

Over 140 years ago...

*Our Founders built
this Fraternity on a
set of values.*



*They led men who shared
these values to join them in
Sigma Nu.*

Today it's your turn.

Resources

Recruitment Resources
www.sigmanu.org/vbr

Sigma Nu Headquarters
www.sigmanu.org

Prospective Member Website
www.becomeasigmanu.org



Sigma Nu's Values-Based Recruitment Program



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Website: <http://www.sigmanu.org>

What is VBR?

We all understand the concept of values-based recruitment: recruiting men based on the values of our Fraternity. But Sigma Nu's Values-Based Recruitment Program is more than just a concept; it's a package of products, services and resources designed to transform your chapter into a high-performance recruitment machine.



VBR takes a comprehensive approach to recruitment—from the theory behind values-based recruitment and its practical application, to step-by-step instructions for creating a seamless recruitment plan and the tangible resources to back it up. It's the WHY, the WHAT and the HOW to become an expert-recruiting chapter.

This is more than just recruiting with our values. This is building an effective, organized, structured and comprehensive recruitment program for your chapter that is rooted in the core values of Sigma Nu.

This is recruitment at the next level. This is VBR.

Office of RECRUITMENT CHAIRMAN

[Excelling with Honor]

Recruitment Chairman's Manual

The Recruitment Chairman's Manual is the theory behind values-based recruitment. Inspired by the recruitment philosophy of Sigma Nu Alumnus and NCAA Football Coach Al Groh and Rush vs. Recruitment, to the History of Fraternity Recruitment and the NIC 5-Step Model, the Recruitment Chairman's Manual reviews the concepts and theory that are the foundation for VBR.

Sigma Nu's Recruitment BLUEBOOK

[Building Rock Chapters... one brother at a time]

The Recruitment Bluebook

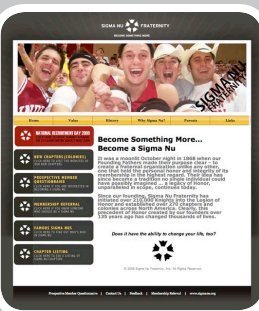
The Bluebook is a step-by-step instruction manual on how to create a values-based, year-round recruitment plan. It is the "nuts and bolts" or the "how to" of recruitment. Use the Bluebook as a guide to develop a year-round recruitment plan that your chapter will use. We believe the Recruitment Bluebook will revolutionize the way our chapters recruit.

Sigma Nu's Recruitment Skills Workshop

[Excelling with Honor]

Recruitment Skills Workshop

Sigma Nu's Recruitment Skills Workshop is an interactive session for the whole chapter focusing on individual recruitment skills. For new members ready to start recruiting and upperclassmen brushing up on their skills, it is a great way to get your chapter ready for recruitment every semester. The Skills Workshop can be facilitated by the Recruitment Chairman and his committee or your Leadership Consultant.



Prospective Member Website

Becomeasigmanu.org is Sigma Nu's recruitment website where our chapters can send potential recruits to find more information about Sigma Nu. With this resource, you always have a professional, interactive, up-to-date web site that you can publish on your local site for advertising and also direct prospective members to find more information.



10% Challenge

The 10% Challenge was created to give you, our collegiate chapters and your members, ownership in the growth of Sigma Nu Fraternity. The Challenge is posed to you: increase the number of men pledged and initiated into your chapter by 10% from the previous year. The 10% Challenge is by choice; only those chapters accepting the challenge are able to participate.



Marketing Materials

VBR offers a number of customizable marketing templates available for download, accompanied by detailed instructions to get your marketing materials professionally printed at a reasonable cost. You can customize your marketing to meet your specific needs, use the content created for you or a combination of both. Sigma Nu's marketing material will give your marketing plan a professional and consistent feel with minimal time and effort.



National Recruitment Days

National Recruitment Days bring together undergraduate chapter members and Sigma Nu alumni to identify and socialize with college bound, high school seniors. With support from the General Fraternity, regions host students so they can learn about Sigma Nu as they prepare for their collegiate experience.