy community service, the chapter invites him to participate in the next chapter philanthropy event and highlights this aspect, while still exposing him to new experiences in the chapter.

5. ASK HIM TO JOIN

Sometimes a chapter will hesitate in extending a bid to join. Your chapter must be aggressive and make him feel welcome. Let him know that you would like him to join. You should offer the bid to the man as soon as he has demonstrated qualities worthy of becoming a member.

MORE OPPORTUNITIES TO RECRUIT — FORMAL RUSH OR RUSH WEEK

For chapters on campuses where the Greek system depends heavily on formal rush, fraternity rush week is an important time to pull together and show your brotherhood and unity of purpose. Although nearly all chapters participate in formal rush, the most successful ones are not dependent on it. Attendance during fraternity rush week must be mandatory for all members, and the Rush Chairman must promote participation by all chapter members in the setup and execution of rush week.

In the weeks prior to rush week, brothers must actively publicize the rush events. This can be done in numerous ways.

— A rush booth should be manned in the student union or at another central location on campus to pass out rush event schedules and literature.

— Flyers advertising rush events must be posted and banners hung where and when permitted throughout campus.

— Advertisements can be run in the student newspaper at the student organization rate.

— Tasteful rush t-shirts can visibly promote chapter rush activities well in advance.

— Members should dorm storm prior to rush week if permitted, passing out rush event schedules and literature containing information about the Greek system and Beta Theta Pi.

— Prospects should be telephoned prior to rush to remind them of chapter rush activities. Hand delivered personal invitations to rush events are always a good way of showing interest in prospects.

It is essential that the chapter house and/or other facility being used for fraternity rush be immaculate and impressive in appearance. Efforts must be made to make major improvements and repairs to the chapter house before house tours and fraternity rush week begin. The first impression conveyed by the physical appearance of the chapter can significantly influence the decision of a prospect. Likewise, the brothers must maintain a clean and polished personal appearance. Students going through rush are very impressionable. If the brothers in the chapter do not show respect for the chapter house/facility and present themselves in a polished manner, this may be interpreted as a lack of respect for the chapter.

Rush events must be highly organized in order to be fully effective. As soon as a prospect enters the house/facility, the quality and organization of the chapter must be apparent. Members must be at the entrance of the event to greet prospects upon their arrival. A sign-in table must be manned at the entrance and greeters should lead prospects to the table. Prospects should sign their names, campus addresses and phone numbers on a register, and rush information sheets should be filled out, if not already completed. Rush brochures, name tags, calendars of events and literature should also be available.

A prospect must never be left alone. Brothers should remain in contact with all prospects and see that prospects make their way around the rush event. The chapter should develop an organized system for handling rush prospects during the event. The system should reflect chapter policy for selecting pledges and should outline the role of all members during the event.

Some chapters break the members into teams which remain in the same location during the event and work together to evaluate prospects. Prospects are led by a greeter to a group which talks with them before introducing them to another group. Other chapters which use rush selection committees often use a referral system to channel prospects to the committee members for them to evaluate.

Regardless of the system used at rush events, each member should keep a 4x6 index card to take notes on prospects throughout rush events. This must be done discreetly after a prospect has been introduced to another brother to avoid making prospects feel uncomfortable. This practice is essential in order to remember the strengths and weaknesses members find in each candidate. If index cards are not used, valuable information will be lost over the course of the event.

There is no single perfect system. Each chapter must develop a system to evaluate prospects effectively during events. This system must be entirely reflective of the policy for selecting new members as stated in the chapter constitution and by-laws. If the chapter uses one brother to choose all new recruits, then this one member must be the focal point of all referrals. If all members vote equally on the prospects, emphasis must be placed upon moving the prospects through the chapter to meet all of the members.

SUMMER RECRUITMENT

If you have the ability to get any number of brothers together during the summer, you can stage a summer recruitment function. If there is a possibility of introducing a prospect to Beta Theta Pi during the summer, it is time to plan an event.

Chapters have found that there are many opportunities to provide information to new students during freshman orientation. Orientation picnics, setting up a booth at student orientation, hosting an informal event during orientation and being involved on campus during the summer will all help continue to maintain a strong chapter presence during the summer months on campus and positively contribute to recruitment.

REACHING OUT Have a recruitment chairman live at the house during the summer.

The recruitment chairman for Gamma Epsilon chapter at Kansas State lives in the chapter house during the summer and is paid to work on recruitment. The benefits of having the recruitment chairman live in during the summer include the ability to have a recruitment headquarters where all recruitment information is kept, referrals are made and members can call to inquire about how recruitment is going.

Another summer recruitment project is to send a chapter mailing to all new students if possible.

RECRUITMENT THROUGH SCHOLARSHIP

There are chapters across North America which attract a high quality group of men through a program of "recruitment through scholarship." These chapters offer a scholarship to incoming students (freshmen and transfer students) and invite all young men to apply. The criteria for scholarship evaluation include previous academic achievement, leadership activities and community involvement. Certainly other criteria may be used, but imagine the quality of student you will attract using this method.

What must be realized is that a method for attracting incoming freshmen to the Fraternity must be developed. Hooks of the past include alcohol and women. In many cases, we sell ourselves as having great brotherhood, that we are a diverse group of guys or that the chapter house has the best location. Unfortunately, almost everyone on campus is saying this!

We need to promote our principles and values to potential members. This places us above the rest. By recruiting through scholarship, we inform potential members of one of our objects and that Beta will help them through college and beyond. We have established that finances are a large concern of incoming freshmen. Further, the man who might apply for this scholarship was most likely involved (good scholarship, student government, athletics, music, etc.) in high school.

Recruiting through scholarship will not only increase our market of men. It will attract high quality men to the Fraternity. Sample materials are included in the appendix.

REACHING OUT

Epsilon Omega chapter at Eastern Washington University sends out a main mailing to all new students, as well as follow-up mailings to incoming students. Epsilon Omega also offers a scholarship to new students and has attracted larger pledge classes than ever before!

PREPARING THE CHAPTER

How ready are your men to recruit? How many will make simple mistakes which will cost the chapter in its recruitment efforts? Do all your men enjoy rush and are they good at it? By setting up a rush workshop, your chapter can be well prepared to carry out a successful rush.

Your members must do more, however, than just show up at rush events. The entire chapter should be prepared to answer any questions which prospective members may ask. What does it say to a rushee if he gets several different answers to the same question? The prospect wants to make the right decision about whether or not to join your chapter. By providing honest and accurate answers to his questions, your chapter will be doing its part in helping him make the right decision.

Have you ever wondered if every member of your chapter has the same information? In an upcoming chapter meeting, pass out several note cards and ask brothers to write down their answers. Ask some random questions such as "How many active members do we have? What is our chapter GPA? How many pledges are we targeting? How many Beta chapters and colonies are there?" Pass the note cards to the front and have the rush chairman read the answers. If you get mixed responses, it is time to know the facts about your chapter. Be glad this situation didn't occur during rush. If members are not

all on the same page during rush, it sends a poor message to rushees. Further, it tells the prospect you don't know your product, nor do you know your brotherhood.

Go over the following information and any additional facts of your chapter with the brotherhood. Each quarter/semester, update your chapter fact sheet and redistribute it. If your chapter does not have a recruitment brochure, think about preparing a fact sheet for prospects to take home. Also, know all Beta Theta Pi facts. Completing a recruitment assessment several times a year will also help a chapter to identify how it can improve recruitment. A sample assessment and complete rush workshop guide may be found in the appendix. You should ask yourselves:

How many pledges do you want in your next pledge class?

What is the chapter's GPA? How does it compare on campus? Is it above the all-men's average? Is it above the all-fraternity average?

Do you know the history of your chapter? When was it chartered? Is there anything unique about it? What is your alumni support like?

How much does it cost to pledge? To initiate? To stay active?

What is initiation, and when is it?

Does your chapter participate in intramurals? How is your performance?

What type of community service does the chapter perform?

What leadership opportunities exist within the chapter and pledge class?

Does your chapter offer any scholarships? Do you tell the recruits about scholarships available through the General Fraternity?

Is your chapter involved on campus? Can your members help new members get involved on campus?

Are there opportunities to live in the chapter house?

How many live in? How much does it cost? Is there a waiting list? Are there benefits or incentives to live in the house? When was it built? Is there a meal plan? Is there a housemother or live-in advisor?

Has the chapter won any awards recently?

How many members are graduating?

How large will the new member class be?

INVOLVING THE ENTIRE CHAPTER

It is essential that all members feel ownership in the recruitment program. The following guidelines will help the recruitment chairman accomplish this.

1) Ask for input from all members and incorporate good suggestions.

2) Involve all brothers in the recruitment process. Recognize the talents of individual brothers and give them responsibilities suited to their abilities. If brothers are good writers, artists, musicians, etc., use their talents to write brochures, draw/paint banners, provide entertainment at events, etc.

3) Delegate tasks to those willing to work.

4) Motivate chapter members who are not actively recruiting. Some chapters require each member to produce a certain number of prospect referrals and offer incentives to the brothers who produce the highest number of prospects.

5) Promote the involvement of brothers in various campus organizations. Let brothers know what positions are available within student government, student organizations, and high visibility positions such as campus guides or residence hall advisors. The more members involved in these organizations, the more contact and influence your chapter will have with prospective members.

RESPONSIBILITIES OF THE RECRUITMENT CHAIRMAN

The recruitment chairman is the quarterback of the recruitment team. The recruitment team consists of the entire chapter. The chairman does not have to be the best rusher in your chapter. He must be the member best capable of developing a comprehensive 12-month recruitment program. Once this program is developed, the recruitment chairman must have the leadership skills and vision to implement the program, and successfully recruit the best pledges possible for the chapter.

Because the recruitment program is such a large project to coordinate, it is essential that the chairman be elected at least six months in advance of any designated rush period. Ample time must be allowed for the recruitment chairman to set goals, develop a strategy, coordinate active recruitment, execute the rush week and follow through after the formal rush. The majority of the recruiting must take place before rush week. The completion of rush week should represent the climax of the program. Shortly after rush week, when all necessary follow-through has been completed, a new recruitment chairman should be elected and a transition should take place.

It is essential that the recruitment chairman be designated as a one year term of office. Too often a chapter will elect a chairman for one semester and too little planning is put into the program. Recruitment is a 12 month process, and it is essential that the same person coordinates the program from start to finish.

It is highly recommended that the chairman be part of the chapter executive council. The recruitment chairman must also work with many other officers. He must coordinate the recruitment program with the chapter president, create a budget in conjunction with the treasurer, plan events in conjunction with the social chairman, utilize alumni resources in conjunction with the alumni chairman, promote the image of the chapter in conjunction with the public relations chairman, maintain the chapter house appearance in conjunction with the house manager, etc. He must be on the inside of the chapter administration to communicate the recruitment program to the chapter leadership. He must use the executive officers to emphasize the importance of fraternity recruitment. Above all, the entire chapter must be involved and support the entire process.

REACH OUT Recruitment Captains
Delta Xi chapter at Eastern Kentucky University recognizes its recruitment responsibility. Instead of having one rush chair, there are five recruitment captains, and each one has certain assigned duties.
Captain 1 — t-shirts, banners, posters, ads in the campus paper, scheduling recruitment workshops,

spring rush events

Captain 2 — Letters to alumni, dress of brothers, campus cable ads, table cards

Captain 3 — Summer recruitment, ordering supplies from the Beta Administrative Office, sign-in sheets, bid cards

Captain 4 — Daily event flyers, recruitment video and slide show, alumni attendance, cable TV commercial

Captain 5 — Letters to freshmen and transfers, letters to parents of new students, recruitment book, billboards and displays, banners for football games

All five captains, as well as officers, have the responsibility for dorm storming, and motivating and encouraging 100% participation by the chapter.

A. Set Goals: The chapter should develop specific recruitment goals under the direction of the recruitment chairman.

B. Create a Budget: The recruitment chairman should assess the total expenses of the program before the program begins. A budget must be compiled and strictly followed.

C. Develop a Recruitment Calendar: The recruitment chairman should construct a calendar including timetables, deadlines, and events. The sooner this schedule is completed, the more time will be available to cover the details. This schedule must be distributed to all members.

D. Build a Prospect List: The recruitment chairman should maintain an updated list of membership prospects. Additions should be made continually as referrals are made by members, pledges, alumni or others in the university community.

E. Maintain Prospect Files: Index cards and/or files should be maintained on all prospects. Information such as addresses, phone numbers, hometowns, majors, GPAs and activities should be recorded.

F. Produce Publications: The chapter should have effective written promotional materials. Brochures, flyers, schedules and handouts should be up-to-date and should thoroughly publicize the benefits of the

chapter.

G. Facilitate Recruitment Workshops: The recruitment chairman should constantly emphasize the importance of recruitment and develop the skills of the chapter members.

H. Maintain Communication: The recruitment chairman should promote the involvement of all members and alumni by communicating plans, strategies and developments. Both written and oral communication must be maintained.

I. Maintain Recruitment Notebook: The recruitment chairman should organize his program and resource/reference materials in an extensive notebook. This notebook should be passed on to the incoming chairman during the officer transition.

J. Train Incoming Recruitment Chairman: The responsibilities of the chairman are not fulfilled until he educates his successor through officer transition training sessions. Several meetings should be scheduled between the outgoing and incoming chairmen to communicate all details of the program effectively and thoroughly.

RESPONSIBILITIES OF THE RECRUITMENT COMMITTEE

The chairman cannot execute the entire program alone. One of his first duties is to organize a committee of brothers to assist him. Members of the committee can be appointed, elected or may volunteer for positions based upon established policy outlined in the chapter constitution and by-laws. The recruitment chairman is the chairman of the committee, and the vice president is the moderator of the committee. Regardless of how members of the committee are selected, they must be willing to work as a team and assume delegated responsibilities.

The committee offers an opportunity for non-officers and younger members to work their way into chapter leadership positions. It is often a good idea to have energetic underclass members serve on this committee. A recruitment committee position can give a

member experience in dealing with responsibility and it can serve as a stepping stone for future officer positions. Likewise, the experience of seasoned upperclassmen can be valuable, and their involvement in the committee should be encouraged. The chapter also must recognize its best resource: newly signed recruits. New recruits know first-hand what they liked and didn't like about the past fraternity rush, and they have the most contact with underclass prospects.

It is always a good idea to designate one member of the committee as the assistant recruitment chairman. This member should be positioned to be the next chairman. The chairman should confide in his assistant and communicate with him throughout the program in order that the assistant is aware of all details of fraternity recruitment. If for some reason the chairman cannot complete his term of office, the assistant should be capable of filling this position.

The size of the recruitment committee depends upon the size of the chapter and the Greek system. On large campuses with large scale fraternity rush campaigns and chapters of 80-120 members, it may be necessary to have ten members on the committee. On smaller campuses with chapters in the 30-60 member range, the committee may consist of only five members. As a general rule, the committee should be 1/10 the size of the of the chapter membership, and the committee should have no less than five members including the chairman and vice president.

SOME SPECIFIC RESPONSIBILITIES OF THE RECRUITMENT COMMITTEE

1) Help Form Recruitment Strategy: In some chapters, members of the recruitment committee are responsible for targeting a specific freshman dorm and recruiting its residents. Members of the committee may also be responsible for serving as regional recruiting chairmen. They are responsible for targeting incoming or non-affiliated students from a specific region or surrounding area. Mailings are sent to these students, and events are planned for each region.

2) Help Build Prospect List: Committee members should constantly refer prospects to the recruitment chairman and help keep his files current.

3) Help Plan Recruitment Activities: Many chapters delegate entire recruitment events to one member of the recruitment committee. The member is responsible for coordinating the entire event with the guidance of the chairman. This allows the chairman freedom to concentrate on other details.

4) Make The Chapter Recruitment-Conscious: Committee members should communicate to all chapter members that recruitment is the single most important program in the chapter and that recruitment is a 12-month process. The chapter members should constantly approach prospects. It is never the sole responsibility of the chairman and his committee to recruit new members. It is the responsibility of the entire chapter.

5) Make Adjustments and Improvements: The committee should constantly evaluate the recruitment program and make changes where necessary.

Members of the recruitment committee should be acknowledged for their work, especially when their efforts are successful.

READY, SET...REACH OUT!

There you have it — the essentials of recruitment! If your chapter wants to increase its size, maintain its current size or enhance the quality of its membership, these ideas can help you do it. Remember that effective recruitment is a 24-hour a day, seven day-a-week, 52-week-a-year responsibility of the entire chapter. At the very least, each member should recruit a young man who will replace him when he graduates.

Remember the many resources that you have at your fingertips, and work with your education consultant when he is at your chapter! Keep building and improving your reputation, work hard, and reach out!

APPENDIX I: PROMOTIONAL MATERIALS

The chapter should use selective promotional materials to tell its story. These materials should be on display during recruitment events and at recruitment booths on campus. There are many different materials which can be utilized at a wide range of costs. The chapter should choose those materials which will yield the best results while staying within the recruitment budget.

Publications such as brochures and pamphlets are effective in communicating the personality and programs of the chapter. Brochures should be produced with catchy graphics and clean photos. Some of our large chapters with extensive treasuries produce 20-page full color glossy magazines which outline all areas of chapter operations and chapter accomplishments. Other chapters get excellent results from one-page black-and-white brochures.

Regardless of format, the pamphlet/brochure should be universally appealing and professional. Pictures should be tasteful, alcohol should not be visible, and the literature must be factual and honest. Emphasis must be placed upon scholarship, leadership, service, athletics, social life and, last but not least, friendship. Often there is an individual within the chapter who has desktop publishing experience who can produce the brochure. Local alumni may also have the resources, equipment or know-how to produce such materials. The chapter should utilize all resources at its disposal.

Advertising calls public attention to a product with the hope that the public will buy the product. This is exactly what a fraternity is doing throughout rush. Young men will not know what a fraternity has to offer unless information reaches them in one way or another. Advertising grabs the attention of potential consumers, which is why it is such a large industry. Advertising should be used to promote the recruitment activities of the chapter. These are some common forms of fraternity recruitment advertising.

1) **Flyers** are effective for promoting individual events as well as the entire recruitment schedule. They may be posted on most campuses as long as the policies of the university/college are followed. Posted flyers should all be printed on the same bright color of paper to draw attention away from other assorted flyers.

2) **Ads** in the student newspaper can be extremely effective at reaching targeted students. Catchy graphics should be used and the student organization advertising rate should be requested. The Communications Department in the Administrative Office has a set of four ads with accompanying poster mats. Call 800-800-BETA.

3) Large colorful **banners** made of bed sheets should be registered with the university and placed in strategic locations around campus.

4) A **rush booth** should be manned in the student union or another high exposure area. Brothers should stand in front of this booth and actively approach prospects as they pass by. Brothers hand the prospect a flyer with the calendar and a chapter brochure. A standard presentation should be used to grab the attention of a prospect. Example: Would you like a free pen and some information about Beta Theta Pi? If the prospect stops (they usually do), further information should be given, a calendar and literature should be provided and his campus phone number and background information should be obtained.

5) **T-shirts** are an effective, if costly, way of getting word out to the campus about chapter events. Some chapters place the recruitment calendar on the back of a t-shirt so that it can be read by those who sit behind a brother in class. It is then the responsibility of the brother to sit at the front of the class and in front of prospective students. These t-shirts can also be given to women/sororities to wear during the recruitment period.

6) **Go Beta buttons** can be obtained from the Administrative Office. These may be worn by brothers and given to sorority members to place on their backpacks and sweaters to help promote the chapter.

7) Campus radio stations can offer inexpensive, even free, advertising. Brothers who work for the campus station should be asked about this possibility.

8) Many chapters have created homepages on the Internet which provide information about the chapter. Registering it with the university will often give better exposure and allow it to be found easily. While a homepage might not be effective for rush week, it can help provide information about the chapter all year-round.

The chapter should consider a recruitment theme regardless of the forms of advertising being used. A catchy theme such as "Beta Theta Pi — The Best And The Brightest", "Join the Gentlemen and the Scholars", or "Class Outside of Class — Beta Theta Pi" are helpful in promoting the chapter.

It is important that the chapter stays within its budget and spends advertising funds wisely. A limited number of selected forms of advertising should be used to reach the largest number of prospects possible. Brothers who are marketing or advertising majors should be utilized to decide how to get the most advertising influence for the money.

Other promotional materials which should be on display throughout rush:

1) **Alumni Newsletters** — Newsletters show that the fraternity is a lifetime organization and that a healthy relationship exists between the chapter and its alumni. If your chapter does not publish an alumni newsletter, information on how to develop one is available in the *Alumni Relations Manual* and *Newsletter Manual* available from the Communications Department at the Administrative Office.

2) **Scrapbooks** — Scrapbooks give prospects a good idea of life in the chapter. The scrapbook should be updated with awards, honors and recognition. Only tasteful material should be contained in the scrapbook.

3) **Slide Shows** — Slide shows which incorporate music, and are fully rehearsed and coordinated can be

effective recruitment tools. At least one week of gathering pictures, selecting music and coordinating the production is necessary. It must be tasteful to be effective.

4) **Videos** — Recruitment videos can be expensive, but effective. Some chapters produce videos professionally which sell the Fraternity. These videos are played throughout rush events for prospects to view during a break in the activities. The General Fraternity 150th Anniversary video may also be used.

5) **Charts/Displays** — Charts, posters and other promotional displays can be attached to walls, placed on easels or propped up on tables throughout rush events or at a rush booth. Specific subjects such as financial requirements of membership, scholastic standards, chapter service projects and athletic accomplishments can be outlined through these materials. "Worthy of the Highest" promotional materials are available through the Administrative Office.

APPENDIX II: GRAPHICS PAGE

Appendix III

Beta Facts

Updated September 1997

Beta Quick Facts

Initiated Betas: 160,000

Living Betas: 116,000

Active Undergraduate Membership with pledges: 7,200

Betas listed in Forbes 400: 40

Scholarships awarded by Beta Theta Pi Foundation this year: 96

Chapters: 141

Colonies: 2

Convention: held annually

Administrative Office: Oxford, Ohio. Completed October 1994. 17,000 sq. ft.; occupied by 22 full and part-time staff, including education consultants. Cost \$2.9 million, including eight acres of land, building, furnishings and equipment. Construction funded entirely through alumni contributions.

Beta Firsts

- First college fraternity founded west of the Allegheny Mountains (August 8, 1839)
- Oldest continuously published college fraternity magazine (1872)
- First college fraternity to publish an open constitution for public distribution (1878)
- First fraternity established on 35 campuses
- First fraternity to establish a chapter west of the Mississippi River (1866)
- First fraternity to adopt a national point of view with determination to be represented in all sections of the country
- First General Fraternity to establish a chapter in Hawaii (1992)

Other Facts

- Pioneered in organizing fraternity into territorial districts (1873)
- A leader among college fraternities with members listed in *Who's Who in America* and *Canadian Who's Who*
- There was a Beta on the Supreme Court from 1877 to 1975, including the late Justice William O. Douglas, *Whitman '20*, (dec.)
- More than 80 Rhodes Scholars

Statistics

- Nearly 160,000 initiated members; almost 116,000 living members; approximately 7,200 undergraduate members on 143 campuses in the United States and Canada
- 95 alumni associations in cities throughout the United States and Canada
- Beta Theta Pi Leadership-Scholarship Awards total more than \$60,000 annually for undergraduates and graduate members
- 40 Beta Theta Pi members listed in *Forbes Four Hundred*

Members in the 104th Congress: 3 Senators and 5 Representatives

Senator Donald L. Nickles, *Oklahoma State* '71 (Majority Whip) _____ Oklahoma
Senator Richard G. Lugar, *Denison* '54 _____ Indiana
Senator John W. Warner, *Washington & Lee* '50 _____ Virginia
Representative Robert (Bob) Franks, *DePauw* '73 _____ New Jersey
Representative Richard A. Gephardt, *Northwestern* '62 (House Min. Leader) _____ Missouri
Representative Steven Gunderson, *Wisconsin* '73 _____ Wisconsin
Representative Charles G. Rose III, *Davidson* '61 _____ N. Carolina
Representative John M. Spratt, Jr., *Davidson* '64 _____ S. Carolina

Former United States Congressmen

Senator Mark O. Hatfield, *Willamette* '43 _____ Oregon
Representative Craig T. James, *Florida* '63 _____ Florida
Representative Thomas G. Loeffler, *Texas* '71 _____ Texas
Representative James G. Martin, *Davidson* '57 _____ North Carolina
Representative Richard D. Nichols, *Kansas State* '51 _____ Kansas
Representative Daniel Schaefer, *South Dakota* '58 _____ Colorado
Representative Philip R. Sharp, *DePauw* '64 _____ Indiana
Representative Mike Synar, *Oklahoma* '74 (dec.) _____ Oklahoma
Representative Jamie L. Whitten, *Mississippi* '33 (dec.) _____ Mississippi

Former United States Governors

Former Governor Brereton C. Jones, *Virginia* '61 _____ Kentucky
Former Governor Raymond E. Mabus, *Mississippi* '69 _____ Mississippi

Former High-ranking U.S. Officials

William J. Perry, *Carnegie Mellon* '49 _____ Secretary of Defense

Federal Judges

Ralph G. Thompson, *Oklahoma* '56 _____ Oklahoma
Charles H. Haden II, *West Virginia* '58 _____ West Virginia

Canadian Officials

John Russell Schram, *Western Ontario* '62/*Toronto* '65 _____ Ambassador, Sierra Leone
High Commissioner, Ghana
John N.W. Turner, *British Columbia* '49 _____ Former Prime Minister

Former Canadian Provincial Premiers

David Peterson, *West Ontario* '64 _____ Ontario
Michael F. Harcourt, *British Columbia* '64 _____ British Columbia

Former United States Ambassadors

| | |
|---|--------------|
| John S. Cooper, <i>Centre '22/Yale '23</i> (dec.) _____ | East Germany |
| Robert H. Phinny, <i>North Carolina '45</i> _____ | Swaziland |
| Glen A. Holden, <i>Oregon '51</i> _____ | Jamaica |
| Robert G. Rich, <i>Florida '52</i> _____ | Belize |
| John E. Dolibois, <i>Miami '42</i> _____ | Luxembourg |

Olympic Gold Medal Winners (Multiple)

| | |
|---|-----------------------------|
| Murray I. Rose, <i>USC '61</i> _____ | Swimming (five goal medals) |
| John N.W. Turner, <i>British Columbia '49</i> _____ | Track (four gold medals) |
| John Henry Writer, <i>West Virginia '66</i> _____ | Rifle (19 gold medals) |

Professional Baseball Players

| | |
|---|--|
| Eddie Collins, <i>Columbia 1907</i> _____ | Hall of Fame/career .333 hitter |
| Ethan Allen, <i>Cincinnati '26</i> _____ | Career .300 hitter |
| Leland (Larry) MacPhail, <i>Beloit 1910</i> _____ | Brooklyn Dodgers Owner/GM Hall of Fame/Introduced night games |
| Bill Veeck, <i>Kenyon '36</i> (Called baseball's great innovator) _____ | Hall of Fame/Owner of several franchises |
| George Sisler Jr., <i>Colgate '39</i> _____ | President, International League |
| William H. Stoneman, <i>Idaho '66</i> _____ | VP Operations, Montreal Expos |
| Michael J. Schmidt, <i>Ohio '71</i> _____ | Pitched first two no-hitters for Expos Hall of Fame/548 home runs |

Professional Golfers

| |
|--|
| Dow H. Finsterwald, <i>Ohio '52</i> (ret.) |
| Grier S. Jones, <i>Oklahoma State '68</i> (ret.) |
| Brandt Jobe, <i>UCLA '89</i> |
| Scott McCarron, <i>UCLA '89</i> |

Professional Football Players

| | |
|--|---------------------|
| George S. Buehler Jr., <i>Stanford '69</i> _____ | Los Angeles Raiders |
| Ronald W. Coder, <i>Penn State '76</i> _____ | Baltimore Stars |
| Robert G. Douglass, <i>Kansas '69</i> _____ | Los Angeles Raiders |
| Keith V. Fahnhorst, <i>Minnesota '74</i> _____ | San Francisco 49ers |
| Jay Fiedler, <i>Dartmouth '94</i> _____ | Philadelphia Eagles |
| Mark Jerve, <i>Washington '82</i> _____ | New York Jets |
| Jeffrey A. Kemp, <i>Dartmouth '81</i> _____ | Los Angeles Raiders |
| Ryan Kuehl, <i>Virginia '95</i> _____ | San Francisco 49ers |
| James M. Mandich, <i>Michigan '70</i> _____ | Miami Dolphins |
| Matt Monger, <i>Oklahoma State '84</i> _____ | New York Jets |
| August (Gus) Otto, <i>Missouri '65</i> _____ | Oakland Raiders |

| | |
|--------------------------------------|----------------------|
| James M. Schnietz, <i>Texas</i> '73 | B.C. Lions |
| Bob Stein, <i>Minnesota</i> ' | Kansas City Chiefs |
| Richard R. Volk, <i>Michigan</i> '67 | Miami Dolphins |
| Brian White, <i>Dartmouth</i> '95 | New England Patriots |

Beta College Presidents

| | |
|--|----------------------|
| Peter H. Armacost, <i>Denison</i> '57 | Echerd College |
| Thomas B. Courtice, <i>Ohio Wesleyan</i> | Ohio Wesleyan |
| Steven B. Sample, <i>Illinois</i> '62 | Southern California |
| David Marshall, <i>Western Ontario</i> '71 | Nipissing University |

Former College Presidents

| | |
|--|----------------------|
| Paul E. Bragdon, <i>Amherst</i> '50 | Reed College |
| William H. Capitan, <i>Michigan</i> '54 | Georgia Southwestern |
| John P. Crecine, <i>Carnegie Mellon</i> '61 | Georgia Tech |
| William H. Danforth, <i>Westminster</i> '48 | Washington |
| James J. Duderstadt, <i>Yale</i> '64 | Michigan |
| Allen K. Jackson, <i>Denver</i> '54 | Huntington College |
| Deane W. Malott, <i>Kansas</i> '21 (dec.) | Cornell |
| David T. McLaughlin, <i>Dartmouth</i> '54 | Dartmouth College |
| Franklin D. Murphy, <i>Kansas</i> '36 (dec.) | Kansas/UCLA |
| Samuel Weese, <i>West Virginia</i> '57 | American College |

Betas listed in *Who's Who* for the United States and Canada

| | |
|---|--|
| Thomas A. Bartlett, <i>Williamette</i> '51 | Rhodes Scholar/Chancellor, Univ. of Alabama System |
| James K. Batten, <i>Davidson</i> '57 (dec.) | President, Knight Ridder Newspapers |
| George F. Baughman, <i>Florida</i> '37 | President, The College Foundation |
| Robert M. Best, <i>Ohio Wesleyan</i> '44 | Chairman & CEO, Security Mutual Life |
| Thom Brennaman, <i>Ohio</i> '86 | Sports Broadcaster |
| Fred E. Brown, <i>Oklahoma</i> '34 | Chairman & CEO, J & W Seligman & Co. |
| Mike Brown, <i>Dartmouth</i> '57 | President & GM, Cincinnati Bengals |
| William E. Cornelius, <i>Missouri</i> '53 | President & CEO, Union Electric Co. |
| James M. DeBlasis, <i>Carnegie Mellon</i> '59 | General Director, Cincinnati Opera |
| William T. Esrey, <i>Denison</i> '61 | President & CEO, United Telecom/CEO Sprint Corp. |
| William W. Falsgraf, <i>Amherst</i> '55 | President, American Bar Association |
| Chet Forte, <i>Columbia</i> '57 | Former TV Director - ABC Monday Night Football |
| Gail Goodrich, <i>UCLA</i> '65 (ret.) | Los Angeles Lakers |
| James A. Greer Jr., <i>DePauw</i> '65 | President & CEO, CareNet Systems |
| Harold S. Hook, <i>Missouri</i> '53 | Chairman, American General Corp. |
| Larry D. Horner, <i>Kansas</i> '56 | Board of Directors, United Way of America |
| Charles D. Koch, <i>MIT</i> '57 | Chairman & CEO, Koch Industries |
| John H. Liedtke, <i>Amherst</i> '42 | Former CEO/Current Board Member, Pennzoil Oil Co. |
| Robert H. Malott, <i>Kansas</i> '48 | Chairman & CEO, FMC Corp. |
| Charles S. Mechem Jr., <i>Miami</i> '52 | Chairman, Taft Broadcasting/Commissioner L.P.G.A. |
| Stephen R. Miller, <i>USC</i> '66 | President, Dean Witter Reynolds |
| Cruse W. Moss, <i>Ohio</i> '48 | Chairman & CEO, General Automotive Corp. |
| Bruce A. Nordstrom, <i>Washington</i> '55 | Co-Chairman, Nordstroms, Inc. |
| John N. Nordstrom, <i>Washington</i> '58 | Co-Chairman, Nordstroms, Inc. |
| Raymond F. O'Brien, <i>Missouri</i> '48 | Chairman, Consolidated Freightways |

| | |
|--|---|
| Russell E. Palmer, <i>Michigan State</i> '56 | Dean, Wharton School of Business |
| Lee H. Scott, <i>Florida</i> '49 | President & CEO, Florida Power |
| Charles E. Schroeder, <i>Dartmouth</i> '57 | Chairman, Blvd. Bank National Association |
| Theodore J. Semrod, <i>Oklahoma</i> '63 | Chairman, United Jersey Bank |
| Frank Shrontz, <i>Idaho</i> '53 | Chairman/Emeritus and CEO, The Boeing Corporation |
| Stephen J. Sondheim, <i>Williams</i> '50 | Composer, Broadway hit <i>West Side Story</i> |
| R.L. Thomas, <i>Kenyon</i> '53 | President, First National Bank of Chicago |
| Richard G. Tilghman, <i>Virginia</i> '63 | President & CEO, Crestar Bank |
| John R. Wooden, <i>Purdue</i> '32 | Former UCLA Basketball Coach (10 National Titles) |

Other Prominent Betas

| | |
|--|--|
| Joseph P. Allen IV, <i>DePauw</i> '59 | Astronaut/Space Flight Executive |
| William Anderson, <i>Whitman</i> '51 | (Adam West) Actor — <i>Batman</i> |
| James Aurness, <i>Beloit</i> '46 | Actor — <i>Gunsmoke</i> |
| John Robert Ave, <i>DePauw</i> '54 | President, Lorillard |
| Gary Barnett, <i>Missouri</i> '69 | Head Football Coach, Northwestern |
| Stephen D. Bechtel Sr., <i>Calif.</i> '23 (dec.) | Chairman & CEO, Bechtel Group |
| Thomas M. Begel, <i>Missouri</i> '64 | Chairman & CEO, Pullman-Peabody Co. |
| Charles E. Bennison Jr., <i>Lawrence</i> '65 | Bishop, Episcopal Diocese of Pennsylvania |
| James D. Berry, <i>Oklahoma</i> '44 (dec.) | Chairman, Republic Bank Corp. |
| William J. Bowerman, <i>Oregon</i> '65 | Founder, Nike |
| Kenneth D. Cameron, <i>MIT</i> '71 | Space Shuttle Flight Commander |
| Walter P. Chrysler, <i>Dartmouth</i> '33 (dec.) | Philanthropist |
| James A. Collins, <i>UCLA</i> '49 | Chairman & CEO, Collins Food Intl. |
| Donald D. Coryell, <i>Washington</i> '47 | Former San Diego Chargers Football Coach |
| Mel Counts, <i>Oregon State</i> '64 | Professional Basketball Hall of Fame |
| Douglas. S. Cramer, <i>Cincinnati</i> '53 | Executive Producer, A. Spelling Productions |
| Louis P. Dehner, <i>Wash.-St. Louis</i> '62 | Dir. of Anatomic Pathology, Barnes-Jewish Hospital |
| David A. Duffield, <i>Cornell</i> '62 | President, CEO, Founder PeopleSoft, Inc. |
| Charles H. Erhart, <i>Yale</i> '49 | Chairman, W.R. Grace Corporation |
| C. Christopher Epting, <i>Florida</i> '69 | Bishop, Epsicopal Diocese of Iowa |
| Gene L. (Red) Estes, <i>Oregon</i> '59 | Head Track & Field Coach, Fresno State |
| William H. Fetridge, <i>N'western</i> '30 (dec.) | Chairman, Dartnell Corporation |
| Steve Fox, <i>Dartmouth</i> '70 | Former ABC News Reporter/Special Correspondent |
| Gerald W. Fronterhouse, <i>Oklahoma</i> '58 | President, Republic Bank Corporation |
| John V. "Jack" Geraghty, <i>Washington</i> '56 | Major, City of Spokane, Washington |
| Arthur A. Hall, <i>Virginia Tech</i> '90 | Sports Artist/Illustrator |
| Robert Hall Haynes, <i>Western Ontario</i> '53 | President, Royal Society of Canada |
| Weldon B. "Hoot" Gibson, <i>Wash. St.</i> '38 | Senior Director, SRI International |
| Stephen Goldsmith, <i>Wabash</i> '68 | Mayor, Indianapolis |
| Jeffrey L. Grayson, <i>Oregon</i> '64 | Investment banker |
| W. Grant Gregory, <i>Nebraska</i> '63 | Chairman, Touche Ross & Co. |
| Richard E. Heckert, <i>Miami</i> '45 | Chairman, E.I. Dupont DE Nemours & Co. |
| Charles "Chuck" Howard, <i>Duke</i> '45 | ABC Broadcaster |
| Kermit H. Hunter, <i>Ohio</i> '31 | Author, <i>Encyclopedia Britannica</i> |
| W. Herbert Hunt, <i>Washington & Lee</i> '51 | President, Hunt Energy |
| Joel Hyatt, <i>Dartmouth</i> '72 | Founder, Hyatt Legal Services |
| Edgar F. Kaiser, <i>Stanford</i> '65 | Chairman, Bank of British Columbia |
| Ted D. Keller, <i>Wisconsin</i> '69 | Investments/philanthropy |

Francis B. Kemp, *Davidson* '63 (dec.) _____ President, NCNB Corp.

R. Crosby Kemper, *Missouri* '50 _____ Chairman & CEO, Utd. Missouri Bancshares

Ken E. Kesey, *Oregon* '57 _____ Author — *One Flew Over The Cuckoo Nest*

J. Robert Killpack, *Miami* '46 (dec.) _____ Chairman & CEO, National City Corp.

William Koch, *MIT* '62 _____ Skipper and Champion America's Cup

Carl A. Kroch, *Cornell* '35 _____ Former Owner, Kroch's & Brentano's Bookstore

Kenneth L. Lay, *Missouri* '64 _____ Chairman & President, Enron Corporation

Robert F. Lehman, *Indiana* '65 _____ President & CEO, Fetzer Institute

Howard M. Love, *Colgate* '52 _____ Chairman & CEO, National Steel Corp

Jerry Lucas, *Ohio State* '62 _____ Former Basketball Star

Geoffrey S. Mason, *Duke* '63 _____ Executive Producer, ESPN

Hugh L. McColl Jr., *North Carolina* '57 _____ Chairman & CEO, NCNB Corp.

Edward P. Morgan, *Whitman* '32 (dec.) _____ News Commentator

William (Billy) Moses, *Wesleyan* '82 _____ Actor — *Melrose Place*

Terrence O'Flaherty, *California* '39 _____ TV Critic, San Francisco Chronicle (ret.)

William Pennington, *Cal/Berkely* '45 _____ Co-founder, Circus Circus

George Peppard, *Purdue* '52 (dec.) _____ Actor

Donald E. Petersen, *Washington* '46 _____ Chairman & CEO, Ford Motor Co. (ret.)

David Peterson, *Western Ontario* '64 _____ Chairman, Toronto Raptors, NBA

George A. Roberts, *Carnegie Mellon* '39 _____ Chairman, Teledyne Corporation (ret.)

Jamey Rootes, *Clemson* '88 _____ GM, Columbus Crew Major League Soccer

James M. Sellers, *Miami* '86 _____ President, Wentworth Military Academy

Tom W. Scott Jr., *Texas* '62 _____ Chairman, Alabama Hospital Assn.

Col. Richard (Misty) Shoop, *Denison* '41 _____ Noted composer, alumni volunteer, former Gen. Sec.

David Shula, *Dartmouth* '81 _____ Head Coach, Cincinnati Bengals

Jerry Sichting, *Purdue* '79 _____ Indiana Pacers

Stan Smith, *Southern California* '69 _____ Former Professional Tennis Player

Robert M. Snow, *Case* '59 _____ President & CEO, Infodex, Inc.

Col. Charles R. Stribling III, *Missouri* '49 _____ President, Missouri Military Academy (ret.)

Rich Taylor, *Oklahoma* '71 _____ VP, Walt Disney Entertainment-Walt Disney World

G. Robery Truex, *Rutgers* '49 (dec.) _____ Chairman & CEO, Rainier National Bank

Sam Walton, *Missouri* '40 (dec.) _____ Founder, Wal-Mart

Paul J. Weitz, *Penn State* '54 _____ Former astronaut/Space Center Director

Edward W. Whittemore, *Columbia* '45 (dec.) _____ Chairman & CEO, American Brands

Richard K. Wilson, *Oregon State* '75 _____ (Richard Karn) Actor — *Home Improvement*

T.A. Wilson Jr., *Iowa State* '42 _____ Chairman Emeritus, The Boeing Co.

Alden P. Yates, *Stanford* '50 (dec.) _____ President Bechtel Group

Phil Yeckel, *Missouri* '32 (dec.) _____ Owner, Hidden Valley Ranch

APPENDIX IV - RECRUITMENT THROUGH SCHOLARSHIP

WHY SHOULD WE MOVE TOWARD RECRUITMENT THROUGH SCHOLARSHIP?

Each educational institution has different policies regarding recruitment such as when bids are allowed to be given, when recruitment occurs, whom you can recruit, and summer recruitment. Realizing this, be conscious of the fact that you will have to tailor this program to your specific situation. Think about how you can make these ideas work on your campus and within your chapter!

I. Background statistics on today's students

A survey conducted by the American Council on Education revealed this information about today's students:

- Percentage of freshman men whom have a father who did not receive a college degree 42.2%
- Percentage of freshman men whom have a mother who did not receive a college degree 62.2%
- Percentage of freshman male students whom expect to have a job to help with expenses 35.2%
- Percentage of freshmen men whom plan to seek a graduate degree or higher 71.6%
- Financing college is a concern or major concern 65.5%
- Percentage of freshman men whom received a PELL grant 22.7%
- Percentage of freshman men whom received a STAFFORD loan 28.8%
- Percentage of freshman men whose parents are not living together 30.1%
- Percentage of freshmen men whom expected to live in a fraternity house 1.2%
- In 1988, 16% of incoming freshmen men indicated that chances were very good they would join a fraternity. In 1992, the number was 13.7%. In 1995, this number was 12.0%

From Sax, Astin, Korn and Mahoney. *The American Freshman National Norms for Fall 1995*. Cooperative Institutional Research Program, American Council on Education, UCLA, Dec. 1995.

II. Fraternity Executives Association (FEA) Annual Survey

According to the FEA Annual Survey, the average chapter size has declined 16% in four years.

| Year | Affiliating | Average Chapter Size |
|-------|-------------|----------------------|
| 88-89 | +6.0% | 51.0 |
| 89-90 | +1.9% | 50.9 |
| 90-91 | -1.5% | 50.3 |
| 91-92 | -4.0% | 49.8 |
| 92-93 | -5.3% | 45.7 |
| 93-94 | -0.5% | 42.0 |
| 94-95 | -2.0% | 40.0 |
| 95-96 | -5.0% | 38.0 |

III. The Right Way to Recruit

In analyzing the pool of men on campus, three types emerge. First is the **always-join** group. These men will join fraternities with very little effort on the part of either the chapter or Interfraternity Councils. These men are legacies, friends of current members or acquaintances of alumni, and have been positively influenced by the benefits of Greek affiliation. This pool, however, has dramatically decreased over the past 30 years.

What percentage of Greeks make up your campus? The number may vary from less than 1% to 70%. Unfortunately, the number of campuses which have large systems is declining. Look at the percentage on your campus, and those will predominantly be the always-join group.

The second type is the **never-join** group. Men in this category philosophically do not agree with Greek organizations or have no interest in campus involvement. No matter what the chapter or IFC does, these men will not join the Greek community.

The third type is the **maybe-join** group and is the largest group, potentially 30-60% of the male population. Included in this group are first generation college students, sophomores and transfers. These men do not have complete information on the Greek experience, nor do they have positive acquaintances in fraternities.

A method for attracting the **maybe-join** group is recruiting through scholarship. By offering a scholarship to incoming freshmen males/transfer students, we increase the market from which we recruit. This method will attract those individuals who make up between 30 and 60% of students on your campus. Remember, we are marketing to students whose parents were not Greek, who will have to work to finance their education, who have not had contact with a fraternity man and who plan on attending graduate school.

Recruitment Through Scholarship

What must be realized is that a new method for attracting incoming freshmen to the chapter house needs to be developed. In many cases, we include the fact that our brotherhood is great, that we are a diverse group of guys, and that the chapter house has the best location. Unfortunately, almost everyone on campus is saying this! We need programs and policies that place us above the rest. Recruiting through scholarship could be viewed as another "hook." We have established that finances are a large concern of incoming freshmen. Further, the man who would apply for this scholarship was most likely involved (received good grades, was in student government, athletics, etc.) in high school.

Recruiting through scholarship will not only increase our market of men, it will potentially attract high quality men to the Fraternity.

Each college/university has different policies regarding recruitment such as: when bids are allowed to be given, when recruitment takes place, who you can recruit, summer recruitment, etc. Realizing this, be conscious of the fact that you must tailor this program to your specific situation. Think about how you can make these ideas work on your campus and within your chapter.

The process

Frequently Asked Questions

A. What is an appropriate schedule for the process?

Planning ahead is essential. The scholarship mailing takes a large amount of time and preparation. Allow yourself two months and be conscious of important dates and holidays which may fall during that period. This is a sample schedule.

| | |
|-----------|--|
| Day 1 | Mail to incoming freshmen (cover letter and application) |
| Day 5 | Mail to your parents and local alumni requesting assistance |
| Day 25 | Scholarship applications due |
| Day 26-28 | Phone calls and letters to the men you want to attend the interviews |
| Day 35 | Reminder phone calls to those people attending the interviews |
| Day 40 | Hold scholarship interviews and/or dinner |
| Day 40 | Award scholarship(s) to top applicants |
| Day 45 | Letter thanking participants along with a calendar of events for Fall, Spring, Summer |
| Day 46 | Letter to parents and alumni thanking them for their participation |
| Day 55 | Follow up letters and correspondence inviting participants to chapter events |
| Day 60 | Evaluation by the committee and chapter as a whole as to what went well and what can be improved in the future |

B. How could my chapter implement the scholarship mailing?

1. You may wish to mail to every incoming freshman male in the spring.
2. You may wish to mail to high school counselors in the area or in areas from which the chapter/school attracts a lot of men.
3. You may wish to offer a scholarship to men while they are going through recruitment during the first few days of school.
4. You may wish to offer a scholarship at the beginning of other semesters or quarters to attract prospects to apply.

C. Who is responsible for taking care of the scholarship mailing?

Depending on how your chapter is structured, you may draw from a few different officers to be involved in the scholarship process. Naturally, the scholarship chairman and recruitment chairman would be a good fit for the committee. You may also elect a specific person to organize and implement the scholarship mailing to incoming freshmen.

D. What kind of scholarship could we offer?

Depending on the budget, a few options are

1. \$200 "books" scholarships
2. \$1000 tuition scholarships
3. Free room and board for a semester/quarter in the chapter house

E. Where does the money for these scholarships come from?

1. The chapter's recruitment budget or from another area of the budget
2. The chapter's alumni association/parents club
3. Through fund raising
4. Free live-in membership first semester/quarter (if applicable)

F. Does the person have to become a member to receive the scholarship?

No. Remember, the point of offering a scholarship to an incoming freshman is to gather names of potential prospects who may not attend your events or seek membership in fraternities. In a nutshell, the scholarship is a name generator. Restrictions will limit the pool from which you may wish to draw.

G. What is sent in the initial mailing?

1. Be sure to have your letter and supporting materials approved by the campus Greek advisor
2. Include your initial letter along with the scholarship letter
3. Include the application deadline
4. Include the award date, interview date, banquet date (however you choose to organize the event)

H. Who can we enlist for support of the scholarship mailing?

Your local alumni and parents will be valuable resources. They may participate in the interview process, assist in food preparation and the recruitment of your scholarship applicants. Campus officials or your Greek advisor may be of assistance as well.

Holding the event

A. How is the scholarship awarded?

1. On a Sunday, hold 15-minute interviews with the applicants. Interviews could be conducted by the chapter president, an alumnus, the scholarship chairman and the recruitment chairman.
2. Following the interviews, hold a formal banquet or dinner where the recipient(s) is announced.
3. Invite the parents of the applicants to the event so they can meet the men of the chapter.
4. Invite your parents and alumni to attend the event as well.
5. Be sure to provide a comfortable, open-house atmosphere that is relaxed and friendly.

B. Will people be upset that they did not receive the scholarship?

Generally, no. If they are, they probably would not be good members for the chapter. Be sure to send thank you notes to everyone who attended, including your parents and alumni!

C. If we choose to hold a scholarship dinner, what might the schedule look like?

Preferably, hold the event on a weekend. If this is not realistic, however, do not be overly concerned.

Sample schedule

- 1:00 Interviews (10 to 15 minutes each/4 to 6 interviews an hour)
- 2:00 Interviews (10 to 15 minutes each/4 to 6 interviews an hour)
- 3:00 Interviews (10 to 15 minutes each/4 to 6 interviews an hour)
- 4:00 Interviews (10 to 15 minutes each/4 to 6 interviews an hour)
- 4:15 Deliberation of scholarship committee
- 5:30 Dinner/banquet/awarding of scholarships

D. How many people should we interview for the scholarship?

Remember that one purpose of the scholarship mailing is to meet people! Interview those whom you feel meet the qualifications. A good number may be between 20 and 30.

E. What should we remember for the scholarship dinner?

Possible items that you may wish to include are Beta Theta Pi recruitment brochures and information, award certificates for the winners of the scholarship, a sign-in sheet for applicants and parents, a clean house/meeting area, a couple of speeches or words from the president, parent or alumnus, activities and events to engage people while others are being interviewed (campus tours, community tours, etc.).

F. What should we wear or request the applicants wear?

This depends on the culture of your chapter. It may be a good idea to let the applicants know what you expect them to wear. Keep in mind, we are trying to attract men who would not normally join a fraternity. We want these men to be as comfortable as possible. Requiring someone to attend in coat and tie may be intimidating.

Follow up

A. What do we do following the awarding of the scholarship?

Follow up! Be sure to contact each applicant whom you feel would be a good and giving member of the chapter. Remember the mailing was intended to be a name generator, and it is now time to recruit those people informally who did not receive the scholarships. Invite them to future recruitment events. Be sure this is allowed by your specific campus IFC recruitment regulations. Most importantly, evaluate the program and plan for next year.

B. What if the mailing/scholarship does not work?

If the mailing does not work for the chapter, be sure to evaluate the program. Was the initial letter effective? Was the event well-organized? Was proper follow-up carried out? Were the chapter members well-prepared and helpful in the recruitment process? Was the chosen date for interviews conducive to the schedule of a graduating high school senior (poor dates are prom, Mother's Day, graduation events) or incoming freshman (classes, campus events, homecoming)?

Specific situations on campus

A. What if we have an open recruitment system?

If your chapter is in a system that is open in its recruitment ideology, you first must find out if the names of incoming freshmen are available to your chapter. Your Greek advisor will have an answer to this question.

B. What if my campus is on deferred/second semester recruitment?

If the campus has deferred rush, you have a couple of options

1. Are you able to mail to the resident halls through campus mail? If so, you may wish to do so in the fall.
2. You could offer the scholarship during the formal recruitment period. It may be a part of your chapter's presentation to freshmen as they tour houses.
3. You may wish to do a mailing to incoming freshmen in the spring so they hear about Beta Theta Pi first. Do a re-mailing during their first semester in the fall.

C. What if we do not have access to the names of incoming freshmen?

1. The chapter may wish to mail to high school counselors in the area or areas from which the school/chapter draws.
2. Members could drop off the letters and scholarship applications while they are home for the holidays.
3. Let alumni and parents know of the scholarships and request that they promote them.

Recruitment Through Scholarship Application

Beta Theta Pi

Scholarship Application

Name _____

Campus Address _____

Campus Phone _____

Home Address _____

Was your father or any other relative a member of a fraternity? YES NO (Circle One)

If yes, which fraternity? _____

Expected College Major _____

High School G.P.A. _____ Expected Year of Graduation _____

If sophomore or transfer student, College G.P.A _____

What have you or do you expect to gain from the college experience? _____

High School or College Activities, Societies, Clubs, etc. _____

Hobbies, Interests, Sports _____

APPENDIX V - RUSH WORKSHOPS

How to Organize an Effective Workshop

I. The Motivation

The key to having a chapter motivated to recruit is a motivated recruitment chairman to lead them. As recruitment chairman, you can determine the entire recruiting effort with your attitude. If you are excited about rush/recruitment, your chapter will be as well. The same holds true for your recruitment workshop. If you are excited about the workshop, then your chapter will be also. A group of motivated men are much more willing to talk about recruitment for two hours than a not-so-motivated group.

II. The Sell

How you sell the workshop is as important as the workshop itself. Many of your members may not feel that a workshop is needed. These are the same members who will detract from the presentation and come up with a million reasons why they don't need to be there. You can avoid these arguments and future distractions during the workshop by properly selling the workshop to the chapter.

In selling the workshop to the chapter, provide statistics from other chapters which have used this same information. Showing how one chapter has improved using the tools you're about to teach is a great way to sell your members on the material. If you don't have this information, appearing to be sold on the information yourself is the next best thing. Enthusiasm is contagious! By showing your members that you believe in this information, they will likely believe in it as well.

III. Introduction

During this portion of the workshop, you are preparing the members for the information you are about to present. If there's anything you can do to interest them in what you are about to teach—do it! Applicable stories, past experiences and information from other chapters are a few things that may help you to gain

their interest. You also want to give them a taste of the information they are about to hear. If you get them thinking about what is going on, get the wheels turning, so to speak, you have accomplished your goal for this portion of the workshop.

IV. Body

The body of the workshop will cover the bulk of your information. It is the meat of the lesson. If you are facilitating the workshop "The Recruiting Edge", then the body is the material found in the facilitator's guide. If you are covering Recruitment Psychology 101, the body of the workshop becomes the presentation of each of the rules of influence. Anytime you hold a workshop, the most important part of your presentation will be the information found in the body of the workshop.

V. Conclusion

During the conclusion, your main focus is to check for understanding. By checking to ensure your members understand what you presented, you find out how much they actually learned. This also reiterates the information and allows each member to hear the information one last time. This will help you determine which information you should review. You can also determine how effective your workshop was and what improvements should be made the next time you present the information.

VI. Review the Calendar

If you are holding your workshop just prior to formal recruitment, this is the time to review each significant date on the calendar. By doing this, you ensure that all members know where to be and when.

RECRUITMENT WORKSHOPS

Successful recruitment depends on total chapter organization and communication. A workshop can help the chapter achieve this. This section is designed to provide the workshop leader with ideas, exercises and topics. The leader must be careful to design his own workshop around those topics of discussion which best fit the chapter's needs.

Ideally, workshops are scheduled several times through the year. Workshops are effective when held

prior to the chapter's major recruitment effort of the year, during a chapter retreat, as part of the pledge education program or periodically during chapter meetings. The goal of all workshops is to recognize and address areas for improvement in the recruitment program. There is always a reason for poor results. A brother's reluctance to talk to a prospect usually indicates he is unsure how to recruit or what to talk about. Chapter apathy is usually a result of brothers not being made to feel actively involved in the process. A party idea which fails was probably implemented without the input and approval of the entire chapter. The great guy who turns down a Beta bid can often be traced to a well-meaning but inexperienced brother who had nothing but criticism for other campus fraternities and whose statements reflected poorly upon the chapter.

Recruitment workshops can be broken into two general categories—organizational workshops and skills workshops. Chapters may choose to incorporate elements of both into a single workshop.

1) Organizational Workshops—These workshops serve the purpose of organizing and planning the actual recruitment program. Extensive input from chapter members is requested in order to develop a program which will actively involve all members and accomplish the chapter's goals.

POSSIBLE GOALS OF ORGANIZATIONAL WORKSHOPS

- a) To discuss and clarify the chapter's membership needs, its goals (both qualitative and quantitative), and its strategy to accomplish these goals through recruitment
- b) To communicate an outline for the program while soliciting suggestions for improvement from the members of the chapter
- c) To organize the chapter to execute the program; to identify specific tasks and delegate duties to chapter members according to their individual talents and interests; to define the role of the recruitment committee

- d) To discuss the resources available for finding prospects
- e) To communicate facts regarding the recruitment program (rush calendars, IFC rules, individual responsibilities)

2) Skills Workshops—These workshops provide brothers and pledges the skills necessary to approach and recruit prospects successfully. Specific skills are communicated by the workshop facilitator. Chapter members then participate in group activities and hypothetical situations to develop their individual recruitment skills.

POSSIBLE GOALS OF RUSH SKILLS WORKSHOPS

- a) To give every member a better understanding of communication skills so that members feel confident and comfortable meeting and talking with new people
- b) To cover the dos and don'ts of rush
- c) To review the chapter's programs in scholarship, intramurals, leadership development, service projects and social activities (the chapter must be able to communicate what it has to offer)
- d) To review chapter policies on pledgship, grades, conduct and financial responsibility so they may be discussed intelligently
- e) To review facts regarding the General Fraternity's strength and reputation
- f) To get brothers excited and enthusiastic about rush

Methods of Conducting the Workshop

Once workshop topics have been identified, a workshop schedule and location should be determined. A chapter retreat away from the distractions of the house and the campus offers an ideal environment for an extensive workshop. Many chapters hold a series of mini-workshops at chapter meetings throughout the

year to focus attention on the program and recruitment skills.

Different methods of conducting a workshop may be incorporated to meet the needs of the chapter. The following is a summary of methods of involving the entire chapter in the workshop to identify and solve problems and implement new ideas.

1) **Guest Speaker/Facilitator**—A distinguished guest speaker (alumnus, chapter counselor, fraternity dean, university professor, administrator, or General Fraternity officer) is a great resource to be utilized in a recruitment workshop. Guest speakers are effective at holding the attention of the chapter and bringing a fresh outside perspective to the recruitment process. Sometimes chapters utilize local alumni with extensive sales experience or people skills. These alumni can share their own experiences and show the chapter ways to sell Beta Theta Pi and recruit the highest caliber young men. A motivational guest speaker just prior to the recruitment period is very effective. Chapter involvement should be incorporated into the workshop.

2) **Lecture**—A lecture by the chapter president or recruitment chairman is effective for communicating schedules, rules, rush dos and don'ts and other facts. However, it is often difficult for one person to keep the attention of the chapter for over ten minutes, and the speaker must avoid sounding authoritative. Topics should be distributed among different speakers to keep the program moving.

3) **Task Force**—Split the chapter into groups and assign each group a specific problem or weakness. Give the groups 10-15 minutes to come up with solutions or new ideas, and have them report their conclusions and recommendations to the entire chapter. Problems to address may include a particularly ineffective recruitment program, a negative campus image, lack of chapter attendance at events, or excessively long bid sessions.

4) **Brainstorming**—This is an excellent informal method for getting out new ideas or solving problems as a chapter. Brothers sit around in groups throwing

out random thoughts, regardless of their feasibility, so that new methods can be devised. Some great new ideas are often generated through this activity.

5) **Group Discussions**—Group discussions are effective for working on recruitment skills and developing statements regarding chapter policies, what the chapter has to offer, and how to answer tough questions from prospects. The recruitment chairman can serve as a moderator for an entire group discussion, or several moderators can run several group discussions.

6) **Role Playing**—One brother plays a prospect, the other is the brother rushing the prospect and a hypothetical situation is presented. The situation may consist of starting a conversation with someone you don't know, presenting a bid, handling a prospect who is not convinced he wishes to join the chapter, or making introductions. Role playing can be done in front of the entire chapter so that the brothers can evaluate one group, or several groups can be formed to give more opportunity for the brothers to practice their skills. A group of three brothers can be very effective. Two brothers take part in the role playing and one member takes notes to share with them after they have finished.

SAMPLE HYPOTHETICAL SITUATIONS

1) You are talking with a good prospect, but you don't feel that you have a great deal in common. What do you do?

2) You have been working on a prospect for a long time; he's a good guy, and the brothers like him. How do you find out if he is interested?

3) There is disagreement about a prospect among two brothers. What should be done?

4) A good prospect decides not to pledge at this time. What do you do to keep him interested?

5) At an event, you notice brothers involved in their own personal conversations, straying away to the television or the kitchen, and ignoring the guests. How do you change this?

6) During the summer, you receive from the recruitment chairman a list of names and addresses for new students who live in your hometown. How do you go about contacting these men? What would you hope to accomplish by contacting a prospect on the telephone?

7) You are approaching a prospect on campus. He sees you, but you can't remember his name. What do you do?

8) You are talking with an extremely shy and quiet prospect at a recruitment event and he is not responding. How do you get him involved in a conversation? Much information can be communicated through handouts which can be saved and re-read after the workshop. Items such as schedules, the dos and don'ts of recruitment, lists of prospect names, addresses and phone numbers, and facts regarding the chapter and the General Fraternity should be given to all members.

Workshop Discussion Topics

Here are three topics which may be discussed in recruitment workshops. The topics are organized to help 1) plan the rush program; 2) develop skills; and 3) answer specific questions. These topics should be incorporated into workshops to meet the specific needs of the chapter.

1) **Planning The Recruitment Program**—If the chapter is in the rush planning stage, these topics should be discussed to develop a collective effort which achieves the group goals.

- a) Discuss the qualitative and quantitative goals of recruitment.
- b) Ask the brothers to list the reasons they decided to join the chapter and what appealed to them. These areas should be emphasized throughout the recruitment program.
- c) Ask the chapter members to make a list of the activities they would like to see as part of the program and things they would like to see eliminated.
- d) Ask the chapter what should be done to make

recruitment a natural and friendly process.

- e) Discuss effective and ineffective recruitment techniques.
- f) Ask brothers what past activities they liked in your chapter as well as other fraternities on campus.
- g) Ask the chapter for new resources to be utilized for building a list of prospects.
- h) Discuss examples of activities and functions other than actual events which prospects can be invited to attend.
- i) Discuss ways to get high caliber prospects to assist in recruiting other qualified prospects.

2) **Developing Recruitment Skills**—These are topics which may be discussed to help develop recruitment skills among the membership.

- a) Discuss the best ways to start a conversation.
- b) Discuss examples of stimulating conversation topics.
- c) Discuss the most boring topics brothers remember discussing as prospects, or the topics least likely to be viewed as stimulating.
- d) Discuss the aspects of fraternity life that should be emphasized to prospects.
- e) Discuss how to tell if a prospect is disinterested in the conversation and what to do in this event.

3) **Answering Questions From Prospects**—The chapter should be prepared to answer questions. Answers to these questions must be developed by the chapter and understood by all members prior to rush.

- a) How does membership in Beta Theta Pi prepare an individual to be successful later in life?
- b) What is meant by "Once a Beta, Always a Beta, Everywhere a Beta"?
- c) How does Beta Theta Pi promote scholarship, and how will it help me when I go looking for a job?
- d) Doesn't everyone in your chapter talk, dress and act the same?
- e) What is the difference between this fraternity and a drinking club?
- f) Isn't that a lot of money for dues?
- g) How does involvement in service projects, social programs and intramurals help an individual?
- h) What are the advantages of fraternity membership?

- i) What have you gotten out of your fraternity?
- j) What would be expected of me in terms of finances, time and personal obligations?
- k) How would you describe ___ ___ ___ fraternity here on campus?

- l) Won't fraternity membership hurt my grades?
- m) What is the history of your chapter?
- n) Isn't this a weak chapter here on campus?

APPENDIX VI

The Nuts & Bolts of Recruitment Workshops

1. **Goal Setting**
Recruitment Strategy
Target number of pledges
2. **Self Evaluation** (15 minutes)

It is not enough to know one's product. To convince prospective members that the Beta experience will be a beneficial one, members must know how to sell their product—Beta. The best way to do that is to understand why each member joined. Have each brother write answers for the following questions (write on flip chart).

- *Why did you join a fraternity?*
- *Why did you join Beta Theta Pi?*
- *Who was the most influential person in your decision?*
- *What was your initial impression of the chapter?*
- *What have you gained from your membership?*

3. Strengths of the Chapter

What's in it for me? This may not be a question that you actually hear, but it is one that goes through the mind of every prospect. So, be prepared to tell him. What are the benefits that come with membership in your chapter and Beta? What aspects of your chapter appeal to non-Greek males? Ask brothers the following questions, and write the responses on the flip chart.

- What makes Beta unique?
- What is Beta's image on campus?
- What are the strengths of the chapter?
- Why should a student join Beta?
- What programs does the General Fraternity offer in terms of leadership and scholastic development?

Keep in mind that the answer to the first question is friendship and the Three Great Principles and talk about them.

4. Know your Product; make a fact sheet.

- How many members in the chapter?
- How many pledges do we want?
- What is our GPA; how does it compare on campus?
- History? (local) Date founded?
- Cost? All fees?
- What is initiation and when is it? Be honest.
- Intramurals (when and past statistics)
- Social Calendar
- Philanthropic events
- Leadership
- Scholarship
- Campus Involvement
- How many members live in the house?
- Rent?
- Awards/Achievements

5. Know your Vacancies

Who are the members leaving? Which offices, positions, sports teams, must be filled?

6. Know your Market

Realize that today 20% of incoming freshmen are definite joiners, 60% are maybe joiners, and 20% are never joiners. Scholarship and leadership are being stressed more and more by incoming students because of the tremendous competition in today's job market. Ask a good student why he didn't go Greek. Nine out of ten will reply, "I was worried about making good grades." We have a great answer to that! How can a fraternity assist members in the job search? What kind of students are attracted to your university? What kind of man does your chapter want for a member? Answering these questions will help the chapter to identify quality prospects and assist members in meeting the needs of today's students. Ask the following questions too, and note the answers on the flip chart.

- What are the qualities and needs of an active Beta?
- What attracts this kind of prospect?
- Does our recruitment program attract these men? If not, how can we attract them?

7. Recruiting Edge Video 12 minutes

The video examines the wrong ways to rush and how to do it the right way.

Pass out “The Art of Conversation” and “Recruitment Dos and Don’ts”.

8. Role-playing

Form a circle or horseshoe around the room and have three people volunteer, one good recruiter (vary the age to get different responses), one prospect (older guy), one hand-off guy to be introduced (optional) and one observer (you and the rest). Hand out 3x5 cards.

The recruiter should initiate the conversation, discover the background of the prospect and identify any objections he has to fraternity membership. The recruiter should put the potential member at ease by fielding his objections. The observer should offer his suggestions at the end of each session. Each member should take his turn as the recruiter with a new card for the prospect.

9. The Bid (optional)

This depends on the system at your school. Have three of your top recruiters act as the bid team and role-play the proper bidding procedure with a potential member in front of the group. Have the potential member offer various objections to accepting the bid before he accepts it. Let the group decide if their technique is clean or dirty and go from there.

Pass out "Closing The Deal".

10. Review Recruitment Program

Review the membership recruitment schedule, the events and recruitment assignments, applicable rush rules, and IFC regulations. Remember, recruitment is a year-round process. The suggestions and techniques learned in this program will assist the chapter in

informal, as well as formal recruitment. End the workshop on a positive note with encouragement.

APPENDIX VII - Recruitment Psychology 101

Recruitment Psychology 101 The Rules of Influence Facilitator's Guide

This information is for facilitators of the workshop Recruitment Psychology 101, The Rules of Influence. Because the tools gained in the workshop may be utilized not only during the rushing season, but throughout the year as recruiting situations arise, the workshop may be conducted at any time. However, if your chapter continues to be dependent solely on Interfraternity Council Rush and does not recruit on a year-round basis, this workshop could prove most beneficial if held just prior to the formal rushing period.

This guide provides a summary of each rule, as well as a brief explanation, followed by examples of how each rule may be used in an everyday situation and in a recruiting situation. The workshop should be conducted in much the same order. Each rule should be presented beginning with coverage of the summary or its key points. An explanation of the rule should then be presented, ending with examples of how each rule may be used in an everyday situation and in a recruiting situation. Providing these examples will be the most productive way of teaching each rule. This will provide each member with practical tips on how each rule may be applied. During the discussion of each rule, encourage your members to share personal examples of how this rule came into play in their personal or recruiting experiences. This adds to the amount of learning that takes place by offering more examples of how each rule may be used. This also increases awareness of each rule by helping participants to realize that they have actually been using many of these tools for years without being aware.

Congratulations on your decision to enhance your chapter's recruitment skills and technique. Far too many chapters have accepted that the decrease in the

number of men seeking the fraternity experience is the main cause of our drop in membership. We have done little to take the necessary steps to alleviate this problem but instead have continued to place blame elsewhere. By providing your membership with the skills necessary to recruit effectively, you have taken the first step to fight this battle. Congratulations again and good luck.

Recruitment Psychology 101 The Rules of Influence

Rule #1 - Reciprocation

This rule requires that one person repay, in kind, what another has provided. By obligating the recipient of an act to repayment in the future, the rule of reciprocation allows one individual to give something to another with the confidence that it is not being lost. This sense of future obligation within the rule makes possible the development of various kinds of continuing relationships, transactions and exchanges that are beneficial to society. Consequently, all members of society are trained from childhood to abide by this rule or suffer serious social disapproval.

One favorite and profitable tactic of certain compliance professionals is to give something before asking for a favor in return. The successful exploitation of this tactic is due to three characteristics of the rule of reciprocation. First, the rule is extremely powerful, often overwhelming the influence of other factors that determine compliance with a request. Second, the rule applies even to uninvited first favors, thereby reducing our ability to decide whom we wish to owe and putting the choice in the hands of others. Finally, the rule can spur unequal changes to be rid of the uncomfortable feeling of indebtedness, an individual will often agree to a request for a substantially larger favor than the one he received.

Explanation — The general idea behind the rule of reciprocation is that people feel obligated to repay the kindness that someone has extended to them. It's an "I'll scratch your back, you scratch mine" kind of thing. People do not like this feeling of indebtedness and will do whatever it takes to alleviate it. Many

times, this will result in the repayment of kindness exceeding the original favor.

Examples

Everyday

- a) If you receive a holiday card from someone, you feel obligated to send them one in return.
- b) If someone invites you to a party, you feel obligated to invite them to one of yours.
- c) If you are shooting basketball and a player rebounds an errant shot of yours, you will feel obligated to rebound a miss of his.

Recruiting

- a) If you see a confused freshman in the fee payment lines, help him through the process. He will feel obligated to repay your kindness by coming to tonight's party, intramural practice or study session.
- b) Take a prospect out to dinner. He will feel obligated to repay your kindness and will perhaps do so by taking you out at a later date or by coming to the house for an event.

Ask for personal examples from the membership.

* When practicing the rule of reciprocation, your goal is to produce enough of these reciprocating activities that the prospect eventually reciprocates your kindness by pledging the fraternity.

Rule #2 - Commitment and Consistency

Psychologists have long recognized a desire in most people to be and look consistent with their words, beliefs, attitudes and deeds. This tendency for consistency is fed from three sources. First, good personal consistency is highly valued by other members of society. Second, aside from its effect on public image, generally consistent conduct provides a beneficial approach to daily life. Third, a consistent orientation affords a valuable shortcut through the complexity of modern existence. By being consistent with earlier decisions, one reduces the need to process all the relevant information in future similar situations. Instead, one merely recalls the earlier decision and responds consistently.

Explanation — People feel the need to stay consistent with earlier commitments. This holds true for two reasons: 1) Once a person has made a public commitment, he feels more confident in the commitment he has just made, therefore he will remain consistent with that commitment;. 2) People place more faith in those who stay consistent with their commitments. People like to have the trust of others. Staying consistent with previous commitments gains and preserves that trust.

Examples

Everyday

- a) A person is placing a bet and there is no clear cut favorite in the competition. As soon as he places his bet on one team, he then feels more confident that he has made the right decision.
- b) If a woman commits to coming to a party of yours, she will be there even if she gets a better offer. She will come by, even if it is only for a couple of minutes, because she feels obligated to stay consistent with her commitment.

Recruiting

- a) Say a prospect tells you he will be at a recruitment function. He wants to make a good impression, so he feels obligated to stay consistent with his commitment.
- b) If a prospect commits to pledging, he will stay consistent with that commitment and pledge your chapter regardless of what type of show other fraternities put on for him.

* Three things to keep in mind when using commitment and consistency:

- 1) Always get a future commitment from the prospect before leaving him.
- 2) Your ultimate goal in recruiting a prospect is to get a commitment of pledgship. Don't pressure him. Pull off an effective selling job and your product will be convincing enough to get a commitment.
- 3) Just because a prospect commits **DO NOT NEGLECT HIM!** Yes, you got a commitment—great. By assuming he is a definite, you may have a tendency to neglect him to recruit others. If this is the case, he may decide he is not so sure he wanted Beta after all and go to another chapter. To avoid this, get him involved.

Have him start recruiting for you. By telling him he now has the opportunity to choose his own pledge class, you give him some ownership in the chapter. This will increase the chances of the prospect staying consistent with his commitment.

Ask for personal examples from the membership.

Rule #3 — Social Proof

This rule deals primarily with the concept of following the crowd. The principle behind Social Proof is that when people aren't sure what to believe or do, they look at what others are believing or doing. Social Proof is most effective under two conditions: 1) Uncertainty—When people are unsure or the situation is ambiguous, they are more likely to follow the actions of others and consider them to be correct. If the situation is ambiguous, the choices of those looking on is heavily influenced by the actions of others as opposed to an emergency; 2) Similarity—people are more likely to follow the actions of those they are similar to rather than those with whom they have nothing in common.

Explanation — The rule of Social Proof is all about following the crowd. If a person feels as though everybody else is doing it, then he will be influenced to do the same. It is a form of peer pressure. Further, people are more likely to follow the lead of others with whom they have things in common. Situations where people are unsure or there is an important decision to be made also create situations where social proof is highly effective.

Examples

Everyday

- a) Have you ever laughed at a joke you really didn't understand because everyone else was laughing? If so, social proof nailed you. Laugh tracks on television serve the same purpose. When people hear the laughter begin, they assume that it was a line they were supposed to laugh at and follow the crowd with their laughter.
- b) Lines at amusement parks attract people who don't even know what the line is for. As people walk

by a long line, they assume that the ride or show is entertaining because there are hundreds of other people in line. What happens next? The people who were originally walking by fall in line as well.

- c) A group of friends has decided to go out on the town one night. One of the group doesn't care to go where the others have decided. Will he go? Sure, because of the influence the group has had on his decision. This guy has a fear of missing out, so he follows the crowd.

Recruiting

- a) If you're having a recruitment event, tell the prospect, "We're expecting a huge turnout tonight. Come on out."
- b) Sometimes you will meet a group of three or four guys or roommates who are all rushing together. Focus on getting commitments from one or two of them. A commitment from one often leads to a commitment from another. This tends to lead to commitments from the entire group. It's a package deal.

Ask for personal examples from the membership.

Rule #4 — Liking

Few of us would be surprised to learn that we are more likely to say yes to people we know and like as opposed to others. People are more likely to say yes to people they like and are alike than those with whom they have nothing in common or do not know.

One characteristic of a person that influences overall liking is physical attractiveness. It has long been thought that physical beauty provides an advantage during social interaction. Research now shows that it may be stronger than supposed. Attractive people are more persuasive in terms of both getting what they request and in changing others' attitudes.

Another factor that influences liking is similarity. We like people who like us and are more likely to say yes to their requests, often in an unthinking manner. Compliments, increased familiarity and association are also characteristics that enhance liking and the compliance that follows.

Explanation — People are easily influenced by those they know and like and are like. Factors that enhance liking are physical attractiveness, similarity, increased familiarity and association. Physical attractiveness, however, should actually be termed well-kept. Do not misunderstand that only Mr. and Miss America types can influence people. This factor actually means that people who generally take care of themselves and look nice have a greater amount of influence on people than those who do not. The similarity factor suggests that people have more influence on individuals with whom they have things in common...similarities. The increased familiarity factor is effective because people are more likely to say yes to people they have become comfortable around through repeated contact. Association proves to be most effective when people connect themselves or their product with positive things and distance themselves from the unfavorable.

Examples

Everyday

a) You are sitting in class one day and during the discussion you realize that you and one of the women in the class have many of the same views and opinions. You get together after class, talk for awhile and find that you have several things in common. Because the two of you have similarities and some association working, she is going to be more likely to go out with you than a woman with whom you have nothing in common.

b) Take a look at the types of shoes that high school students wear. Many times they buy certain types of shoes because a player they like wears them or a person they associate with wears them (e.g., Air Jordans, Air Penny, Shaqus, etc.). Their decision to buy the shoes is influenced by the liking rule.

Recruiting

* In any recruiting situation, it is key to match brothers and prospects with like interests, hobbies, career goals, etc.

a) If the prospect is a high school scholar and is at your school on a full academic scholarship, chances of the chapter jock having a great deal of influence on him are not great. The jock should recognize the lack

of similarities and introduce the prospect to someone who can have more influence on the prospect such as the scholarship chair or a brother who is a member of Phi Beta Kappa or other honor society.

b) If a prospect is a big music fan, match him with your chapter chorister or someone who has musical interest. The fact that we are a singing fraternity should also be used as a key selling point.

*Many of the same factors that make the Social Proof rule effective hold true for the Liking rule. These skills should be used together when possible.

Ask for personal examples from the membership.

Rule # 5 — Authority

Studies show that people are easily influenced by authority. There is strong pressure in our society for compliance with the requests of those in authority. The strength of this act to comply with authority comes from socialization practices that instill in society members the idea that such behavior is correct.

People have also been shown to be influenced by symbols of authority rather than actual substance. Three symbols that have proven to be persuasive are titles, clothing and automobiles.

Two questions that an individual can ask himself to defend against being influenced by an authority in a detrimental fashion include: 1) Is this person truly an expert? 2) How truthful can we expect this person to be? *Considering these two questions may be going on in the mind of the prospect is all the more reason why you must **KNOW YOUR PRODUCT** and **BE GENUINE**. If you know your product and you are genuine in selling Beta Theta Pi, these questions will be answered in a positive manner, enabling you to be far more influential and persuasive.

Explanation — People are easily influenced by those in authority. Authority figures are thought to be more knowledgeable, powerful, etc. For this reason, people are easily influenced by them and many times react to their requests in an automatic fashion. People have also proven to be easily persuaded by symbols such as titles, clothes and automobiles. When a legitimate

title is combined with knowledge or one of the other symbols, the rule is most effective.

Examples

Everyday

- a) When you were a freshman, did you ever automatically trust an upperclassman's directions to a building? Of course you did. You did so because you saw the upperclassman as an authority on your school.
- b) Have you ever bought a certain set of golf clubs or golf ball, or maybe swung a certain way because your favorite golf pro did? If so, it was because of the rule of authority.
- c) Have you ever eaten a certain way or worked out a certain way because your doctor, trainer or coach told you to, without asking why? These people are all seen as authorities on these topics, and you did as they suggested because of their titles and/or the knowledge you assume they have.

Recruiting

- a) When recruiting, EVERYONE NEEDS A TITLE. If your president is introduced as the chapter president, the prospect will see him as an authority on your chapter and the fraternity, thus increasing his effectiveness to influence.

Ask for personal examples from the membership.

*It is important to introduce everyone with their titles and to create titles for individuals who don't actually hold offices (e.g., top athlete, volleyball captain, highest GPA recipient, chamber of commerce delegate, etc.). Yes, it helps to get the prospect to see the member as an authority, but it also helps to give the member added confidence, especially if he has subpar recruiting skills.

** When recruiting, we must realize that our prospects automatically look at us as authority figures. Because we are already part of the Greek system, they see us as authorities on fraternity life. Knowing this, our members should be less nervous or stressed when in a recruiting situation. Further, each member

can increase his effectiveness by knowing his product and by selling it genuinely.

Rule #6 — Scarcity

People place more value on opportunities and objects as they become less available. Examples include deadlines and limited number tactics. These tactics are used in hopes of convincing others that access to a product or an opportunity is restricted by time or amount.

The scarcity rule holds true for two reasons. First, because things that are difficult to obtain are typically more valuable. Second, as time becomes less available, we lose freedoms. In theory, we respond to losing freedoms by wanting to have them more than before.

This rule is most likely to be effective under two conditions: a) Scarce items are heightened in value when they are newly scarce; b) We are most attracted to scarce items when we compete with others for them.

Explanation—When opportunities become scarce, less available, people place a higher value on them. Deadlines and limited number tactics are popular and highly effective ways to utilize this rule. When things become newly scarce or when we lose freedoms, people place even more value on the object or opportunity.

Examples

Everyday

- a) Have you ever bought a Big Mac because it was on sale for a limited time? Ever started freaking out when the two for two bucks sale was about to end? You have been a victim of the scarcity rule.
- b) Check out a home shopping channel sometime. Take a look at the amount sold display as the time begins to run out. You will notice that the number will begin to increase rapidly because of the number of

people who are being influenced by this rule. People undoubtedly begin to place higher value on whatever is being sold as time runs out.

Recruitment

- a) If your chapter effectively stresses quality over quantity, prospects will unquestionably place high value on your bid. The key is making the prospect realize that not everyone who visits the chapter will receive an invitation to pledge.
- b) Selling the prospect on this point sometimes will even create competition between prospects. The prospects will begin going out of their way to make sure you are aware of their accomplishments in high school or during their college careers. If this happens, you will notice the prospect will begin to sell you his product rather than you trying to sell him yours.

Ask for personal examples from the membership.

*The only way the scarcity rule can possibly work against you is if you make the prospect feel as though it is next to impossible to receive a bid from your chapter. Receiving a bid should seem a little challenging and definitely an honor, but it should not seem impossible. If so, you could lose the prospect rather than influence him to place the proper value on becoming a member of your chapter.

Role-playing

This exercise will provide members with valuable practice of each of the rules while allowing the chapter to critique each member's performance. Each rule should be played out by having one member serve as the recruiter, one as the prospect and one as the hand-off recruiter. There should be six exercises, each focusing on a different rule. However, if a member feels that he can practice several of the rules during one exercise, he should be encouraged to do so.

The prospect should make the recruiter work to use the designated rule, but should also give him some help by asking questions that can lead into the use of the rule. For example, the prospect could ask how many bids the chapter plans to extend to help the recruiter practice the scarcity rule. He could also tell

him that he is checking out the Greek system with friends so that social proof might be practiced, etc.

After the first "recruiter" has talked with the prospect for awhile or the conversation begins to struggle, he may see that a "hand-off" is necessary. He should then turn to the "hand-off recruiter" and introduce the prospect. Next, he should provide some information on the prospect such as his name, hometown and major. This keeps the prospect from answering the same stock questions that every Greek has asked him over the last two weeks. It also gives the next "recruiter" something to talk about with the prospect.

After the hand-off, give the new "recruiter" and the prospect about 30 seconds to speak with one other. After you see that the hand-off was properly executed, stop the exercise and begin the next.

Note — You may find it helpful to give the prospect a specific role to play as well. Suggested roles for prospects:

1. an anti-Greek sophomore.
2. a freshman concerned about hazing.
3. a prospect worried about how the Fraternity will affect his grades.
4. a prospect who wants to pledge next term.

*Remember, after each role-playing exercise, it is important to critique the performance of the "recruiters". Pointing out the positives and correcting the negatives of each performance will further educate each participant and the chapter on the rule covered.

Assessing each performance will also help you to determine the effectiveness of your workshop. Ask questions.

1. What rules were used?
2. How was the _____ rule used?
3. How could the _____ rule have been more effective?
4. What other rules could have been used, and at

what point during the exercise might they have been effective?

Review

At the end of the workshop, conduct a thorough review to ensure each member's understanding of the material.

1. Have the members summarize each rule.
2. Have the members explain how each rule may

be used in an everyday situation.

3. Have the member explain how the rule may be used in a recruiting situation.

APPENDIX VIII ADVANTAGES TO FRATERNITY MEMBERSHIP

"Thank God I'm A Beta!"

Prior to becoming a Son of the Dragon.....

I had never received a 4.0 for any semester of any prior year..

I had never worked with the Ronald MacDonald House, The Children's Theater of Minnesota, The Children's Burn Awareness Program, St. Joseph's Home for Children, The Science Museum of Minnesota, The Crisis Connection, St. Paul Ramsey Medical Center, The United Way, The Special Olympics, or Minneapolis Parks and Recreation.

I had never been faced with the situation of confronting a brother with his drinking and driving problem.

I had never written a press release, nor had I been interviewed by a representative of the news media.

I had never spoken to complete strangers for hours on end.

I had never revised or made additions to a constitution.

I had never run a meeting.

I had never traveled to Colorado, Washington D.C., Maryland, Florida, Ohio, Kentucky, Nebraska, North Dakota, Pennsylvania, Illinois, or Michigan.

I (along with the chapter) had never applied for (and won) four General Fraternity awards.

I had never motivated a group of 40 men.

I had never co-authored a recruitment brochure.

I had never planned, run and cleaned up after an event involving hundreds of people.

I had never stayed up until 6 a.m. talking with close friends.

I had never eaten Smack Ramen Noodles for one whole summer.

I had never cleaned ANYTHING as quickly as I did at Beta Pi chapter of Beta Theta Pi.

I had never sat at a table with five different men from five different generations and had one thing in common — we were all Betas.

I had never attended a leadership seminar.

I had never lived and worked with so many different personalities.

I had never made a decision that was the opposite of what 40 men wanted.

I had never attended an etiquette luncheon.

I had never helped educate new members to be productive and proud members of an organization.

I had never led a retreat.

I had never sung (with others) in front of a group of 80 women (in a tuxedo no less!)

I did not have the confidence that I have today in my abilities to conceptualize, organize, communicate, lead, motivate and implement.

Finally, I had never been so frustrated, angered and tired while loving something so much that I could not give up.

Scott Allen, *Minnesota '95*

APPENDIX IX

ALUMNI RECOMMENDATION SOLICITATION

Dear Brother _____:

As recruitment chairman of _____ chapter, I would like to express our gratitude for your continued interest in the Fraternity.

Your recommendation(s) has (have) been received and you may rest assured that we will give (Prospect's Name) of (City, State/Province) every consideration during our rush period.

We appreciate your willingness to assist the active chapter with its rushing activities.

We look forward to getting acquainted with you in the future.

Yours in ___*kai*___,

RECRUITMENT CHAIRMAN

(another form of acknowledgment on a typeset note card)

The Brothers of _____ chapter of Beta Theta Pi wish to thank you for your interest in recommending

and assure you that he will be shown every courtesy and given every consideration.

RECRUITMENT CHAIRMAN

APPENDIX X

LETTER OF ACKNOWLEDGMENT FOR ALUMNI RECOMMENDATIONS

Dear Alumnus:

The members of _____ chapter of Beta Theta Pi at (Name of School) are in the process of organizing summer and fall recruitment activities.

As many of the students attending (Name of School) come from your area, we would like to ask your assistance in supplying us with recommendations. We are looking for high caliber young men who will bring honor to _____ chapter of Beta Theta Pi. This summer we will contact all recommended persons to extend our welcome. We will also advise you of the outcome of our effort.

Please use the space below for your recommendations. It is through your assistance that _____ chapter of Beta Theta Pi will continue to produce exceptional young men for generations to come.

Yours in *kai*,

_____, Recruitment Chairman
_____ chapter

Name _____ Home Address _____

Phone _____ School Address _____

Age _____ Comments _____

Name _____ Home Address _____

Phone _____ School Address _____

Age _____ Comments _____

Note: You might enclose a schedule of your recruitment events, especially if there will be any in the alumnus' area. An invitation to these activities should be included with the letter.

APPENDIX XI

FOLLOW-UP LETTER FOR RUSH RECOMMENDATIONS

Dear Brother (name of alumnus):

On behalf of the brothers of (name of chapter) , I would like to thank you again for your recommendation of John Doe.

John was contacted by the chapter and invited to attend various functions during rush week.

(name of chapter) chapter has considered (name of prospect) for membership and announces the following action:

Pledged _____ (date)
Not Pledged _____ Action indefinitely postponed
_____ Bid declined _____ (date)

Comments

All things considered, we had a very successful recruitment program. Your interest in helping us accomplish this goal is much appreciated, and we hope you will continue to support _____ chapter.

Yours in ___*kai*___,

Recruitment Chairman

Note: If expense or time precludes a letter, a postcard can be substituted..

MOST IMPORTANT! Acknowledge all recommendations and follow-up.

APPENDIX XII

LETTER TO PARENTS

Dear Parents:

The Brothers of Beta Theta Pi wish to express pleasure in your son's decision to attend (Name of School) University living is an all-around experience which will enrich him in many ways.

We would like to acquaint both you and your son with the fraternity way of life. We have found that there is more to an education than can be learned in a classroom. Yet, in Beta Theta Pi we have always professed that the college and scholarship come first.

The more than 165,000 men who have signed the rolls of Beta Theta Pi over the past 159 years have made our Fraternity an integral part of higher education and community life. We have some 100 alumni associations where our alumni brothers continue to share in the enjoyment of our Fraternity.

At (Name of School), the Betas are involved in a variety of activities such as student government, intramural sports, community service and social activities. We manage a fine chapter house (lodge) accommodating (number) men. Our programs include scholarship, alumni relations, public relations and campus involvement.

We would like to tell you more about the fraternity system and Beta Theta Pi. Enclosed is a pamphlet about fraternities. We hope you will take time to review it.

Again, we welcome your son to (Name of School), and we especially look forward to meeting him personally.

Sincerely,

_____, Recruitment Chairman
for the Brothers of _____ chapter

Enclosure: Chapter recruitment brochure and/or General Fraternity recruitment brochure.

APPENDIX XIII

MAILING TO INCOMING STUDENTS

Dear Student:

The men of Beta Theta Pi Fraternity welcome you to (name of school). We feel you have made a wise decision in your pursuit of higher education.

Earlier we sent a letter to your parents briefly covering the benefits of fraternity life. There are many lifestyles available within the college community. You may live in a dorm or off-campus or in a fraternity house. We feel that membership in a fraternity has additional advantages which are available only through participation.

We take great pride in our university, fraternity and community. You will find our members active in all phases of university life. Naturally, one letter cannot begin to cover all the aspects of fraternity life. We would like to have the opportunity to talk with you personally (this fall) (this summer).

Graduation from college may seem a long way off but, before you know it, your undergraduate days will be over. Plan to make the most of your learning experiences. Consider the opportunities available through Greek life. Beta Theta Pi is a fraternity for life which is why we say, "Once a Beta, Always a Beta, Everywhere a Beta." We invite you to explore the possibility of joining our lifetime association.

Please feel free to drop by the chapter house at (address) once school opens, or call (phone number). In the meantime, if you have any questions about (name of school), Beta Theta Pi or the fraternity system, please write to our recruitment chairman, (at his summer address)_____.

If you would like additional information about the university or the Fraternity, you may contact this brother who lives in your area:

Name_____

Address_____

Telephone Number_____

We look forward to meeting you.

Sincerely,

* Enclose Recruitment Brochure

APPENDIX XIV

RECRUITMENT EVALUATION FOR PLEDGES

The following questions are designed to help Beta Theta Pi and the recruitment committee to evaluate the effectiveness of our rush program. Your answers will determine to a great degree the direction of future recruiting. (Circle the appropriate answer.)

1. How did you hear about rush?

Friend Letter Active brother Phone call
Pledge Poster Advertisement

2. What prompted you to come through rush at our house?

Encouragement of brother(s) Pre-rush note Phone call
Parties Food Advertisement Curiosity

3. How much did you know about fraternities before you rushed?

Knew a great deal Had some knowledge
Had little knowledge Knew practically nothing

4. What was your attitude toward fraternities before rush?

Very positive Generally positive Neutral
Unsure Negative

5. a) What impressed you most about rush at our house?

b) What didn't you like; impressed you the least?

6. What member(s) impressed you the most? Why?

7. Who was most responsible for your decision to join?

8. What most influenced you to join the fraternity?
9. a) If you rushed other houses, what impressed you about their rush?
- b) What impressed you least?
10. How much significance did you place on the house (physical plant) while rushing fraternities?
- Much Some Little
11. Did you gain much knowledge of the pledge program during rush?
- Yes No
12. Should we stress giving more information on pledging during rush?
- Yes No
13. What would your reaction have been to these forms of pre-rush publicity?
- | | |
|---|----------------------------------|
| a) Poster | Good Neutral Poor Negative |
| b) Form Letter | Good Neutral Poor Negative |
| c) Unannounced visitation | Good Neutral Poor Negative |
| d) Phone call from a Brother | Good Neutral Poor Negative |
| e) Ad in the Newspaper | Good Neutral Poor Negative |
| f) Handwritten note from someone you knew in the fraternity. | |
| | Good Neutral Poor Negative |
14. What points, advantages or opportunities should we stress during rush?

15. What improvements would you suggest for these phases of rush?

a) Pre-rush contacts

b) School Rush

c) Rush activities

d) Rush weekend

16. a) What would you have wanted to hear more about during rush?

b) Less?

17. Comments:

APPENDIX XV

A NOTE ON LEGACIES

A legacy is defined as a recruitment prospect whose father, grandfather, brother, uncle or other male family member is a brother in Beta Theta Pi. In most cases, this prospect feels a family obligation to Beta Theta Pi, and the chapter can wisely capitalize on this loyalty to strengthen its recruitment program. As members of one of the largest international fraternities, Betas have thousand of sons who want to be part of the experience which has meant so much to those they love and respect. In these cases, most of the chapter's work has already been completed after years and years of warm Beta stories that have become family legends.

However, sometimes the legacy does not fit in with a particular chapter. The chapter may have changed since his father was there; it may even be on a totally different campus. Or the chapter may fail to provide the environment and experience the prospect desires. He may be happier with another fraternity chapter or in other campus activities altogether. Therefore, we do not insist that every legacy receive a bid, but we do strongly suggest that the legacy be given every possible courtesy and consideration.

If a legacy does not fit into the chapter, there are courtesies and considerations which should still be extended. If a prospect is cut, the chairman should inform him in a tactful and considerate manner. The prospect will then be able to rush other houses, become part of the Greek system, and find a good experience in a chapter more to his liking.

We do not mean to sound didactic here, but sloppiness in handling recommendations in general and legacies in particular can seriously hurt an older brother's feeling of loyalty and love for the chapter. Look at it this way: your own son may one day go through recruitment at your house. There will be new faces and new leaders at the house, but you will feel

secure in knowing your brotherhood is giving your son or grandson an opportunity to see and know Beta Theta Pi. If he pledges another house or doesn't pledge at all, that's fine so long as your brothers made an effort to make him feel part of Beta Theta Pi. But if your son is overlooked, ignored or snubbed altogether, your feelings will be very different.

As always, if the legacy is not pledged, be honest in responding to a recommendation. You might say something like: "Mike is a fine young man and we sincerely appreciate your interest in letting us know he would be going through recruitment. However, we got the feeling that he would not be happy in the chapter. He has pledged another fine fraternity on our campus, and we feel confident that he will be happy with their lifestyle and philosophies. Again, thank you for your interest and continued dedication to Beta Theta Pi. We sincerely hope you will let us know of other promising men coming to school here and that you will stop by the house next time you are in the area."

What counts is that you made a sincere, honest, and genuine effort on behalf of another brother.

APPENDIX XVI

THE DOS OF RUSH

1. Be friendly and hospitable, whether you are interested in the man or not. Make sure that everyone who comes in contact with your chapter has a positive experience to take away with him.
2. Be a good listener! Keep the person talking about himself and asking questions for which he needs clarification. Don't dominate the conversation with your experience with the Fraternity.
3. Attempt to relay to each prospective pledge the personal benefits he will derive from membership in our brotherhood.
4. Keep a list of people attending the recruitment functions. Keep them in an up-to-date filing system.
5. Wear your Greek letters, shirts, coats, and badges whenever appropriate.
6. Always use a firm handshake, and concentrate on the prospect's needs. Look the man in the eye.
7. Speak truthfully and be as frank as possible in all conversations.
8. Treat all guests equally.
9. Ask local alumni to attend rush functions.
10. Encourage every prospect to pledge regardless of the fraternity. If you openly rush the Greek system, prospects will be impressed and you will get your share of pledges.
11. Point out the accomplishments of other brothers whenever you get a chance.
12. Say the name of each prospect four times in the first five minutes you meet him. This will ensure that you remember his name.
13. Make sure the house is always clean and neat.
14. Always use a positive approach. Say, "I look forward to seeing you tomorrow," not "I hope to see you."
15. Make sure the prospect meets other rushees in whom you are interested.
16. Encourage the prospect to give names of other rushees he'd like to see in his pledge class.
17. Always respect the man's wish to keep previous engagements and visit other fraternities.
18. Be relaxed-Be yourself-Don't be too pushy or scare prospects away.
19. Always try to be neat and well-groomed.
20. Be a good listener. Don't dominate the conversation.
21. Introduce rushees to brothers with similar interests and hobbies.
22. Rushing is a process of making new friends. Treat all your rushees as new found friends.
23. Don't forget one-on-one rush. Ask a prospect to go somewhere with you. He may be intimidated by large group gatherings and need more of a low-key effort to persuade him.
24. Create a relaxed atmosphere where the prospect will feel like one of the group. Be polite, but don't overdo the guest routine.
25. Ask all actives and pledges to wear their pins at all times.
26. Use the prestige of the General Fraternity in recruitment.
27. Remain within the rules during all rush functions.
28. Don't be afraid to make a commitment to friendship. Let the man know you like him and that you want him with Beta Theta Pi when the bids go out. Some chapters call this the oral bid.
29. Give ample consideration to all recommendations and legacies.

30. Reduce your contacts with rushees to a first name basis as quickly as possible .
31. Introduce yourself first.
32. Let him relax, perhaps by getting him away from the chaos of the big room.
33. Offer him some refreshments.
34. Be aware that he might be interested in seeing the house or the chapter's scrapbooks.
35. Never leave the guest standing alone.
36. Try to introduce him to brothers with similar interests, especially if you can't find any common ground yourself.
37. Always introduce him to someone else and get a new conversation going before moving on.
8. Never criticize another fraternity or any individual fraternity member. It is much more impressive to say good things about fellow Greeks.
9. Never leave a prospect by himself for any reason. There is nothing more uncomfortable than being alone among strangers. If you must leave, introduce the rushee to another brother first.
10. Don't try to attract new members artificially. Be yourself and as natural as possible.
11. Never lie to a prospect about the status of your chapter on campus. If they do their homework and ask around, they will catch you in a lie.
12. Never criticize brothers in your chapter for their weaknesses. Speak instead of their accomplishments and attributes.

THE DON'TS OF RUSH

1. Never leave a man in whom you are interested without making plans for his attendance at future rush events.
2. Never discourage a man simply because he doesn't appear to be your kind of material. You are selling the entire fraternity system, not just your fraternity, so there should be a house suitable for every prospective pledge.
3. Never make promises you can't fulfill. This leads to a high rate of depledging.
4. Never stay with one person too long. Give him a chance to meet as many of the brothers as possible.
5. Never take anyone for granted. Many a surebet has been lost to another fraternity.
6. Never let the first impression or appearance of a person prejudice your opinion.
7. Don't talk only about yourself. Listen to the guest and talk about what interests him. Satisfy his ego needs.

APPENDIX XVII

SCHOLARSHIP INFORMATION

Dear (name),

On behalf of the men of Beta Theta Pi Fraternity, I would like to congratulate you on your return to (name of university). You can be confident, that you have made a wise choice. In high school, you were no doubt a leader. Hopefully you will have just as great of an experience at (name of university).

As you begin your this year of study at (name of university), you will be faced with many additional choices to make: “Where should I live?” “How should I schedule my classes?” “What organization(s) should I join?” “Where should I work?” These are all important decisions that you will soon be making. We would like to help.

Beta Theta Pi Fraternity is dedicated to helping men at (name of school) become successful in all of their worthy endeavors. In an effort to further our cause, the men of Beta Theta Pi are offering (#) scholarships valued at (\$\$\$\$) to non-Greek male students at (name of university).

If you are interested in this scholarship, please complete the enclosed application and send it to (address) no later than (date). By applying for a scholarship, you are *not* committing yourself to membership in Beta Theta Pi or any other organization; rather, you are affirming your desire to strive for excellence. Applications will be reviewed and finalists will be chosen based upon demonstrated devotion to academic achievement, leadership, and a commitment to making both the university and community better places to live. The scholarships will be awarded at an invitation only reception following finalist interviews on (date).

Please feel free to contact me at (###-####) or (email address) should you have any questions or concerns. I look forward to receiving your application and meeting you this fall.

Sincerely,

(name)
President
Beta Theta Pi Fraternity
(name of university)

Dear (name),

Congratulations! You have been selected as a finalist for a Beta Theta Pi Scholarship. Selection was difficult, but your background and qualifications placed you above the rest.

As a finalist, you are invited to an interview, after which an awards dinner will be held to announce the winners of the scholarships. This will allow us to get to know each other on a more personal level. Interviews will be held on (date) at (place). Your interview is scheduled for (**time**). The awards dinner will begin at (time). Please respond whether or not you can attend. If necessary, alternate arrangements can be made. Please remember that recipients are in no way obligated to join our fraternity.

Please feel free to call me at (###-####) with any questions or concerns you may have. Again, the men of Beta Theta Pi congratulate you on the status of your application and we look forward to meeting you on (date)!

Sincerely,

(name)

BETA THETA PI SCHOLARSHIP INTERVIEW

NAME _____ INTERVIEWER _____

1. Elaborate on your extracurricular activities at your previous school.

2. How would you characterize yourself?

3. Have you ever thought about joining a fraternity?

4. Tell me about your leadership or teamwork experiences.

5. Twenty years from now, how do you want to remember your college experience?

Notes:

Dear (name),

Thank you for attending our scholarship dinner and interview on (date). I am glad I had the opportunity to meet you in person. After much deliberation and a thorough discussion of all applicants, the scholarship committee has determined the winners of the Beta Theta Pi scholarships for (term and year). They are:

(name) - \$\$\$\$\$

(name) - \$\$\$\$\$

(name) - \$\$\$\$\$

We congratulate these men, along with all other finalists, on their exceptional abilities. Again, the men of Beta Theta Pi thank you for participating in our scholarship program. We hope to see you again this summer and next Fall!

Sincerely,

(name)
Scholarship Chairman

Dear Brother (name),

On (date), the (university) chapter of Beta Theta Pi will host a reception/dinner for incoming freshman who are finalists for this year's Beta Theta Pi Scholarship. All finalists have been invited to bring their parents to the reception. We feel it would be most helpful to have our alumni present to speak with the parents of our applicants.

The reception will begin at (time). We would very much appreciate your participation. If you have any questions, please call (name) at (###-####). Thank you for your help.

Sincerely,

(name)
Scholarship Chairman