



Sigma Nu Fraternity

Recruiting Volunteers Webinar

February 28, 2024

Today's Presenters

- **Todd Denson (Nicholls State)**



Recruiting Volunteers



Importance of Getting and Staying Involved

"Your association with Sigma Nu Fraternity does not end with college. Ours is a Fraternity for life. In fact, full appreciation for Sigma Nu does not come instantly; often it takes years to gain a complete understanding and appreciation. Rest assured that alumni experience and involvement in our Fraternity – on both the local and General Fraternity level – are essential ingredients in the successful operation of our international organization. No chapter survives for any length of time without strong and involved alumni backing."

- The Legion of Honor

Why Do People Volunteer?



- Leadership, Power, & Prestige
- Sense of Duty
- Service or Interest in a Cause
- Recognition

Why Do People Volunteer?

Leadership, Power, & Prestige:

- highly visible positions of authority
- These people respond well to titles
- Comfortable planning, organizing and direct others.

Sense of Duty:

- Belief in the importance of giving back
- Want to reciprocate for their fraternal experience
- Want others to have a great Fraternity experience too

Service/Interest in Cause:

- Interest in helping others
- Make good Alumni Advisory Board Members
- Make good LEAD Facilitators

Recognition:

- Want to be acknowledged for their contribution
- Interested in high-profile positions

Why Volunteer for Sigma Nu?

**Belief in Sigma Nu's mission to
"develop ethical leaders"**

**More important now than any other
time in our lifetime**

**Insuring today's college student
has the opportunity to have the
same positive experience that that
others were fortunate to have over
the last 155 years**



Investing in Young Men

"Why should I volunteer?"

Men of Honor = good citizens

Educational success

Improve Career Readiness

**Teach how to resolve ethical
dilemmas**

Create a sense of professionalism

**This is the "WHY" in our
volunteer efforts**



Where do we find Volunteers?



Identify Your Volunteer Needs

- Do you have a Job Description?
- What characteristics are you looking for in a volunteer
- How many hrs/month is expected?
- Flexible schedule?



Identification of Potential Volunteers

- **Past Commanders**
 - Usually stay connected and involved
- **LEAD Chairmen**
 - Often engage alumni to provide facilitation and can be a good source for names
- **Members from Other Chapters**
 - Contact Headquarters to help find alumni in geographic area
- **Keep list of "Potential Future Volunteers"**
 - Look for standout collegians
 - Keep in contact
 - Keep them engaged after graduation
- **Parents**
 - No issue with parents serving on your Alumni Advisory Board



Where Do We Find Volunteers?

- Local Alumni Events
- National Alumni Events
- Active referrals
- Division Commanders
- HQ referrals



Develop a Culture of Serving

- **Current Volunteers often are the best recruiters**
- **Inspire other to Action**
- **Share their positive experiences**
- **Celebrate your volunteers**



Communication is Crucial to Success

- **Share your positive experiences**
 - Take photos of your interactions, post them on Facebook
 - Talk about your Alumni Advisory Board or House Corporation Board in your newsletters
 - Celebrate your volunteers with awards or recognition of service
- **Sleuth Your Social Media**
 - Review Comment Section for those who regularly engage
 - Invite them to upcoming events
 - Ask them directly about their interest in hearing more about volunteer opportunities





Develop a Multi-Year Plan

- **When approaching potential volunteers, it is important to discuss a multi-year plan**
 - **Many alumni are nervous about open-ended commitments, and rightfully so**
- **More likely to have potential alumni volunteers recruit their closest brothers**
 - **Easier to rotate and hand off positions to people they trust more**
- **2-3-year plan sends a signal to the active chapter that the alumni are organized**
 - **Will incentivize recent graduates to be involved**

Plan for Transition

- Plan Ahead
- What is your plan for Onboarding
- How will materials be passed down
- When and where will training occur



Always be Ready to Recruit

- **Get Contact information and follow up**
- **Share volunteer opportunities**
- **Create your elevator pitch for getting others involved**
- **Have a place for everyone**



Always be Ready to Recruit



Make It Personal

- Fathers of sons – future legacies need a chapter to belong to
- Remind them of their time in chapter and the impact on their lives (pay it forward)

Keep it Simple

- Let them know that it is not “the” chapter advisor, but member of team of advisors

Keep it Limited

- Not looking for a few decades of service, but a few years
- Remote advisement is much more common now and helps minimize time commitment

Share Successes

- Show how advisors make a difference
- Share chapter success stories and how advisors helped contribute

Share Rewards

- Let them know how volunteering has helped you personally – share your story!!

Maximize Event Opportunities



- **Look for opportunities to Recruit**
- **Attend Parents functions**
- **Class reunions**
- **Host events at the house to catch people passing through**
- **Look for out-of-the-box opportunities**

Utilize Your Division Commander



Why are Division Commanders Vital in Recruiting Local Volunteers

- **Most knowledgeable about the organization structure**
- **Knowledgeable of key alumni in your Division**
- **Understand the needs of each group**
- **Keeper of Intuitional knowledge**
- **Work closely with Staff**

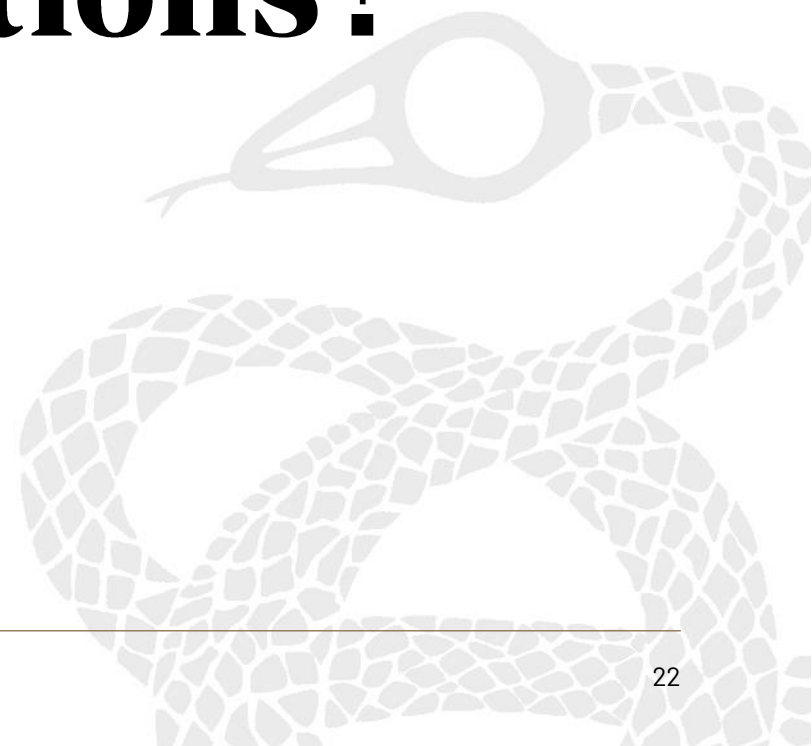


Make it Enjoyable

- Fun is the secret ingredient to volunteer engagement and
- Create an environment where volunteers can easily develop personal connections
- A positive and enjoyable atmosphere keep volunteers coming back



Questions?

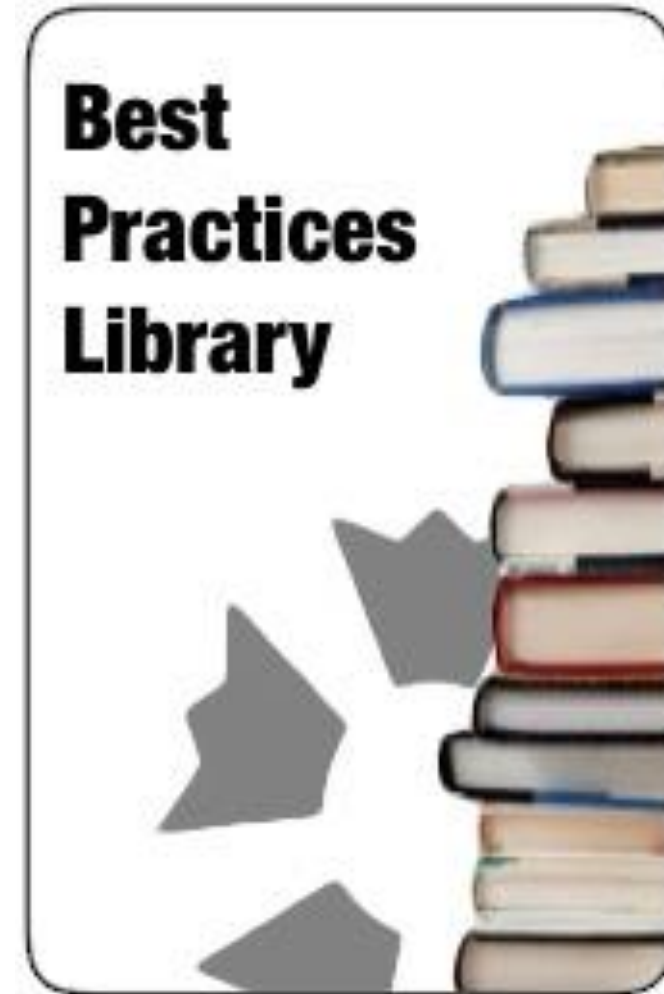


Recruiting Volunteers



Alumni Resources

- [Alumni Advisory Boards](#)
- [House Corporations](#)
- [Alumni Development](#)
- [Alumni Engagement](#)



Thank You!



Contact Information

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[Alumni Advisory Board Overview](#)

[Alumni Best Practices Library](#)

[Division Commanders](#)