



The Next Step

QUOTES OF THE WEEK

“Who you get is not determined by what you want. It’s determined by who you are.”

- John Maxwell

THIS WEEK’S TOPIC – THE CULTURE OF RECRUITMENT

“Event-itis” – the unfortunate and incorrect perception that people join Fraternities because of rush events. A widespread phenomena in the Greek Community

The truth is this: The value of Brotherhood is hard to explain to people randomly walking around campus, or at a big party. Recruitment events are merely a forum that your Chapter can use to demonstrate brotherhood and get to know potential members.

The uglier part of the truth is this: Nearly no one wants to be recruited into a Fraternity. Because of the Greek system’s poor reputation, stereotyping, and because many Greeks continue to live down to our stereotype, the value of Fraternity Membership is nearly invisible to most potential members.

Your job as a Chapter (not just the rush chairman) is to show potential members the value of becoming members. How?

- Be aware of, and comfortable with, your Chapter’s Identity. Chapter Identity derives from each of the current chapter members, the alumni, and even the Fraternity’s history. Be able to describe the Chapter with more than “We have great Brotherhood”
- Be aware of, and careful with, your Chapter’s Image. Chapter image is what the Chapter *appears to be* from an outside perspective (not necessarily what it actually *is*). By effectively communicating the Chapter’s Identity to the campus & community, you will make the Chapter’s image more accurate. This requires *demonstrating* your identity to the outside world, not just talking about it.
- Every semester, less & less people show up to Fraternity events with any interest in joining. The people who show up spontaneously are often just looking to live out the Frat-guy-party-stereotype. This means that you will have to go to campus and actively recruit people *just to come to your rush event*. It is hard work. You will have to meet these people face-to-face, one-on-one, build some sort of rapport, and eventually get them interested in the Fraternity.
- Ironically, the larger an event, the less successful it might be. Why? Great recruitment requires personal interaction. The more people you have at an event, the harder it is to personally interact with all of them. People join your Chapter because of the Brothers, not the events. This is where the old “Quality vs. Quantity” argument has a small element of truth.

Suggested Reading from ***The 21 Irrefutable Laws of Leadership***:

Chapter 9 - The Law of Magnetism: Who You Are Is Who You Attract

TIP OF THE WEEK:

Develop recruitment events that play to the strengths of the Chapter’s Identity.

Many of our members (statistically about 80%) would say “I never thought I would join a Fraternity” or “I had no interest in going Greek.” This seems to be a key element of Chapter Identity that hasn’t necessarily made its way into Chapter Image. Why hold

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Frat-Guy-style rush events when the majority of your members (and most potential members) say they were never interested in that sort of thing? *Develop recruitment events that play to the strengths of the Chapter's Identity.*

P.S. Free food at rush events is still always a good thing.