

Section 1: Recruitment Pre-Planning

- **Section 1.1: Creating a Names List**

- Section A: Dean's List

As a new exec board emerges, I propose the President of Delta Upsilon shall send out an email or formal letter addressing the students of Ohio University that have made the Dean's List. This group consists of people of high standing, and many would make great fraternity men. The email/letter should acknowledge their academic accomplishments and should extend an invitation to look into Greek Life, in particular the gentlemen of Delta Upsilon.

- Section B: Upperclassmen With a 3.0 GPA

The main recruitment tool shall be an extensive names list containing names of non-Greek upperclassmen men with a 3.0 or higher GPA. Delta Upsilon strives to have men with higher GPAs so this is a logical list to start off of. Certain exceptions will be made if we as a brotherhood find that the prospective brother is striving to maintain academic excellence.

- **Section 1.2: Member Positioning**

- Section A: Organizations

As we actively recruit students that are very involved and active around campus we must utilize our brothers in the clubs and activities that they are in and we must strive to get brothers involved in other activities as well.

- Section D: Outstanding Programs

Apart from campus life, there are other opportunities for members of Delta Upsilon to become involved and position themselves in different activities, such as UPC.

- **Section 1.3: Chapter Meetings**

- Section A: Compiling Interest

At chapter every week brothers can give names of individuals that they would like to recruit, are recruiting, or would like other brothers to contact. While doing this other brothers will become aware of possible new recruits and can begin to notice them around campus. Brothers can befriend them which will help follow the dynamic recruitment principle "People join People."

- Section B: Coordinate With Other Chair Positions

Before recruiting the recruitment chair should coordinate with other chair positions to help create events and to help begin recruiting. For example, the recruitment chair could coordinate with the social chair to create social events for recruitment.

- **Section 1.4: Set Recruitment Goals**

- Section A: Outstanding Bids

First things first, identify which individuals have outstanding bids. Brothers must talk with them and discuss reasons for not joining then and hopefully can convince them to join at the current time period.

- Section B: Winter Quarter

After taking into account the differed bids, the fraternity should come up with a recruitment goal for the upcoming semesters. Traditionally less people are recruited in the spring. Many people may become interested, but often individuals wait until the

spring to join the fraternity.

- **Section C: Spring Quarter**

Many people have gained interest in the fall and winter quarters and are more likely to join by the springtime as they've had time to think about becoming a part of Greek life. Also, we must take into account two major things: how many new members the fraternity has gained in the fall semester and how many members the brotherhood is graduating at the end of the school year.

Section 2: Dynamic Recruitment

- **Section 2.1: "People Join People"**

People will be more inclined to join an organization if they know more people in that organization. If an individual knows a lot of brothers, they are more likely to join rather than someone who barely knows of Delta Upsilon. Therefore, brothers must be active and must get to know these potential new members so they will be more inclined to join.

- **Section 2.2: Getting to Know the Individual**

As said above, brothers must make a conscious attempt to get to know the potential new members. They can do this through lunches, activities, or chance meetings around campus.

- **Section 2.3: Executive Introductions**

- **Section A: Executive Board**

While getting to know potential new members, one should introduce them to the executive board. It is important that they know who the current leaders of Delta Upsilon are as they should represent our ideals to the fullest and should show off Delta Upsilon very well.

- **Section B: Chair Positions**

While getting to know the individual, chair positions should come next. Introducing these individuals can show that Delta Upsilon is a productive organization that is much more than just a group of guys. Potential new members can see that there are positions available to them once they are active members.

- **Section 2.4: Effective Recruiting Strategies**

- **Section A: Peer Recommendations**

One of the easiest ways to find new recruits is by consulting your peers. Often, friends see others that can fit into your organization very well and recommend them to you.

- **Section B: Faculty and Staff Recommendations**

Another effective strategy is to go to Faculty and Staff members for guidance. Often they know high upstanding individuals that they've had in class that could possibly fit into your organization.

- **Section C: Peer Activism**

If certain people are good friends with many Delta Upsilon gentlemen, they may actually help you recruit other members. One prime example of this is with sorority women. Sororities do not (for all that I'm aware of) recruit men, so they can recommend them to join fraternities instead. If the individuals like Delta Upsilon a lot they may recommend that men come and check out Delta Upsilon rather than other fraternities.

- **Section D: Pickup Sports**

Inviting individuals to pick up sports games is an easy and harmless way to get potential new members to meet brothers.

- Section E: Intramural Sports

As with pick up sports, inviting individuals to play on intramural teams is another harmless way to get potential members to meet brothers. They also will get to work with brothers as a team and can befriend many brothers as the intramural season continues.

Section 3: Static Recruitment

(This is what Phi Mu Delta does, we should strive to set up similar events)

- **Section 3.1: Large Scale Events**

- Section A: The Phi Mu Delta Halloween Party

This party is held in the lower levels of the Phi Mu Delta house and currently this year was a “wet” event. Many new members attended the event and other potential members also attended. There was a costume contest and the party was basically run like a TRAX event.
- Section B: The “Bro-Ho-Ho”

The “Bro-Ho-Ho” is traditionally a Christmas party held within the lower levels of the Phi Mu Delta house. In the past this has been an open event. In the future the social chair and the recruitment chair would like to make the “Bro-Ho-Ho” a specific recruitment event. Each brother will be allowed to bring one potential recruit to the party. The party will specifically be a dry event and will have various activities from ugly sweater contests to pool. Festive music and food will be present.
- Section C: The Phi Mu Delta Beach Party

This event is the largest and most public event that Phi Mu Delta does. We openly accept donations to St. Jude’s Children Hospital and we heavily advertise this event. This event should also be a strong recruitment event as many brothers attend this event and are very open and social towards all people attending their event.
- Section D: “Rush Week”
 - Video Game Night
 - Study Night
 - Movie Night

- **Section 3.2: Small Scale Events**

- Section A: Sporting Events
 - The Super Bowl
 - We hold a small get together to watch the super bowl. This is a very small and informal event which many people feel comfortable attending. We attracted several recruits last year and we plan on possibly doing events like this for other activities such as baseball, hockey, basketball, etc.
- Section A: Any Events...
 - Study Hours / Study Nights
 - Game Nights
 - Any other suggestions from brothers..... We traditionally don’t do many small scale events. We as a brotherhood would like to plan many smaller events to attract potential members as larger events may scare away people that may have initial fears of fraternities or fraternity houses.

Section 4: The Pitch

- **Section 4.1: Subtle Hints**

When getting to know a potential new member, Delta Upsilon and Greek life should not be brought up initially. Getting to know the individual on a personal level first off is most important. After creating a friendship or some sort of formal relationship, subtle hints can be added in to your conversations. This doesn't involve directly telling the individual to join a Greek organization. Instead, brothers should simply bring up the activities that they're participating in. For example, "Hi how's your day?" – "Good, I just came from chapter." – "Oh, what's that?" This way individuals create curiosity about what you're doing and may be inclined to learn more about what you, their friend, are doing.

- **Section 4.2: Setting Up a Meeting**

Often after creating interest a conversation or meeting should occur that lets us formally explain what Delta Upsilon is. We should explain our goals, ideals, values, and financial expectation. This can happen at lunch in Baker but a meeting can occur anytime either in the cafeteria, in a dorm, or even at the Front Room.

- **Section 4.3: The Pitch**

- Section A: The Five F's

FAMILY / FRIENDS

FAVORITES

FIRSTS

FUN

Where are you FROM / FUTURE

- Section B: Diverse Brotherhood

Delta Upsilon has a very diverse brotherhood with members involved in a multitude of activities and organizations with very different interests as well. Some enjoy video games, others sports. Certain brothers love literature and love to read, others play guitar, or write their own music. If you're interested in something there's more than likely a chance that we have brothers interested in it too. There are a multitude of majors as well ranging from Creative Writing to Business to Music Ed. to History.

- Section C: Brotherhood Involvement

Our brothers are involved in many things across campus. See Below:

- list to be built here

- Section D: Didn't Expect to Join a Fraternity

This point often intrigues many people. As many of us came to college, almost all of us didn't expect to join a fraternity. This was because we all had pre-conceived notions of what fraternities were. After learning about the ideals and true identity of Phi Mu Delta, we then felt comfortable joining. Showing them that we too didn't expect to join a Greek organization helps them feel more comfortable with the idea of joining a fraternity.

- Section E: NO Hazing

As students have preconceived notions about fraternity life in general, they also have ideas about how fraternities treat their new "pledges." They often picture men with paddles and other displeasing actions. In Delta Upsilon we have a NO HAZING policy that we abide by strictly. This also helps students feel more comfortable with joining our Greek organization.

- Section F: The Point of Fraternities

First of all one could explain that we are committed to service and are required to do community service or that we have other positive aspects. We have a fraternity house

and have weekly meetings. We plan and run events, support charities such as Big Brothers Big Sisters, etc. If this isn't a determining factor for people (say if they are already involved with similar things) then there are also other appealing attributes of fraternity life. Many brothers explain that Delta Upsilon has "made them better men." Many individuals are leaders around campus, but fraternities make you try and lead your peers rather than random people who decide to join your respective club or group. Fraternities can also make changes in the world by being a bigger organization. Amongst brothers and your national organization fraternities can influence things, serve the community, donate money to causes, can raise awareness about things, and can generally be productive organizations in the world.

- **Section G: Networking**

Fraternities offer great networking opportunities. Past graduates of Delta Upsilon often come looking for new employees or can help you find jobs. Family and friends of brothers are also there for you and can help set up additional job opportunities and interviews.

- **Section H: The True Meaning of "Brotherhood"**

The true meaning of brotherhood is an outstanding aspect of Greek life. Your brothers will always be there for you no matter what. If feeling down or distressed, brothers will always be there to pick you up. If hosting an event or doing you something that you love (Musical Performances, Readings, Other contests) brothers will be there to support you. Also there's a difference between friendship and brotherhood. Friendships are created on numerous factors whereas brotherhood is created by common ideals and values that all your brothers possess. You may all have very different interests but when it comes down to it, you all possess the same ideals, values, and commitment to service and can come together as one cohesive brotherhood.

- **Section I: Time**

If the potential member believes that he doesn't have enough time, one should explain that there is always enough time, you simply "get out of it what you put into it." The more time you invest in Phi Mu Delta the more leadership opportunities may come your way. Also, mention current brothers that have unlikely cases. Some are Varsity Athletes, others are music students... two cases in which free time does not exist, yet they are able to attend many meetings and participate in many events.

- **Section J: Service**

We are committed to service and we require our brothers to commit to helping out with our Community Service events every quarter.

- **Section K: Obligations (The House & Finances)**

As a member you must explain the obligations about being in Delta Upsilon. First of all there is the obligation to fill the house. This may seem like a daunting task, but explain the upsides of living in a fraternity house. We don't host raging parties every week, it's a quiet enough environment to do work, and you live with all of your friends at once. Then there's the financial obligation. Then explain that the money you pay to join a fraternity goes for very legitimate things. You are required to pay a new member installment which is used to purchase a pin and initiation events (as well as the other stuff). Then regularly dues are collected each semester and the money is used for insurance for the house, to fund the national organization, and for all the positions in Delta Upsilon. Most positions have their own budget so the fraternity can be productive. For example certain amounts of money go to the social chair and he uses that money to help create social events such as Homecoming and Greek Week. If the prospective member thinks this is still unfeasible, explain about the plans we have set up where brothers can pay off their dues in separate installments to be less burdensome.

- **Section 4.4: Questions / Concerns**

More than likely as you meet many questions will arise and many concerns will be addressed. Be sure to answer each question thoroughly and don't be afraid to go to other brothers for assistance. The President and other Executive Board members should be prime contacts for any issues that may arise.

Section 5: The Follow Up

- **Section 5.1: Member Contacts**

In the future I would like to assign each potential member a several contacts of which they know are in Delta Upsilon. These individuals can keep in contact with the potential new members and can be there to answer any questions or concerns that the potential new members may have about Greek life or Delta Upsilon.

- **Section 5.2: If Given a Bid...**

After getting to know the individuals for a decent amount of time, a key question should be asked, "If you were given a bid right now, would you join?" This shouldn't be a question asked initially when getting to know someone, but after showing interest for some time this question is an effective tool to gauge where potential new members stand on joining Delta Upsilon or not.

Section 6: The Bid Process

- **Section 6.1: Bid Meetings**

- **Section A: Organization**

The meetings shall be held outside of Chapter or during Chapter at the discretion of the President and recruitment chair. A PowerPoint presentation may be compiled beforehand of potential new members who have expressed interest or that Delta Upsilon has expressed interest in. The PowerPoint should have a photo of each potential new member, what activities they are in and what stance they have on joining Delta Upsilon.

- **Section B: Voting**

After viewing each slide or referring each candidate discussion will ensue on each candidate. After completing discussion on each person voting will commence. If brothers feel that voting on the individual is not appropriate at this time, brothers can make a motion to "table" the individual or wait till a later time to vote on them. Brothers can vote Yes, No, or Abstain for each new potential member. If a recruit receives majority vote they then may receive a bid.

- **Section 6.2: The Bid Handout Process**

- **Section A: Bids**

Bids will consist of a letter saying that they are offered an invitation to join the fraternity. It shall also consist of a formal letter from Delta Upsilon signed by the current new member educator and president explaining that if they have any questions or concerns they should not hesitate to talk to any current brothers about their issues. Lastly a Greek life interest form will be included so their personal information (name, address, phone number, etc.) can be compiled for the Greek life advisor.

- **Section B: Bid Handout**

For bid handouts, members of Delta Upsilon will dress up in suits and ties and bid will be assigned to one member at a time. Bids are handed out to the individuals at their respective places of residency and while walking there members should remain silent.

Upon arrival to the individual's dorm, the bid will be presented and each member of the brotherhood will shake the recipients hand while saying "congratulations."

- **Section 6.3: The Follow Up**

After bids have been handed out, the assigned contacts should keep in contact with the potential new members and should be there to answer any questions or handle any issues they may be having. They should also politely try and help convince the potential members to sign their bid. Often people need that little push to help make that leap of fate into Greek life.