

The Do's & Don'ts of Recruitment

Do!

- **Do** introduce yourself to each recruit with a firm handshake. He is in an unfamiliar environment, and it is each member's responsibility to make him feel comfortable.
- **Do** be confident in yourself.
- **Do** invite alumni to attend your recruitment events. Let your alumni share their experiences with recruits.
- **Do** make a concerted effort to remember each recruit's name. Use his name often in conversation (i.e. "Hello Chris, it is nice to meet you.") Repeated use of the recruit's name makes him feel comfortable and at ease, and will also help you to remember his name when it's time to introduce him to another brother. Role playing activities are great opportunities to practice remembering names and making introductions.
- **Do** offer to get the recruit a non-alcoholic refreshment. People feel more comfortable when they have a beverage in their hands.
- **Do** be enthusiastic at all times. In the words of Ralph Waldo Emerson, "nothing great was ever achieved without enthusiasm."
- **Do** introduce recruits to other brothers as well as other recruits. You may want to introduce the recruit with a lead-in to facilitate the transition. For example, "This is Chris. Chris is a scratch golfer, and he plays the guitar."
- **Do** organize smaller, informal events during the early stages of recruitment. For example, organize brothers and recruits into groups of five or less and plan activities for each small group, such as eating together, attending movies, or playing a sport. Larger recruitment events will be more comfortable for both brothers and prospective members when friendships have been made first during smaller, informal activities.
- **Do** probe for more information. Reinforce his response by talking about it and asking questions such as "How so?" or "What does that involve?" rather than questions that will only solicit yes-no responses.
- **Do** provide the recruit with transportation to and from the recruitment events.
- **Do** follow up with recruits after they attend your event. A phone call or an e-mail will go a long way for your chapter. Even better, make an effort to speak in person with recruits after your event.

Do Not!

- **Do not** release the handshake until you are sure of the recruit's name.
- **Do not** talk excessively about yourself. Listen to the recruit and talk about what interests him. Do not talk about sterile subjects (hometowns, majors, etc.). Listen to what the recruit has to say, and then discuss his interests.
- **Do not** leave a recruit by himself for any reason. There is nothing more uncomfortable than being alone among strangers.
- **Do not** criticize any other fraternity or individual. It is much more impressive to say good things about your fellow Greeks. Besides, the number one chapter has no reason to criticize others. Only the inferior chapter will feel the need to criticize others.
- **Do not** use foul language around the recruit. It accomplishes nothing and is often likely to offend someone.
- **Do not** be rude to anyone. Even if a recruit is not likely to receive a bid, treat him with equal regard. Arrogance and impoliteness will only alienate other prospects.
- **Do not** rush to the refreshment line ahead of your guests. A gracious host is a good host.

- **Do not** convince a man to pledge if he cannot afford it. This is the surest way to create a financial burden for the chapter.
- **Do not** stay with the recruit if you begin to discover that you have nothing in common. Introduce him to another brother if the conversation is stalling.
- **Do not** congregate in large groups with other chapter brothers during recruitment functions. Congregate around the recruits. There will be ample time to talk after the event.