

to Better The Man Scholarship Checklist

Alpha Sigma Phi Fraternity

This checklist will help the chapter implement the *To Better the Man* Scholarship.

Planning ahead is essential towards maximizing the potential with this scholarship. By starting early and following the steps outlined in the checklist, the chapter has the potential to significantly build a Names List, which is the primary purpose of offering this scholarship.

While following these steps will improve the likelihood of success, the most important thing that can be done is having men follow-up with all applicants after the scholarship has been awarded through personal invitations to events, eating meals together, working out, etc.

Planning ahead is essential. The scholarship mailing takes a large amount of time and preparation. You should start planning several months in advance and be conscious of important dates and holidays which may fall during that period. Below is a sample schedule:

- Late March/Early April
 - Contact the Admissions office to get a list of all incoming men with contact information (ideally, you would get email addresses but you may only be able to get home addresses). This might be free or there may be a nominal charge.
 - Registration and Records office should be contacted if you are interested in also communicating the scholarship information to current students. Obtaining email addresses for current students should be easier, as well as on-campus mailing addresses. Again, this might be free or there may be a nominal charge.
- 3rd week of April
 - Cover Letter & Application sent to all incoming men and/or returning male students encouraging them to apply for the scholarship.
 - Establish a Scholarship Committee, chaired by the Scholarship Director. This committee will be responsible for interviewing all applicants the first ten days of school. Typically, the Recruitment Director also serves on the Committee. If possible, interviews could be conducted over the summer and is especially impressive to both the applicant and his parents.
- 2 weeks before school starts (early August)
 - Scholarship applications due.
- The two weeks leading up to the start of school (August)
 - Phone calls to every applicant to schedule an interview.
- First day of the academic year (August/September)
 - Reminder phone calls and/or emails to remind men of their interviews. Phone calls are extremely personable and will serve to improve the return on investment.
- First two weeks of the academic year (August/September)
 - All interviews are held and men are invited to the gathering where the winner will be announced.
- 2nd or 3rd weekend of the fall term
 - Hold the gathering (cookout, dessert reception, etc.) honoring the applicants and announcing the winner.
- Following Day
 - Send out formal e-mail announcing the winner of the scholarship.
 - Send press release to campus newspaper with a picture of the recipient holding the scholarship certificate.
 - Thank all participants and provide them with a calendar of events that they should be encouraged to attend.

