

**This is a sample and not designed for full implementation, rather it presents a sample of what a 365-Recruitment Plan can look like as defined in the Recruitment Manual.**

## **Theta Delta Chi Sample 365-Recruitment Plan**

### **Purpose:**

This Recruitment Plan will guide the Charge through a 365-recruitment process that is values driven. This process will lead the Charge in recruiting new members who value the improvement of their intellectual, moral, and social being. Strategies explained are optimally used during a 365-recruitment process, and are best utilized before the formal recruitment (rush) period. The 365-recruitment format is essential to the growth of the Charge's Brotherhood.

### **Role of Recruitment Chair/Committee:**

The role of the Recruitment Chair/Committee is to oversee and track the progress made on the criteria of success. Every brother must take an active role in recruitment. It is the responsibility of the Recruitment Chair/Committee to manage the recruitment plan and make sure that each step is being followed.

### **6 Components of a Successful Recruitment Plan:**

1. **Metrics:** Criteria for Success
2. **Find:** Build Your Names List
3. **Attract:** Attracting Potential New Members (PNMs)
4. **Select:** Prepping the Bid List
5. **Ask:** Addressing Concerns
6. **Secure:** Offering Bids

### **Metrics: Criteria for Success**

1. A new member class of 10-15 members.
2. 50% of the Charge being involved in an extracurricular activity
3. A list size of at least 150 people
4. Each member having informal interaction with at least 3 different PNMs

## Find: Building a Names List

- The Charge will develop an outline of attributes, standards and values that they are searching for in PNMs. Recruitment activities, events, and interactions will be centered around this outline.
- Every week the Charge will submit PNM names to the Recruitment Chair/Committee. These names will be added to our master list.
- To increase our recruitment reach, Brothers will be encouraged to join an extracurricular activity of personal interest outside of Theta Delta Chi.

The screenshot shows a Google Sheet titled "TDX Master Recruitment List" with the following data:

	A	B	C	D
1	<b>Brother Submitted</b>	<b>PNM Name</b>	<b>PNM Contact</b>	<b>Where PNM Was Met</b>
2	Jack	Abel B.	###-###-###	Student Body Governemt
3	Brian	Drew G.	###-###-###	Veteran Affairs Office
4	John	Rick W.	###-###-###	Gym
5	John	Manuel V.	###-###-###	History Class
6	Ateka	Ryan E.	###-###-###	Dormitory
7	Jim	Quincy G.	###-###-###	Intramural Sports
8	Jim	Andre Q.	###-###-###	Science Lab
9	Greg	Harry N.	###-###-###	Photography Club
10	Carlos	Caleb B.	###-###-###	Class Project
11				

## Attract: Attracting PNMs

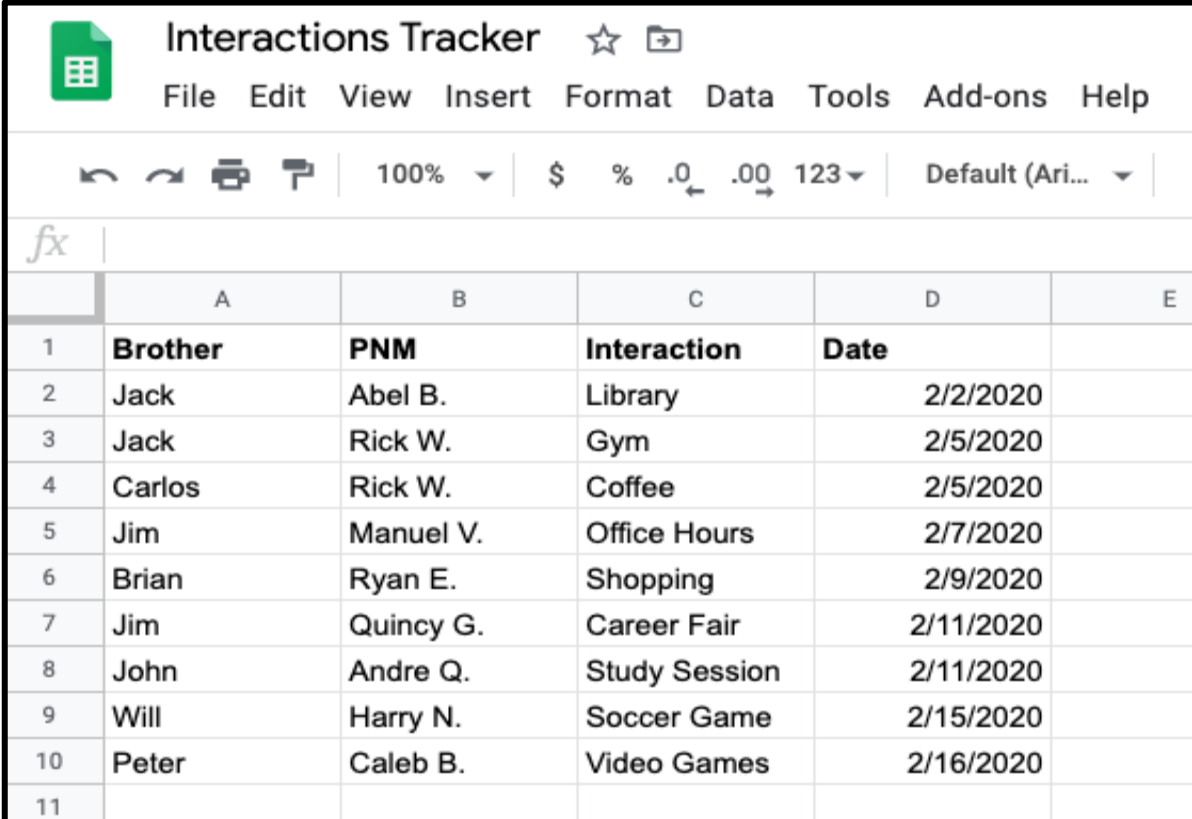
- Charge members will engage PNMs in 3 informal interactions throughout the week.
  - **Informal Interactions:** Interactions are not Charge organized; Brothers regularly do these activities on their own time. These events are not formally sponsored by the Fraternity.

Informal Interactions Examples		
Intellectual	Moral	Social
Study at the Library	Clean Up Campus	Lunch
Attend Office Hours	Attend Fundraiser	Video Games
Attend Academic Event	Nature Trail	Gym
Casual Debate	Hospital Visits	Pick-Up Sports
Discuss Class/ Career Goals	Random Acts of Kindness	Shopping

See appendix A

## Attract: Attracting PNMs...(continued 1)

- The Charge will track the informal interactions of the Brothers to ensure each Brother is taking an active role in recruitment and that the PNMs remain in contact with the Charge.



The screenshot shows a Google Sheets spreadsheet titled "Interactions Tracker". The spreadsheet has a menu bar with "File", "Edit", "View", "Insert", "Format", "Data", "Tools", "Add-ons", and "Help". Below the menu bar is a toolbar with icons for undo, redo, print, and insert, along with numerical and percentage settings. The spreadsheet itself has a header row with columns labeled "A", "B", "C", "D", and "E". The data rows are numbered 1 through 11. The data is as follows:

	A	B	C	D	E
1	<b>Brother</b>	<b>PNM</b>	<b>Interaction</b>	<b>Date</b>	
2	Jack	Abel B.	Library	2/2/2020	
3	Jack	Rick W.	Gym	2/5/2020	
4	Carlos	Rick W.	Coffee	2/5/2020	
5	Jim	Manuel V.	Office Hours	2/7/2020	
6	Brian	Ryan E.	Shopping	2/9/2020	
7	Jim	Quincy G.	Career Fair	2/11/2020	
8	John	Andre Q.	Study Session	2/11/2020	
9	Will	Harry N.	Soccer Game	2/15/2020	
10	Peter	Caleb B.	Video Games	2/16/2020	
11					

- After engaging the PNMs informally, the Brothers will engage the PNMs in formal interactions.
  - **Formal Interactions:** Planned events that are sponsored by the Fraternity.

**Attract: Attracting PNMs...(continued 2)**

Formal Event Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Watch Party				Video Game Tournament		
	Library Lock-In					Philanthropy/ Service Event
					School Sporting Event	
Veteran Affairs Collab						BBQ

*List of Formal Events:*

- *School Sporting Event*- Charge attends home sporting event.
- *Philanthropy/ Service Event*- Charge volunteers at a local charitable organization.
- *Veteran Affairs Collab*- Charge does a collaborative service event with the Veterans Affairs Office.
- *BBQ*- Charge hosts a barbeque, with outdoor games.
- *Watch Party*- Charge hosts a watch party for a movie, sporting event or pay-per-view event.
- *Video Game Tournament*- Charge hosts a video game tournament.
- *Library Lock-In* - Charge hosts a large study session, with coffee and snacks.

## Select: Prepping the Bid List

- Charge begins to refine the Master List into a priority PNMs list. This priority PNMs list assumes that there is mutual interest between the Charge and each PNM. This list represents the PNMs that the Charge would like to invite to participate in the upcoming new member class.
- Brothers will volunteer to be Points of Contact (POC) for these PNMs. These POCs will be responsible for continuing the engagement of the PNMs both formally and informally.

	A	B	C	D	E	F
1	<b>PNM Name</b>	<b>PNM Contact</b>	<b>Where PNM Was Met</b>	<b>POC Brother 1</b>	<b>POC Brother 2</b>	<b>POC Brother 3</b>
2	Abel B.	###-###-###	Student Body Governemt	Jack	John	Carlos
3	Drew G.	###-###-###	Veteran Affairs Office	Brian	Greg	Jim
4	Rick W.	###-###-###	Gym	John	Hunter	Aaron
5	Manuel V.	###-###-###	History Class	John	Jim	Craig
6	Ryan E.	###-###-###	Dormitory	Ateka	Jack	Kai
7	Quincy G.	###-###-###	Intramural Sports	Jim	Greg	Jack
8	Andre Q.	###-###-###	Science Lab	Jim	Carlos	Will
9	Harry N.	###-###-###	Photography Club	Greg	Will	Aaron
10	Caleb B.	###-###-###	Class Project	Carlos	Ateka	Brian
11	David S.	###-###-###	Campus Clean Up	Craig	Hunter	Will
12	Paul L.	###-###-###	Career Fair	Hunter	John	Jack
13	Sergio H.	###-###-###	Internship	Will	Aaron	Ateka
14	Thanh N.	###-###-###	Student Union	Kai	Jim	John
15	Matt S.	###-###-###	Activities Fair	Aaron	Craig	Greg
16						

## Ask: Addressing Concerns

- The POCs will ask the Priority PNMs about their concerns regarding membership, participation, and expectations. POCs will (1) validate and then (2) address those concerns.

*Example Concerns:*

**PNM:** “I’m worried about the cost of membership.”

**Brother:** “Completely understandable, here is a breakdown of our dues and what they go towards, our treasurer also works with each brother to create a payment plan. Scholarships and Grants are also available through the Educational Foundation.”

	A	B	C	D	E
1	<b>PNM Name</b>	<b>PNM Contact</b>	<b>Where PNM Was Met</b>	<b>Concerns Addressed</b>	<b>Validated By</b>
2	Abel B.	###-###-###	Student Body Governemt	Yes	Jack
3	Drew G.	###-###-###	Veteran Affairs Office	Yes	Greg
4	Rick W.	###-###-###	Gym	Yes	Hunter
5	Manuel V,	###-###-###	History Class	Yes	Jim
6	Ryan E.	###-###-###	Dormitory	No Yet	
7	Quincy G.	###-###-###	Intramural Sports	Yes	Jack
8	Andre Q.	###-###-###	Science Lab	Yes	Carlos
9	Harry N.	###-###-###	Photography Club	Yes	Will
10	Caleb B.	###-###-###	Class Project	Yes	Hunter
11	David S.	###-###-###	Campus Clean Up	Yes	John
12	Paul L.	###-###-###	Career Fair	Yes	Aaron
13	Sergio H.	###-###-###	Internship	Not Yet	
14	Thanh N.	###-###-###	Student Union	Yes	Aaron
15	Matt S.	###-###-###	Activities Fair	Yes	Jim

## Secure: Offering Bids

- The Charge will discuss each PNM and determine eligibility for a bid based on the attributes, values and standards outlined earlier in the recruitment process (*refer to Page 2.*)
- The President, Recruitment Chair, and POC Brother will meet with the PNM and explains why the Charge values the PNM and has elected to give them a bid.
- These meeting will be held one PNM at a time.
- Expectations of the new member will be provided in written format (*reference Theta Delta Chi New Member Education Plan*) and explained during this meeting.

## Resources

- List building activity from the organizational growth company Phired Up
  - [http://phiredup.publishpath.com/Websites/phiredup/images/Mind\\_Joggers\\_Mens.pdf](http://phiredup.publishpath.com/Websites/phiredup/images/Mind_Joggers_Mens.pdf)
- Informal and formal interaction ideas from the organizational growth company Phired Up
  - [http://phiredup.publishpath.com/Websites/phiredup/images/Phired\\_Up\\_Small\\_Events\\_Mens.pdf](http://phiredup.publishpath.com/Websites/phiredup/images/Phired_Up_Small_Events_Mens.pdf)
- Link to Recruitment Excel sheet template
  - <https://docs.google.com/spreadsheets/d/13frQBkIDR6zywmFuqwWz3S902tJqJOYDgq6SXtN3czo/edit?usp=sharing>
- TechniPhi's recruitment and PNM tracking software.
  - <https://www.phiredup.com/chapterbuilder>



## Appendix A



## Phired Up Free Resource

Small Activities

### SOCIAL

mixers/double-dates  
video games  
restaurant meal  
lake/beach/creek  
downtown  
putt-putt  
comedian/entertainer  
lock in  
barbecue/pig roast

campus programs  
cook authentic ethnic cuisine  
board games  
camping/hiking  
tubing/boating  
house party/birthday party  
homemade dinner  
drive in movie  
pay-per-view event

poker/card games  
road trip  
blind dates  
frisbee golf  
bon fires  
movies  
go-karts  
tailgate  
local music

### SCHOLARSHIP

study tables  
honor society event  
lectures

campus programs  
debate  
book club/reading groups

tutoring  
jeopardy

### ATHLETIC

intramurals  
major/minor league sports  
campus sports games  
swimming  
biking

tournaments  
train for a competition  
bowling nights  
paintball/laser tag  
dodgeball/kickball

workout  
yard games  
pick up games  
billiards/darts  
golf

### SERVICE

random acts of kindness  
campus programs  
spontaneous fund raisers

partner w/sorority or fraternity  
clean-up or chalk campus  
ask local church, *how can we help?*

hospital visit  
habitat project  
nature trail

### LEADERSHIP

ropes course  
campus programs  
capture the flag

student senate meetings  
community council meetings  
mastermind group

team builders  
adventure trail  
rally/protests

### CULTURAL

theatre  
chorus/serenades  
prayer groups  
shows (cars, dogs, tech, etc.)  
campus speaker  
formal dinner w/alumni

non-mainstream band  
religious service  
political rally  
state fair  
poetry/coffee house  
dance club/line dancing

concert  
museum  
step show  
history tour  
ballet  
symphony

### OTHER

interest meetings  
create something (arts)  
break a world record  
favorite TV show night  
snow/sand sculptures

build something  
prank a friend  
pre-game rally  
student union  
haunted house

hang out  
shopping  
fireworks  
hookah/cigars  
laundry

Helping Fraternities and Sororities Grow.

