

THE OFFICIAL TKE **RECRUITMENT** GUIDE



TAU KAPPA EPSILON

— Better Men for a Better World —

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.

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 [Triangle Summit](#) 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.

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

After studying more than 70 chapters of many national fraternities, Dr. William V. Muse, Past Grand Prytanis, concluded in his doctoral thesis that the single most important factor in determining whether a chapter was dominant on campus was its size. Without fail, the better chapters on a campus were the larger ones, while the less successful chapters held smaller numbers in membership.

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 was 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.



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.

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! Where other fraternities simply highlight their house, 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.

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

Answer: 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.



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	Coffee is for closers, and you are a closer.

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 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 with the recruitment process, each team member will have a sense of pride when the team succeeds. Our rule of thumb: leave no man on the sideline.

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 and Instagram.

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, the space is prepared and cleaned up afterwards.

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

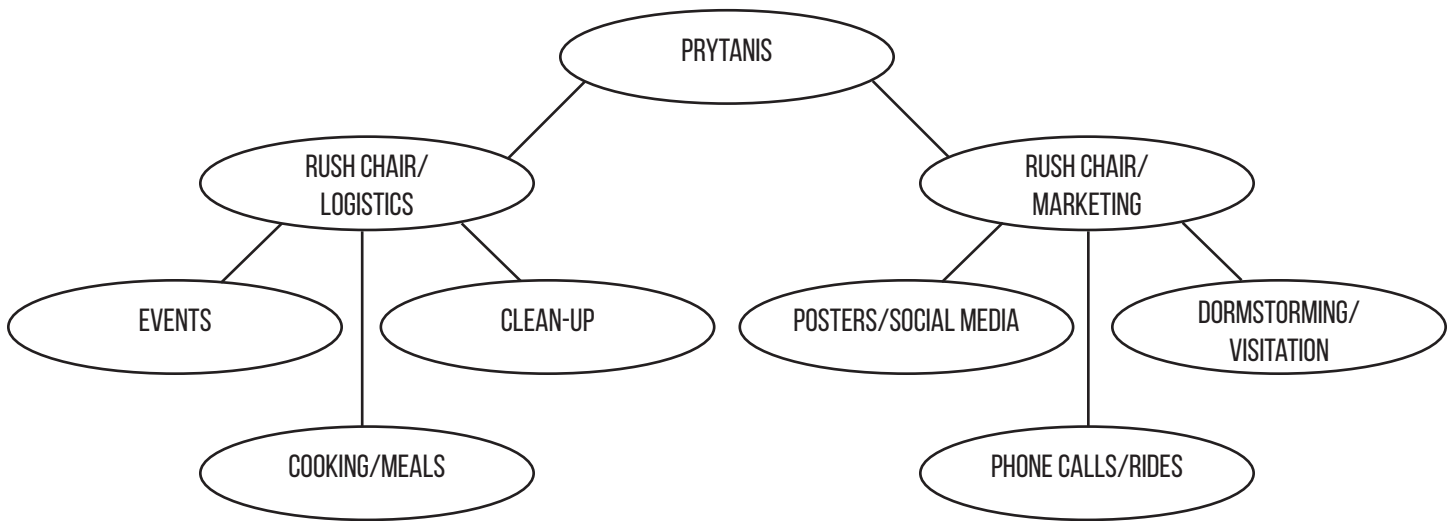
This chapter member will be in charge of planning the events that will take place to recruit the new members of your chapter.

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

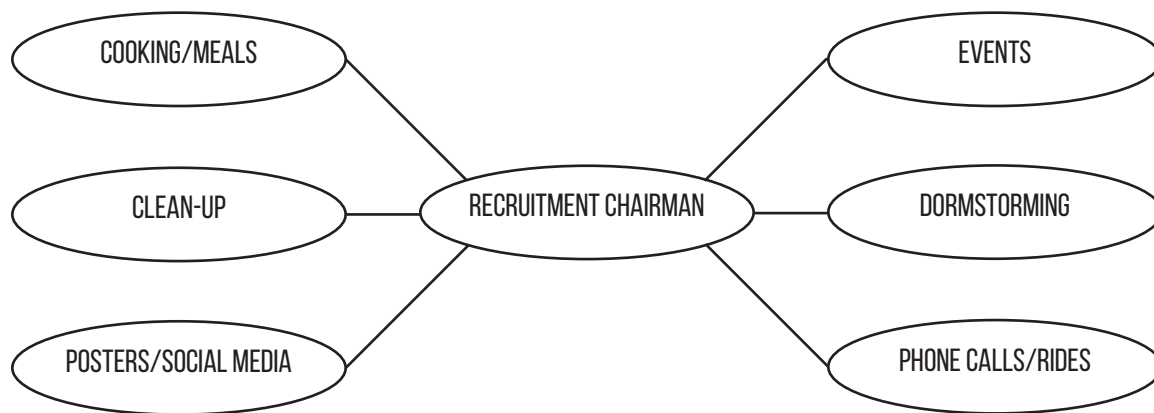
Now that you have an idea for ways to hand out responsibilities during the recruitment process, it's time to organize the chain of command. In this example, a dual recruitment chairmen system is used. It is an excellent way to evenly divide the work involved for every member of the recruitment process.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



Designing a Winning Program

SINGLE RECRUITMENT CHAIRMAN SYSTEM

In 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 by using the equation below. You'll see there are more than 25 quality men on campus.

POTENTIAL NEW MEMBER RECRUITMENT FORMULA

$$\begin{array}{rcl}
 \underline{\hspace{2cm}} & \text{\# OF TOTAL STUDENTS} & \\
 \text{— MINUS} & & \\
 \underline{\hspace{2cm}} & \text{\# OF FEMALE STUDENTS} & \\
 \text{= SUBTOTAL} & & \\
 \underline{\hspace{2cm}} & \text{\# OF MEN ON CAMPUS} & \\
 \text{— MINUS} & & \\
 \underline{\hspace{2cm}} & \text{\# OF MEN IN OTHER FRATERNITIES} & \\
 \text{= EQUALS} & & \\
 \underline{\hspace{2cm}} & \text{POTENTIAL TEKES ON CAMPUS} &
 \end{array}$$

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.

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 you hold says about your brotherhood. Video game night? Good, your chapter is the video game club. Community service event? Okay, you're involved in the community. See the difference? There is no limit on events you can host, but just take into consideration what they say about you. 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 to 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.

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 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 dates 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.



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 members 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.

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?



Contact Information

Tau Kappa Epsilon's Professional Staff is here to help you with your recruitment efforts. Below are a number of key individuals who are specifically trained on helping you accomplish your goals.



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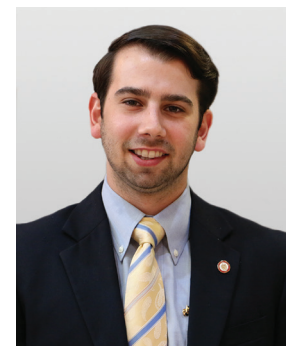
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TAU KAPPA EPSILON

— Better Men for a Better World —

Established January 10, 1899, Tau Kappa Epsilon is a men's social fraternity founded on the honest convictions of Love, Charity and Esteem.

For more information,
please visit tke.org

