



**Sigma Nu Fraternity**

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# **Advisement in Recruitment**

**Tips To Excel In Recruitment Coaching**

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# Introductions

## Headquarters Staff

**Todd Denson (Nichols State)**  
**Director of Alumni Advisory Programs**

**Evan Winebarger (Georgia Southern)**  
**Director of Expansion & Recruitment**

## Guest Alumni Advisors

**Scott Rutledge (Arizona State)**  
**Zeta Upsilon – Arizona State University**  
**Alumni Advisory Board Chairman, Chapter**  
**Advisor, & House Corporation President**

**Brian Zalewski (DePauw)**  
**Gamma Beta – Northwestern University**  
**Alumni Advisory Board Member**

# Overview

**Recruitment Advisor Description**

**Sigma Nu Recruitment Basics**

**3 Biggest Takeaways**

- **Communication**
- **Resources**
- **Coaching**

**Q&A**



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# Advisor Standards – Recruitment

sigmanu.org – Alumni & Volunteers – Alumni Advisory Boards – Guidelines – Recruitment Advisor Job Description

**Responsibilities: Advise the Recruitment Chairman and his committee on program management and goal setting for the chapter's Recruitment program.**

**Train and advise the Recruitment Chairman and Recruitment Committee to make sure that each new Recruitment Chairman is familiar with the chapter's recruitment program**

**Maintain weekly contact with the chapter Recruitment Chairman**

**Promote year-round recruitment plan and Values-Based Recruitment philosophy**

**Regular communication with the Alumni Advisory Board Chairman**

**Present recruitment programming best practices to the chapter**

***(Time Commitment: 3-6 hours per month)***

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# Why is Recruitment Important Beyond Formal Rush?

The earlier we plan, the better we perform

The earlier we recruit, the more potential members we can gain

Late spring/early summer is a GREAT time to begin

- High school seniors declare their college experience
- If we speak to a student before other fraternities, we have a MUCH higher expectations for them to join Sigma Nu
- Summertime can give flexibility and opportunities for innovative, fun events outside of your college town

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# What Members Are Learning About Recruitment

## **“Build Upon The Brand”**

- **LEAD(ership)**
- **Love, honor, truth**
- **Helping Hand Initiative**
- **Anti-hazing principle**
- **What else?**

## **The Why**

- **“Why is Sigma Nu unique?”**
- **“Why does a recruit need Sigma Nu?”**

**Where are our prospects currently? What’re they involved in? What are they interested in?**

**What is our school’s demographic? Where and how do people come to our campus?**

**Who is already living our brand?**

**How is the chapter’s recruitment progression methods effective?**

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# What Members Are Learning About Recruitment

## Planning is fundamental, but also make or break

- The pitch...what are the most frequently asked questions in rush and how do we best respond?
- The events
- The conversations
- Your marketing
- Presentation & impressions

## Buying into “the brand” (alumni & students)

- Creating a process that adheres to the brand

# Communication

- Consistency in your communication with Recruitment
- Chairman/Committee/Commander Channel
- Create spaces alumni updates, involvement opportunities, and invitations
- Chapter Referral system
- Alumni Newsletters
  - Recruitment Goals
  - Recruitment Results
  - Transparency in the ideal candidate
  - How to refer/donate/get involved







## RHO CHAPTER

SIGMA NU FRATERNITY *at* UNIVERSITY OF MISSOURI

### Rho Chapter Recruitment Needs Your Help!



30 new Sigma Nu, **Rho** Chapter members were initiated on January 23, bringing **Rho** initiates to 2,717! There are 16 Spring 2022 pledges.

**Rho** Chapter recruitment ("rush") for Fall 2022 has begun! Alumni referrals are an essential part of successful recruiting.

The Recruitment Chairmen request that all **Rho** alumni refer as many recruitment candidates as possible. **Rho** especially needs referrals from Kansas City, Springfield, and small-to-mid-size Missouri towns.

The **Rho** Chapter Recruitment Chairmen are:

**Matt Kadlec**  
(314) 960-5479

**Max Arenz**  
(630) 432-0208

[siqmanumurush@gmail.com](mailto:siqmanumurush@gmail.com)

Please e-mail or text names, phone numbers, and the high school of potential recruitment candidates to Matt and Max.

Or, there is an information form on the chapter's web site that you or the recruit can complete: [sigmanumu.com/recruitment](http://sigmanumu.com/recruitment).

The Fall 2022 recruitment goal is 50 young men of good character!

Please refer your son, nephew, grandson, or other relative entering Mizzou. Ask your high school-aged son, daughter, nephew, niece, grandchild, or neighbor for names and phone numbers of male classmates that will be attending Mizzou. Is there a young man at your church that is attending Mizzou? Or, maybe you coach a team (or have a child on a team) and have players, brothers of players, or parents of players that can provide referrals. Ask your co-workers.

Who do you know that should be in the next picture of **Rho** chapter initiates?

The Recruitment Chairmen appreciate alumni help. Let's support Rho's recruitment. Thanks!

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### Sigma Nu **Rho** Chapter

710 S College Ave  
Columbia, MO 65201  
816-269-9775

Contact Us



# Resources

## Tap into your alumni network:

- **Facility/event spaces (country clubs, boardrooms, restaurants, sporting event tickets)**
- **University connections via alumni**
  - **Donor access to events, university spaces, etc.**

## Tap into your student parent network

- **Strength in parent support**

## Not reinventing the wheel



# Coaching

## Regularly scheduled calls with the chapter

- **Stating clear goals, expectations, and areas of focus**

## Clear understanding of our recruitment tactics

- **Chapter events**
- **Chapter communication tactics to gain interest**
- **Access to the chapter's Master Prospect List & ability to add to it from alumni referrals**

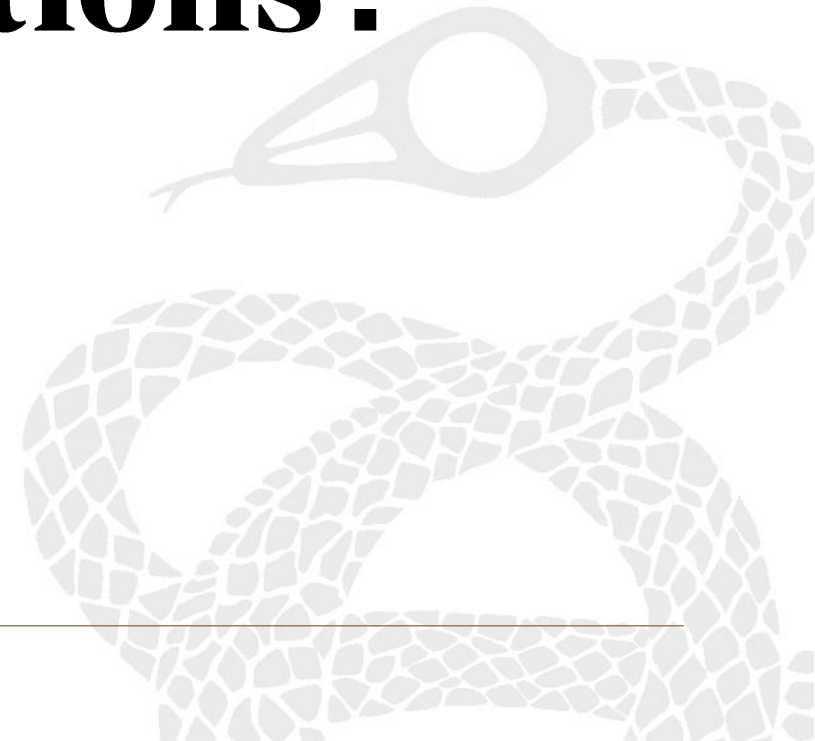
## Alumni involvement in recruiting

- **Alumni-themed events during recruitment**
- **Non-alumni-themed events**
- **Alumni phone calls to potential new members**





**Questions?**





# Thank You!

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**Resource Links:**

**[Alumni & Volunteers](#)**

**[Best Practices Library - Recruitment and Manpower](#)**

