

## Spring 2021: Virtual Recruitment Webinar

### Officer Transitions

#### **Recruitment Chairman Manual**

Your officer manual has been designed to essentially be a “how-to” guide for your officer role with a comprehensive amount of information on everything that is needed to be successful during your term.

#### **The Best Practices Library**

The Best Practices Library is a great online resource to regularly revisit so that you can locate creative ideas other chapters have utilized in the past to make their recruitment efforts successful.

#### **Year Round Plan**

Your recruitment plan should create an outline of your chapter’s recruitment efforts 365 days a year that identifies untapped student populations to recruit, how your chapter/colony will place an emphasis on always recruiting new members, and the frequency of informal or formal recruitment events that will take place throughout the year.

### Values Based Recruitment

Focusing on getting back to our roots is more important than ever in Virtual Recruitment. Chapters must take the superficiality out of recruitment (parties, t-shirts, houses, girls) and focus on the values of the Fraternity; Love, Honor and Truth. This means spending more time focusing on building personal relationships with PNM’s through 1 on 1 or 2 on 1 meetings.

### Selling Points

**“People don’t buy what you do, they buy WHY you do it.”**

**Simon Sinek, Golden Circle**

<https://www.youtube.com/watch?v=i-89IO5M7Lc>

You must know what your product is and how to pitch *why* it matters.

- Why does your chapter exist?
- Why are we unique?

### Chapter Participation

#### **Identify your best recruiters**

- Who are you comfortable with relaying chapter values, knowing the standards to join?

#### **Recruitment Committee Responsibilities**

- Marketing Coordinator
- Formal Recruitment Coordinator
- MPL Coordinator
- Incentive Coordinator

### Potential Recruitment Events

#### **1 on 1 / 2 on 1 / 2 on 2 / smaller pnm meetings**

*Keep it less than 10 people, this will help build Relationships with Potentials.*

#### **Info Session Presentation**

*DUES, Expectations as a candidate, The fraternity experience that you are offering, and requirements to join/be initiated.*

#### **House Tours**

*Use Facebook or Instagram Live, or use your budget to create a professional house tour video.*

#### **Parent Call with Chapter Advisor**

*Adding a sense of Security to PNM's parents and allows for any unanswered questions to be asked.*

#### **Virtual Alumni Panel**

*Have Alumni share Chapter stories and share their "Why's".*

#### **Utilizing Virtual LEAD with Guest Facilitators**

*Show PNM's the importance of your member development and experience.*

### Conversation Recommendations

#### **Good Questions to Ask**

How was your fall semester? What kind of things did you get into?

What's one quality your friends would say they like about you?

What types of community service work have you been involved in or would you like to be involved with?

What's your favorite thing to do in your hometown?

What is something unique that you can bring to our chapter?

#### **Topics**

How the potential new member is settling into college.

High school interests and activities

Movies, music, sports

Hobbies and interests

Mention something he is wearing, "I noticed your Jersey, are you a Braves fan?"

#### **The 5 F's**

- Friends: Do you know anyone in the chapter? What do you and your friends do on weekends etc...
- Family: How many siblings? What do your parents do? Where they Greek? etc.
- Firsts: First class, first football game, first week of classes etc. First time you went to...
- From : Where are you from? What high school? What's it like growing up in...
- Favorites: Favorite sports, activities, vacations etc.

#### **Remember...**

- Ask a lot of questions (people like to talk about themselves)
- Don't ever say negative things about other groups on campus.

Additional Resources

**COVID-19 Information & Resources**

<https://www.sigmanu.org/coronavirus>

**Recruitment-Specific Recruitment Resources**

<https://www.sigmanu.org/coronavirus#RecruitmentResources>

**Operational Excellence in a Virtual World\***

<https://www.sigmanu.org/collegiate-members/pursuit-of-excellence/virtual-operations/operational-excellence>

**Best Practices Library, Virtual Operations**

<https://www.sigmanu.org/collegiate-members/best-practices-library/virtual-operations>