

THE OFFICIAL TKE RECRUITMENT GUIDE



TAU KAPPA EPSILON
— Better Men for a Better World —

DESIGN A WINNING PROGRAM

WHAT YOU NEED TO KNOW TO SET UP A SUCCESSFUL
RECRUITMENT STRATEGY

PLANNING & PERFECTING YOUR EVENT

THE ANSWERS YOU'VE ALWAYS WANTED TO KNOW

CLOSING THE DEAL

LEARN ABOUT THE PROPER WAYS TO EXTEND A BID



Introduction

There's no question: membership recruitment is the single most important aspect of any chapter or colony. Without continuous recruitment, the Fraternity would cease to exist. That is why every member—both alumni and collegiates—are responsible for sustaining the lifeblood of the Fraternity.

Is there a problem within the chapter? Is there an aspect the group wants to improve? Is there a problem that seems impossible to fix? All of these problems boil down to correctly assessing the situation and figuring out the chapter's needs when it comes to recruitment. There is a reason we call it the lifeblood of the Fraternity.

In this guide, you will find the basic elements of a great recruitment program.

- 01 Theory of Membership Recruitment
- 02 Designing a Winning Program
- 03 Planning & Perfecting Events
- 04 Closing the Deal

It's important to note the information presented is only an overview. To further your knowledge, it is recommended you attend a [Province Forum](#) and [Regional Leadership Conference](#) hosted by Tau Kappa Epsilon's Professional Staff and volunteers.



Theory of Membership Recruitment

01 OVERVIEW

Strong membership is the foundation of any successful group. Without a large group of members, chapters fail to compete socially, academically and athletically with peer organizations on campus. As a result, the importance of recruitment cannot be understated.

The men who join your brotherhood today will lead your chapter's accomplishments tomorrow. The more men who join, the greater your chapter will become.

In today's world, it is simply not enough to recruit for numbers or to have the largest chapter on campus. Numbers are irrelevant if the men in your chapter are not actively contributing. It is important to examine what each potential new member is bringing or can potentially bring to the chapter. Before each PNM is evaluated we should ask, 'Is this man we are bringing in going to solve problems in our chapter or create problems?' No matter how big or small the problem is, it is important to use this as an evaluation. We are helping to build men mentally, morally, and socially—not cause problems nor should we be seen as an outlet to escape. We are a vehicle of growth.

While this guide serves as an overview for membership recruitment, it is important to note that recruitment is not the same on every campus. Norms and perceptions of Fraternity and Sorority Life vary from region to region and should be considered prior to beginning any recruitment efforts.



"Man is a social being. Our whole structure evidences the absolute interdependence of man. Reclusiveness is dwarfing to man's best qualities. Intimate and frequent contact with our fellows is necessary to symmetrical development. As a consequence, organizations whose purpose is to promote these ends are to be fostered and encouraged."

—Declaration of Principles

Theory of Membership Recruitment

02 QUALITY V. QUANTITY

Numbers are a result, not a vision. Numbers might get you momentary awards, fast growth, and eye-popping looks, but it does not necessarily bring sustainable success, which is what every TKE chapter and man should be reaching for. It is important to invest in quality as opposed to quantity. Our top chapters have found the equation to get both **every, single** time.

Too often, poor recruitment efforts are combated with the excuse of “quality over quantity.” In reality, true quality recruitment is determined by the number of men you turn down, not only the men you accept.

By creating a large pool of potential new members, the quality of a new class is determined by finding the best men available. For example, a recruitment class of 25 men that were selected from a pool of 100 will always garner greater quality than a class comprised of the first 25 quality men to approach.

As a result, quality and quantity are not mutually exclusive. Rather, they go hand in hand.



Activity

As the recruitment chairmen of your chapter or colony, please complete the following exercise yourself, then have your committee complete it next, followed by the entire chapter. After, share your thoughts, the committees, and the chapter results with the entire group. Being on the same page is important and 99 percent of the Fraters in your chapter should be on the same page. Ideally, this would happen by the first chapter meeting back at school - before recruitment happens. It is important to assess where you are at on the map. Where have we been? Where are we now? Where do we want to go? It is important to be honest.

1. What are five things needed for the chapter to grow?
2. What are five single behaviors that we are trying to change in members of our chapter (in the context of recruitment)?
3. What are old problems we deal with (think of issues that come up year after year but are never solved)?
4. What are five areas you personally look at when assessing your chapter?
5. What are five ways to build your chapter's name list at your University?

At the end of this exercise, have everyone write down their vision for recruitment this year and the chapter in three years. Where do they align? Where do they differ? What is a common point to move the chapter forward? Remember, no one wants to see the chapter fail. Everyone just has different ideas of how the chapter can succeed.

Theory of Membership Recruitment

03 ADDRESSING EXCUSES

Time and time again, chapters and colonies that fail to reach their recruitment goals quickly resort to creating an excuse. Before moving forward, let's address all the reasons why you're not fit to succeed.

Campus Size: Whether you attend a 1,200 or 60,000-plus student campus, there just aren't enough quality men to recruit.

Answer: On small campuses, students quickly get to know their peers, making introductions much easier for breaking the ice and beginning the recruitment process. On large campuses, there is no shortage of potential new members. Odds are current members have friends from high school looking to get involved. While each campus is different, both present an opportunity. Every man on every campus wants to be successful and well known. How can you make sure that they associate TKE with those qualities in a positive way? Social media, involvement in campus organizations, partnerships with other organizations or sororities are important. In recruitment and in life we strive to create Fans, Friends, and Followers. Whether people can join, want to join, or are eligible to join TKE or not, it is important that they sing the praises of our members and our organization.

Chapter House: You don't have a chapter house and all the other fraternities do. Or maybe your house is just smaller than all the others.

Answer: Good! Less than 50 TKE chapters actually own a house and it shouldn't be a determining factor in whether your chapter is worthy to join. When other fraternities simply highlight their house, you should demonstrate the substance of your membership by hosting events off campus, organizing philanthropic or community service projects, and attending school events. Make your membership the point of discussion, not the fact that you don't have a house.

Theory of Membership Recruitment

Tight Brotherhood: If you get too big, you'll lose that awesome brotherhood you currently share, right?

Answer: Here is a challenge for you, reach out to each of your friends in every Fraternity on campus. Ask them what is so special about their Fraternity; 95 percent of the time, they will say the brotherhood. Every single Fraternity on most campuses will highlight their brotherhood whether they are 10 men or 205 strong. Numbers do not determine a strong brotherhood. It is the duty and commitment of each member to establish meaningful connections. What are you teaching in New Member education that encourages this? What are you living out day to day that backs your claim up? Those are the factors of a "tight brotherhood" not recruitment numbers or lack thereof.

Close brotherhood is a function of how the membership is built and the level of trust, respect and communication in the chapter; it is not a function of size. If you're concerned about growing too quickly, reach out to other chapters for advice. Visit TKE.org/Find-A-Chapter for contact information.



Designing a Winning Program

01 OVERVIEW

Successful groups are innovative; they develop programs and ideas each year to meet a changing campus environment. It is important that your committee work together to develop new ideas and plans since a team will generate more ideas than any one individual. Fresh event themes, new activities and tactics will give your group an edge over other chapters on campus who are using outdated ideas and programs. Be creative!

Don't forget all good programs are very specific and are planned well in advance. **Your recruitment program should include:**

TEAMS	Recruitment is not a one-man project. It takes a team.
GOALS	Set the bar by establishing the minimum expectations.
EVENTS	Now is not the time to overthink. Just make it fun and creative.
BIDS	Close the bid and ask him to recommend others to join.
24-7-365	Always be identifying, practicing and planning for success.

Carefully consider all the activities that will be included in the recruitment program. As you develop your plans, you must remember to include a great deal of personal attention. Men don't join fraternities because of brochures, parties or activities. Men join fraternities because of personal attention from chapter members. Men join because people are interested in them, in what they have to say, and what they can contribute as new chapter members.



Designing a Winning Program

02 APPOINTING A RECRUITMENT COMMITTEE

Appointing a recruitment committee is not as easy as it may seem. It's not about just selecting the one or two most outgoing individuals. Sure, they'll be essential to the greater scheme, but who will market, coordinate and shake hands throughout the recruitment process?

While the recruitment chairman is often the quarterback of the recruitment process--making the reads, calls and throws--he's useless unless he can hand or throw the ball to someone else. That's where team members come in!

Not every position is necessary, but below are a few ideas for ways to divvy up the workload. When everyone has a sense of involvement in the recruitment process, each team member will have a sense of pride when the team succeeds. **Recruitment requires all hands on deck - everyone has something they can contribute to the Fraternity, even as simple as making sure you don't run out of food. Our rule of thumb: leave no man on the sideline.**

EXAMPLE POTENTIAL RECRUITMENT TEAM MEMBERS:

Role #1: Recruitment Chairman

Liaison for all matters of recruitment and lead contact person for potential new members. He is essentially the link between potential new members and the active chapter. This person should be organized, dependable and respected.

Role #2: Transportation Coordinator

Lead member in charge of making sure transportation is provided for active and potential new members. This does not mean providing bus passes. Take the time to coordinate active members to drive potential new members to events.

Role #3: Marketing Coordinator

This individual is in charge of marketing on campus, social media and within the chapter. He will lead the charge when it comes to flyers around campus, posts on Facebook, Twitter, Instagram and Snapchat.

Role #4: Logistics Coordinator

Lead man for when it comes to preparing the events on-site or at the chapter house. He will ensure everything is planned ahead of time and the space is prepared. Cleaning up after the event is also an essential responsibility.

Role #5: Food Coordinator

This member will be in charge of handling the cooking/food pickup for events taking place at the chapter house or on campus. This differentiates from the logistics coordinator due to the physical act of assuring food is at the event.

Role #6: Event Coordinator

This chapter member will be in charge of planning the events that will take place to recruit the new members of your chapter.

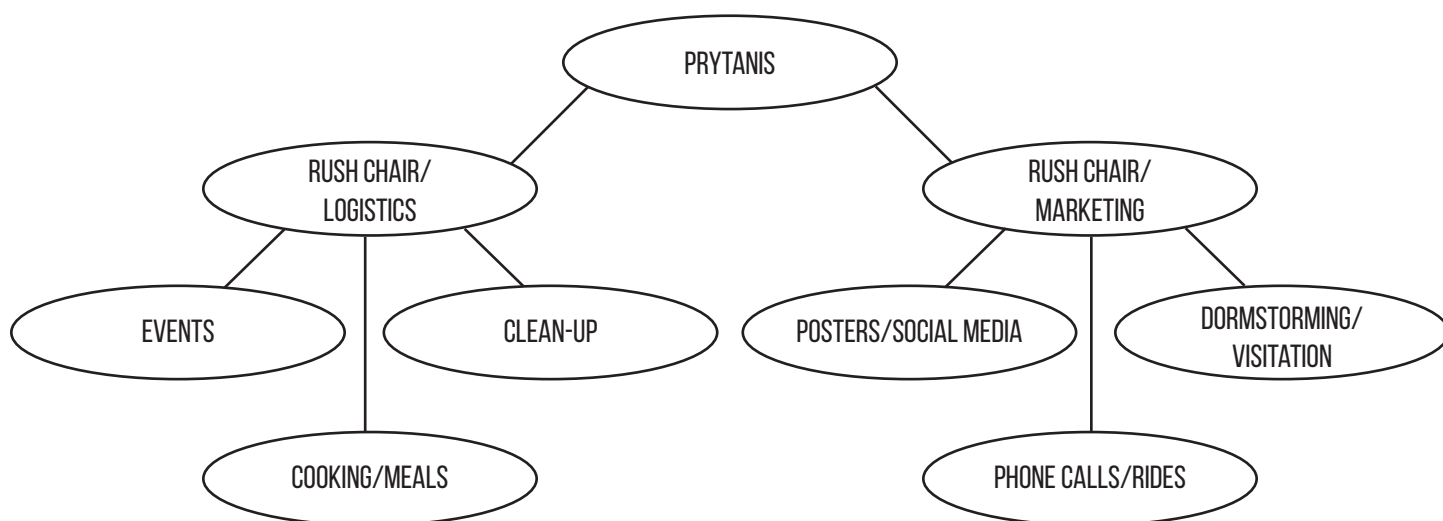
Note: At the end of the day, positions can be created or removed based on the needs of each chapter. Perhaps you need two or three marketing or event coordinators. By evenly distributing the workload between members, you can focus on what matters the most: recruiting new members.

Designing a Winning Program

DUAL RECRUITMENT CHAIRMEN SYSTEM

Now that you have an idea for ways to hand out responsibilities during the recruitment process, it's time to organize the chain of command. In this example, a dual recruitment chairmen system is used. It is an excellent way to evenly divide the work involved for every member of the recruitment process. However, it's critical for both recruitment chairmen are on the same page and work together throughout the process.

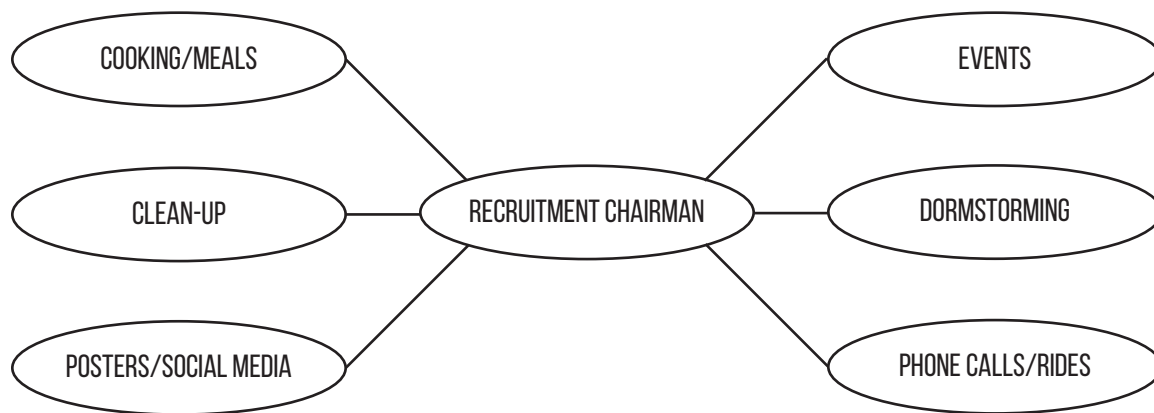
This method is recommended for Deferred campuses or summer recruitment campuses. One person cannot do it alone and all bases must be covered at the same time. Why wait to recruit your next Prytanis or famous alumni?



Designing a Winning Program

SINGLE RECRUITMENT CHAIRMAN SYSTEM

On the last page we covered a dual recruitment chairmen system. On this page, you can see how every aspect of the recruitment process falls under the direction of the one recruitment chairman. It can be overwhelming, but not unbearable. As long as the recruitment chairman is well-organized and passionate about the position, he can efficiently coordinate the recruitment process without hesitation.



Designing a Winning Program

03 SETTING A GOAL

Successful recruitment programs include a goal; a specific number of new members the chapter is looking for and a deadline. This should be the first item addressed at your chapter retreat prior to the start of the academic year.

A goal should not simply be the number of members it is to keep you afloat. Rather, it should be the number of quality men you need to grow! Every chapter in TKE Nation should strive for more than 25 quality men every year.

If that makes you nervous, quickly calculate the number of potential Tekes on campus. You'll see there are more than 25 quality men on campus.

04 WHO SHOULD YOU LOOK FOR

Really, the question is who shouldn't you be looking for, and that answer is much more simple: Those who cannot afford their dues and those who are only looking for a good time. At the end of the day, dues will need to be paid to operate the Fraternity at the local and international level. If an individual is unable to afford dues, it's likely to become a bigger issue in the long run.

Second, Tau Kappa Epsilon's well-known mantra is "Better Men for a Better World." If someone is not interested in bettering themselves, odds are they won't be enrolled in school for very long. Stick to recruiting anyone and everyone looking to uphold the honest convictions of the Fraternity: Love, Charity and Esteem.

Third, know what you are looking for and who you are losing to graduation. If you would like to increase your chapter's GPA, look for members from honors programs/organizations or raise your standards. To put on better events, look for members who often attend or host events on campus. To be better at intramural sports, look for people at the gym or play pick-up games on campus where you need extra people to play a game of 3-on-3, etc. The same applies with all other aspects of the Fraternity.

Designing a Winning Program

05 KEYS TO GOOD COMMUNICATION AND IMAGE

Tip #1: Say Hello and Introduce Yourself

When you greet someone, they will almost always give you the courtesy of returning the greeting. If you tell them your name, he'll tell you his, and now you've got an introduction.

Tip #2: Smile and Shake His Hand

First impressions are everything. Your body language is key to making someone feel comfortable. This will set you up for the next steps to follow.

Tip #3: Get His Name

If he's told you his name, repeat it. Repeating his name serves two purposes: One, people like to hear their own name, and two, repeating it will help you remember it.

Tip #4: Ask Him a Question

Once you've exchanged names and handshakes, you want to actually start a conversation. The best way to do this is to ask a question. The best questions to ask are open-ended ones, which cannot be answered with a simple yes or no.

Tip #5: Listen

It seems obvious, but sometimes our tendency is to ask another question or start talking ourselves. Listen carefully to what he's saying and learn about him as a person.

Tip #6: Look Him in the Eye

Looking someone in the eye is a good way to help you read body language and non-verbal signals that can help you in conversation.

Tip #7: Get Him to Talk About Himself

Find out what he's interested in, and ask him about it. Avoid stock questions for anything other than introductory purposes.

Tip #8: Reflect

Reflecting is the skill of checking out what you hear and repeating it back to the person as you interpret it to ensure that your meaning matches his meaning.

Tip #9: Ask "Why?"

Asking someone why they feel a certain way will let them know you are genuinely interested in finding out more about him and making a friend, not just gathering information.

Tip #10: Avoid Conversation Distractions

Do not smoke, chew gum or wear sunglasses. Don't watch the television behind him, and don't try to involve yourself in other conversations around you. Focus on the conversation and be an active listener.

Tip #11: Open the Door for Future Events

If you're talking with someone you want to talk to again, invite him to the next recruitment event. Give him a specific date, time and purpose. Also, take his contact information.

Bonus: Practice

Meeting people and carrying on engaging conversations is a skill, like any other. As such, the more you practice, the better you will get and the more comfortable you will feel.



Planning & Perfecting Events

01 RECRUITMENT EVENTS IDEAS

It's important to think about what each event says about your brotherhood. Recruitment events are a great demonstration of the brotherhood you share. However, having the "best events" on campus doesn't guarantee quality men or the biggest class. Utilize events for their intended purpose – to interact with people and show them how much you value your fraternity experience. Once potential new members see the value, they are much more likely to join. After all, people join with communities, not events.

Have a marketing plan for your events. Have written posts and images ready to go that members can easily share on their own social media. When someone responds, create a template for DMs for members to utilize.

Video game night? It's great for small gatherings, but usually not good for interacting with a ton of potential new members. Community service event? This is great for interacting together and makes potential members feel part of the group. See the difference? There is no limit on events you can host, but know that each event showcases things you value as an organization.

Here are a few to get you started.

Event: Open House & Recruitment Tour

If you have a nice chapter house, show it off. If you don't then avoid it as a talking point. Accompany the tour with activities throughout the house.

Event: BBQ

Nothing is more fun than a good 'ol fashion BBQ on a hot summer day! Get some music playing in the background that everyone will enjoy. It's that easy.

Event: Community Service

Want to know who will be the most involved members throughout their time as collegiate members? Those who show up at a community service event.

Event: Alumni Night

Nothing says we are the Fraternity for Life like holding an event with alumni. This really isn't an event in itself, but something to incorporate into nearly any event.

Event: Bowling Night

Put on your bowling shoes and head to the local alley. It doesn't matter if you're good, it's something to do while you learn more about the potential new members.

Event: Sporting Events

If you live in a city with major sporting events, make it an event. If you don't, go out to support the college or university's athletic program. It's that simple.

Event: Casino Night

Hand out playing chips to everyone in attendance. Give the winner at the end of a two- or three-hour night a prize. This should be a fun event with poker, blackjack and/or roulette.

Event: Philanthropy Event

Show your support of other organizations by inviting potential new members to see what Greek Life is actually about.

Event: Golf Outing

Hit up the local putt-putt course for a fun, easy and inexpensive event. Pair up members and potential new members to keep the conversation going.

Event: Study Tables

Not every event needs to be a big production. If your chapter holds study nights, invite potential new members to attend and show them you're serious about your education.

Planning & Perfecting Events

02 MARKETING IDEAS

It doesn't matter how great your events are if nobody is there to experience them. Take time to properly market your event to ensure a good turnout. Before you rent a billboard or take out an advertisement in The New York Times, utilize the resources you have at hand. Below are just a few ideas to get you started.

Approach: Facebook Page

Create a specifically designed Facebook page for recruitment. Name it something like, "Youngstown State TKE Spring '16 Recruitment" and have members add people. This will be a great way to announce event locations, dates, etc.

Approach: Instagram

If you have a chapter Instagram page, announce events with the date, time and location. Once at the event, continue promoting for others to see, thus furthering the promotion of your work.

Identify students from the university by searching the university hashtag for Class of 20XX (Example #TAMU24) and direct message them welcoming the student to campus. Refer to the additional resource appended to the end of this guide from our partner, Phired Up.

Approach: Zoom Events

With many campuses utilizing virtual events, it's important to utilize this tool to provide safe ways to connect with potential new members. Take this opportunity to connect with your alumni and ask someone to host a personal development session for college students. For example, if your group needs more finance majors, ask a CPA to host a session and market it to business majors.

Approach: Phone Call Follow Ups

When you have established a contact list or name list which has phone numbers it is important to follow up within a quick and timely manner with a phone call to differentiate yourself from other students whom they have recently interacted with on campus. By calling instead of just sending a text message you establish you care about the person enough to invest your time and you are not like the other organizations on campus.

Approach: Student Newspaper

In many cases, registered student organizations are able to run advertisements in the student newspaper for free--or at least as a minimal cost. Print the full schedule of events with dates, locations and times.

Approach: Union Building TVs

Union buildings on college and university campuses have TVs that simply promote events. Ask how you can be included on the list of announcements and make your event known!

Approach: Tabling

Set up a table on the mall or in the union building with a couple copies of THE TEKE magazine, a few promo flyers and a sign-up sheet. Encourage people to write their contact info down so you can invite them to future events.

Approach: Promotional Flyers

Visit [TKE.org/Rush](https://tke.org/Rush) to download editable flyers that you can customize with your chapter-specific recruitment information. Follow up by posting the flyers on billboards in different buildings.

Approach: Mass Emails

If your Inter-Fraternity Council provides a mass contact list of potential new members who expressed their interest in recruitment, reach out to them by sending an email with the days you will be holding events.

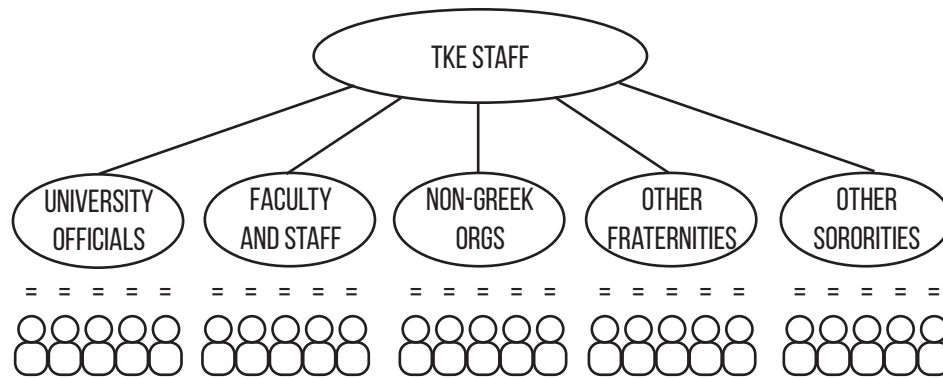
Approach: Personal Accountability

Want to ensure people actually show up to your event? Tell every member to personally bring at least one individual to each recruitment event. It doesn't matter if they're freshmen or seniors, every potential new member counts.

Planning & Perfecting Events

03 CHUNKING

Although recruitment events are a great way to showcase our Fraters and how we interact on a social level, do you know how the Fraternity executes recruitment for an expansion? It is a technique called chunking. Our staff members and volunteers go around to University officials, administrators, faculty and staff members, heavily populated student organizations, and Sororities in order to sell our image, our brand, and the potential to create their TKE experience. Think about it, you know five people who are not a brother of our beloved Fraternity. Each one of those people knows five people who are not Tekes and we are willing to bet they know five people who fit the same criteria. Successful people surround themselves with successful people so chunking and always looking for the next five men to talk to is an incredibly effective move.



Each category should be able to give you at least 5 new leads

Planning & Perfecting Events

04 PRACTICE & UTILIZE YOUR AVAILABLE RESOURCES

Recruitment can be clumsy for people. Many people think that just by announcing the event and showing up that you'll be great at it. Unfortunately, that's just not the case with recruitment. For your recruitment to be a success, you need to practice and rehearse.

For example, if you are hosting a tour of your chapter house, a week before the event, practice it. Set your best speakers in multiple spots of the house to talk about different aspects of TKE and your chapter. Divide the tour groups into smaller groups and walk them from station to station. Time it. Rehearse a few times. Each time, your speakers will get more confident. It will feel more natural and less awkward.

In order to be successful in all aspects of life you have to put in work and find ways to better yourself. Better yourself in recruitment the same way you better yourself in terms of leadership traits or marketing techniques: watching videos, listening to podcasts, and reading source material. As a member of TKE, it is time for you to consume it to better yourself.

Resource: TKE Digital Recruitment Center

TKE's Digital Recruitment Center is your one-stop shop for all of our recruitment training resources. Visit TKE.org/Rush to find social media templates, training videos, the TKE Nation Podcast, information on TKEStore.com, promotional videos and more.

Resource: The TKE Nation Podcast

Tau Kappa Epsilon has a ton of episodes on recruitment with the TKE Nation Podcast. Our podcast releases every two weeks on Wednesdays and can be found at TKE.org/Podcast.

Resource: Phired Up

Phired Up is the leader in fraternity and sorority recruitment. They provide a ton of resources and training that can help your group be successful. Many of their insights are available for free on their Phired Up blog. To learn more, please visit PhiredUp.com.

Resource: TKE Professional Staff

If you have more questions or would like feedback on your recruitment plan, please reach out to the TKE Professional Staff. Our Expansion and Growth team is dedicated to helping your chapter be successful. You can connect with the TKE Professional Staff at TKE.org/Staff.

Closing the Deal

This is where all of your hard work, time, and energy will come to fruition. Not only do you deserve to have a great bidding ceremony or event, but so do your new members. This is his first real impression of what TKE has to offer.

01 WHO SHOULD BID?

Recruitment is personal and it's important to keep it that way. You should ensure that the Frater giving the bid is a friend of the man receiving it. It's also an option to have the recruitment chairman and/or Prytanis with you while giving the bid to demonstrate the significance of the event. However, do not invite any more than three or four people to be present. Too many people could intimidate the potential new member.

02 LOCATION TO BID

The best place to offer a bid is a place where you and the potential new member can be without distraction. The bid location should be clean, comfortable and with plenty of reminders of TKE on display. These could be things such as TKE posters, composites, rush material, or trophies.

03 OFFERING THE BID

When a potential new member makes a decision to join, that is the time to bid him. Sound simple? It is, but many people rushing do not recognize the signals of your interest and will continue rushing or exploring options. The most effective and organized way to avoid this is to offer the potential new member an invitation to an event where you will be bidding, to ensure he is with you as soon as you can offer the bid.

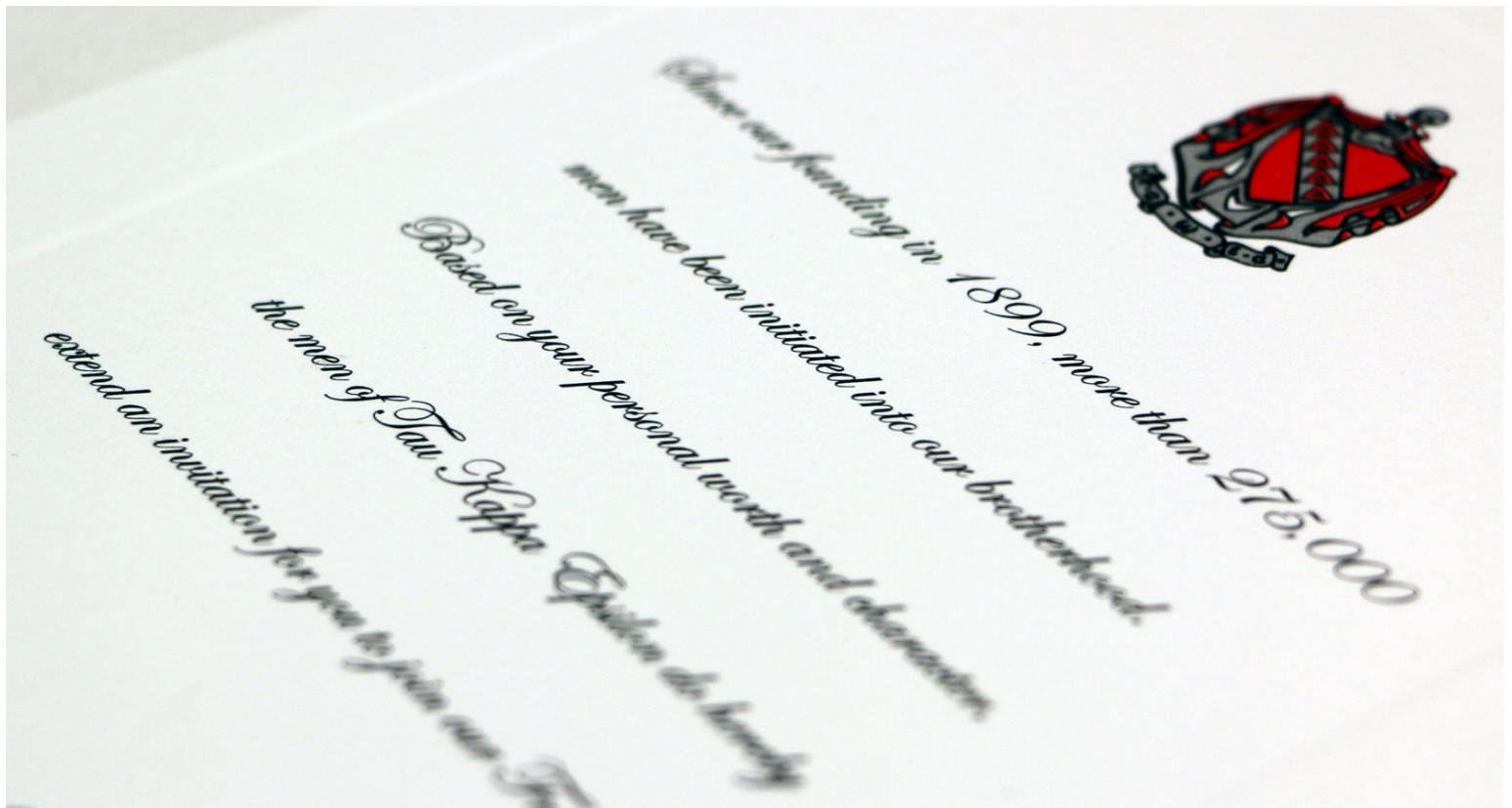
This is where you will finally extend the question: "The Brothers of Tau Kappa Epsilon would like to extend to you a bid to join our Fraternity. Do you accept?" If he does not immediately say yes, tell him a time and place to go to accept the bid. The best thing to do is to give him a reasonable amount of time to make his decision.

Don't forget, TKE provides physical bid cards that you can order at TKE.org/Supplies as part of your free recruitment kit.

Closing the Deal

04 HOW TO SELL THE BID

Every person wants to feel needed and special. They do not want to accept your bid to TKE because they will help you hit your KRA number. They have value. You know their value. You built the relationship. What did they do that made them stand out? What skills do they have that the group needs? These men, especially as we pass to the Generation Z, want to join a group in honesty and to fix the perceived problems. They do want to join a Fraternity to say they did it. They need value and our chapters and brothers need to deliver it. How does the recruitment chair, the brother that PNM connected with the most, and the Prytanis see that future Frater fitting in and benefiting the group? Make them feel special and wanted every single time. We have an incredible product. It is time to start selling it the right way.



Virtual Recruitment Tips

The COVID-19 pandemic has caused fraternities and sororities to completely rethink their recruitment strategies. Below are top tips to help you be successful during virtual recruitment.

01 UTILIZE YOUR RESOURCES

When building a names list, utilize all available resources. For example, you can use any IFC or Greek Council related referral lists and cross reference the names with Instagram, Facebook, LinkedIn, etc to have a better chance at finding more touch point opportunities instead of just relying on the information given such as phone numbers or email addresses.

02 USE THE FUNDAMENTALS

The key to these resources, and any virtual recruitment resource, lies in the fundamental skill of relationship building. How are you approaching these individuals in a way which establishes a meaningful connection rather than forcing fraternity at someone in your initial interaction?

- Visit the Class of 202X social media pages and follow them from your chapter's social media account. Create a spreadsheet of those you followed, remove any who are part of another fraternity and message those who have no Greek affiliation. Be sure to cross reference the no-bid list from the university.
- Find a way to connect based on similar ground rather than scaring somebody off with your first message or discussion.
- Utilize the information you gathered from researching the names on your names list. Look at their profiles and use some of this info in your introductory message.
- Connect with this person on the common ground between you. You already share on thing in common and that is being a student at the same university. Now look for ways to expand from there.

The time you spend gathering more information on the people on your names list is important to your success. You will receive a higher number of responses and a higher quality of potential new member because of it.

Virtual Recruitment Tips (continued)

03 **STRONG RELATIONSHIPS BUILD A STRONG FRATERNITY**

The best part about learning how to hone these virtual recruitment skills is creating virtual connections will be here long after COVID-19 is gone. For many campuses, virtual recruitment will continue to shape the landscape for how you connect with PNMs, advocates and allies on your campus.

These fundamental skill of building relationships will also be incredibly important as you return to in-person recruitment in the coming semesters. The fraternity which establishes the strongest connection with these potential new members are the ones who lead the way in recruitment and retention of both new and active members.

04 **SAMPLE EVENT IDEAS**

Struggling to come up with ideas for how to hold virtual recruitment events? Here are a few ideas.

- Host a video game night. Keep in mind you will want to test it a few times before the event starts, ensure there are no time limits on the room, get RSVPs and make a form to collect contact information.
- Host a watch party for sporting events. Get brothers together and invite others to attend as well. Don't swarm the new guys with questions, start involving them in the conversation.
- If your campus is hosting activities either virtual or in-person, make sure to participate as well since the campus will be putting effort and marketing into getting people to participate.
- Prepare for and attend IFC sponsored events, ensure your most articulate members are answering questions, represent TKE in a positive fashion, create relationships and get those individuals interested in a one-on-one follow up.

Closing Notes

Recruitment is the lifeblood of our Fraternity; there is no denying that fact. However, it's not until we throw in the letters TKE that people start to get nervous about expanding our brotherhood. In its most elementary form, recruitment is nothing more than meeting new people and making friends. In a deeper meaning, it is the process of finding men who will safeguard your chapter and carry your legacy.

Each potential new member is an individual who could radically transform your chapter and your brotherhood. We are fortunate to have an international brotherhood that upholds the honest convictions as established by our Founders. To invite a new member to join our Fraternity is to invite them to a brotherhood more than a century in the making.

Recruitment is what you make it, but with it, the Fraternity is in your hands. We only have one question: Who will carry your legacy?



Key Contacts and Staff Resources

Tau Kappa Epsilon's Professional Staff is here to help you be successful.

If you have any questions, please reach out to the Offices of the Grand Chapter.

For general inquiries:

Email: TKEOGC@TKE.org

Telephone: (317) 872-6533

Address: 7439 Woodland Drive
Indianapolis, IN 46278

Unsure of who to contact?

Website: TKE.org/Contact



TAU KAPPA EPSILON

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What to Say: Text Messages & Social Media Opening Lines



Phired Up

TechniPhi



phiredup.com



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What to Say: Text Messages & Social Media Opening Lines

Texting and DMs make starting new conversations easier than ever. But, some members might appreciate seeing examples of how to start a conversation online -- especially with someone you don't know. Below is a guide to prepare for common texting and DM situations.

Before diving in... please know that intentionally getting in front of new people is the best way to get quality people. There is a difference between actively seeking talent and seeming desperate. Most people choose not to do this because they're afraid of getting ignored or rejected. YOU WILL GET GHOSTED, AND THAT'S OK. Some people will say "No." That's ok, too.

"You miss 100% of the shots you don't take" -Wayne Gretzky' Michael Scott"
- Phired Up

Failing Forward is called getting better. After all, isn't that what our organizations are all about?

Luckily, we have a 3 part system to maximize your replies.

1. Quick Opener

Be friendly. Be honest. Include their name & say yours (if on the chapter account).

2. Simple Middle

Make it about them. What they might want. Use the fewest words possible.

3. Actionable End

End with a question or a simple request (maybe invite them to meet up).

Examples

DM someone who just followed you or the chapter back on social media

- Hey Sam, thanks for the follow! Would love to stay connected. How did you hear about us?
- Hey Sam, this is Charlie with “ABC Fraternity/Sorority”! We appreciate the follow back! What does your lunch schedule look like this week? I’d love to grab a bite to eat and learn more about you and your experience here at “University/College.”
- Hey Sam, thanks for the follow. This is Charlie. I see you’re a bio major. Me too! Do you have “Professor’s Name”? Wanna grab some coffee and study this week?

DM someone out of the blue who goes to your school or will be going to your school

- Hey Avery! Welcome to “University/College”! You’re in for an awesome experience. I’m part of a group of current students helping new students move in this fall. Know what dorm you’re in?
- Hey Avery, what’s up! I see you’re coming to “University/College” this fall. That’s awesome! I’m a student ambassador and would love to be helpful in answering any questions you may have about campus/your first year here. What made you choose “University/College”?
- Hey Avery, Congrats on choosing “University/College”! What are you most excited to experience on campus this Fall?

A student you haven’t talked to in months (or over a year)

- Hey Quinn! I just heard the new album from _____. Fire! I know they’re one of your favorites and it made me think of you. How has life been?
- Hey Quinn, did you just see the news around the NFL? How are your Patriots gonna hold up this year?
- Quinn! I know we haven’t connected in a bit. I wanted to reach out and see how your first year was for you! What was the best part?

A student leader who isn’t Greek

- Hey Jordan! How’s your semester going? I saw your Club’s event is coming up soon. How’s all the prep going?
- Hey Jordan, how has your time as an RA been this year? It looks like you’ve been loving it! I’m reaching out to a handful of leaders on campus to learn about their perception of Greek Life. As a respected leader, I’d love to pick your brain for a half hour over some coffee. What time do you get out of class on Tuesday?
- Jordan, what’s up! Everywhere I go on campus I keep running into people you’re impacting. It’s really cool! I’d like to grab some time to talk with you more about our campus and opportunities for student life. What’s a 20 minute window you have this week?

A friend who you’ve never talked to about joining

- Hey Riley! What are you doing tonight? Wanna come grab dinner with me and some friends?
- Hey Riley! Want to get lunch this week? I have extra meal swipes I can use on ya :)
- Riley! Wanna check out this event with me later? It’s free and I heard they might have food too *looking eyes emoji*

More Examples...

A student who expressed interest in joining a while ago, but hasn't joined any group yet

- Hey Blake, this is Amari with "ABC Fraternity/Sorority". I got your contact info from last fall's sign up list. I see that you ended up deciding not to join. I'd love to hear your thoughts on our programs? When do you get out of class on Wednesday?
- Blake! Great to meet you. My name's Amari. I saw you were on a council sign up list last year and didn't find what you were looking for. I would love to hear more about what you wanted vs. what you experienced. When can we meet up this week? Meal swipe on me!
- Hey Blake! My name's Amari. I got your name from our council's sign in sheet from last fall's activities fair. Some friends and I are going to trivia night tonight for dinner and wanted to see if you wanted to join?

A student who has expressed recent interest on a current interest form

- What's up Elliott? This is Parker! I see you filled out a fraternity/sorority interest form at the activities fair. Great to hear you're interested! Me and a few friends are playing ultimate frisbee on the green tonight. We could use another player. You in?
- Hey Elliott! This is Parker from "ABC Fraternity/Sorority". Super exciting to hear you're interested. I'd love to catch up with you this week. Are you coming to our event tomorrow from 6-8pm in the Student Union?
- Elliott! Thanks for filling out a Greek life interest form! This is Parker from "ABC Fraternity/Sorority." We met at the ice cream event during orientation. It was cool to connect over our high school student government memories. I'd really like to sit down before or after the event this week and hang out with you some more. Wanna grab lunch on Wednesday?

A student who gave you their contact info while you were tabling on campus

- Hey Peyton! This is Jamie from the table in the student union. It was great meeting you on Monday. Can we grab coffee tomorrow?
- Peyton! This is Jamie. Great meeting you at the table today and talking about our shared concert experiences. I'd love to chat more. What's a good time Friday? Meal swipe on me!
- Hey Peyton, this is Jamie from the "ABC Fraternity/Sorority" table outside of the dining hall today. It was awesome to learn a little more about you. Me and some friends are playing volleyball tomorrow at the rec. We could use another player. You in?

A student who applied for the scholarship you sponsor

- Hey Logan, this is Alex with "ABC Fraternity/Sorority"! Thanks for filling out the Person of XYZ scholarship. We're pumped to learn more about you! We can already tell from our brief interactions you have some awesome character. How does coffee this Friday after your 10am class sound? At the Starbucks on campus?
- Logan! Alex with "ABC Fraternity/Sorority" here. I saw you submitted an application for our scholarship! It caught my eye that you're into playing guitar - me too! I'm always looking for a new friend to play with. Want to get together this week?
- Logan - thanks for submitting the scholarship application to us! This is Alex. I loved the part where you wrote about your passion for social justice and would love to talk about that more. What's a good time Friday?

Even More Examples...

A student referred to you by a friend

- Taylor - my name's Hayden. I was hanging with Sawyer and he/she/they said I had to connect with you. So you must be dope haha - wanna grab coffee this week?
- Hey Taylor! My name's Hayden and I'm really good friends with Sawyer. We got lunch yesterday and your name came up. He/She/They said you two played club sports together and that we'd get along well. You up to meet up for a workout with us this week?
- Taylor, my name's Hayden. Your friend Sawyer told me I should ask you about two things this week. He/She/They said ask Taylor about his/her/their thoughts on the new Netflix series and ask him/her/them to hang out for 10-15 minutes to share his/her/their perspective on campus life. What time works for you?

A student from the grade-eligible, non-Greek list

- Hey Morgan! This is Dakota from Bio 2. I'm putting together a study group for this upcoming midterm. Interested in joining?
- Hey Morgan, this is Dakota - I'm in a student organization on campus and we're helping to promote the advocacy event happening in the student union ballroom tonight. Will we see you there? We can save you a seat!
- Hey Morgan, My name is Dakota! I'm a junior year studying mechanical engineering. I see you're killing the academic game from the grades list that greek life receives from the university. That's something to be really proud of. Whether you've thought about greek life or not, I'm looking to learn more from people like you who prioritize the right things. Would you be down to chat over some coffee on Friday? No commitment, just conversation!

There you are friends! 11 scenarios and 33 examples for the first DM or text message to a new friend. Remember the basics:

Quick Opener. Simple Middle. Actionable End.

You got this. Remember - the first step is to TRY. Stay Phired Up, Friends!

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