

Team Recruitment

Alpha Sigma Phi Fraternity

Men are naturally competitive in almost everything they do; we can use this to our advantage when trying to get the most out of recruitment by dividing the Chapter into teams. The teams will then compete against each other to see who gets the most men to join the Fraternity. There are several different ways you can divide the members into teams for recruitment depending on what you think would be best for your individual Chapter.

■ Have a Draft

Select the best recruiters in the chapter as team captains. Have the team captains conduct a draft with the understanding that they will be competing amongst each other for whatever incentives are being offered. The captains will draft members of the chapter to be on their team. These teams should be comprised of anywhere from 4-6 members.

■ Personality Teams

All of our chapters are very diverse in nature, which is a good thing, and this should be used to our advantage when recruiting. Divide teams up into personality/personal interest groups such as athletes, student leaders, academic-focused, community service oriented, social, etc. The responsibilities of these teams are to recruit guys that are similar to them. The athletes, for example will be responsible for recruiting other athletes while the student leaders will be responsible for recruiting other student leaders.

■ Two Man Armies

Sometimes strength is not in numbers. Divide up two man teams for the entire Chapter. The teams can have two men of similar personalities or different personalities to help balance each other out. These two man armies will then be responsible for picking times during the week that they will recruit together. These times should be given to the Recruitment Director to be placed on the calendar for accountability purposes.

During these times of the week, maybe 2-3 times, each team will approach students and strike up conversation. The key is not to mention the Fraternity at all but rather to invite the potential new member to attend a scheduled event (dinner, pickup game, cards, watch football, etc.). After having a casual conversation and inviting them to the event, be sure to get their contact information and schedule a time to pick up the potential new member.

Regardless which team approach your chapter takes, the key is to have active participation, built-in incentives, and superb follow through. Remember to always leave an appointment/event/meeting with a follow up plan to connect, along with getting contact information for all potential new members.

