**Sample Recruitment Training Outline**

Introduction

* Why do we recruit? Why Is this important?
* Member expectations/responsibility review/Incentives
* 365- Recruitment reminder
	+ Recruiting year around. The Chapter members are always recruiting the next Delta Chi in the chapter. Whether it is a classmate, someone working out at the gym, or even a group project mate.

Recruitment Goals for the Year:

* What are our goals for this semester, next semester, overall?
* Who are we looking for?
* Qualities of men we want in the chapter to help us achieve our goals.

How to Recruit

* Why do we recruit? Why is it important?
* Why Delta Chi?
* BYOF (Bring Your Own Friend)
* 5 Conversations of Fraternity Recruitment:
	+ Recruitment Conversation Practice (*Spend most of the workshop practicing conversations*)
		- The Meeting: “Hi, John! My name is \_\_\_ nice to meet you!” Have a welcome first impression, exchange names and contact information and identify a reason to meet up again.
		- The Invite: “Hi John! It was great meeting you yesterday at our table! I wanted to see if you had some free time to meet at the athletic fields around 4pm with some guys and we’d love to see you there!”
		- The Friending: This is in 3 phases.
			* Getting to know each other. This is learning about each other’s interests, hobbies, and connecting with each other and being authentic and vulnerable.
			* Ask, “So, what do you know about Delta Chi?” Listen to him closely and affirm his perspective.
			* Inception: Repeat the Friending conversation until you know enough about the PNM to determine qualification for the membership.
		- The Pre-Close: This happens AFTER the chapter has determined the candidate’s qualifications for membership. Ask the potential new member, “if we were to ask you to join, what would you say?” Validate any concerns.
		- The Close: This is the final recruitment conversation and asking the member, “will you join us?” This consist of a formal “bid card” that must be signed to demonstrate commitment.
* Targeting PNMs
* PR/Visibility:
	+ Tabling
	+ Marketing
	+ Attending campus events/functions