



## Values-Based Recruitment

Recruiting quality new members is the foundation of a sustainable and high-performing chapter. Ensuring that new members support and align with our values fosters a lasting brotherhood, promotes retention, and drives investment in chapter goals. With this in mind, it is crucial that your recruitment system reflects and reinforces our values.

### CONNECTION TO OUR VALUES

Rather than using the Associate Member period to determine if individuals are a good fit for the chapter, we should assess this during recruitment. This helps us avoid extending bids to individuals who may not contribute positively to our brotherhood. So, how do we frame this approach within the chapter? Let's break it down by each of our values:

#### PROMOTE FRIENDSHIP

Recruitment promotes friendship when done intentionally. Potential members are future brothers who may become significant parts of your life and the lives of others in the chapter. Approach each interaction seeking a genuine connection, not just a new member. Be a friend first.

#### DEVELOP CHARACTER

We strive to develop better members through fraternity life. Communicate this during recruitment by modeling strong character. Every interaction, whether with someone in fraternity life or not, should reflect well on your chapter. Be respectful, dress appropriately, and act with integrity. Know and explain the personal growth opportunities your chapter and our international organization provide.

#### ADVANCE JUSTICE

Justice, rooted in our founding as a law fraternity, includes fairness, integrity, and inclusivity. Make recruitment accessible and welcoming to all. Additionally, integrate service and philanthropy into your recruitment plan. Invite potential members to community service events to demonstrate this value in action.

#### ASSIST IN THE ACQUISITION OF A SOUND EDUCATION

Academics are a cornerstone of our fraternity. Highlight how your chapter supports academic excellence:

- **Academic Resources:** Access to study groups, tutoring, and academic mentors.
- **Time Management:** Skills gained through fraternity involvement help members balance academics and responsibilities.
- **Professional Development:** Opportunities for internships, networking, and leadership.
- **Recognition:** Scholarships and honors recognizing scholastic achievement.

### IDEAL MEMBER PROFILE

An ideal member embodies our values, contributes to a positive chapter culture, and actively seeks personal growth. They are respectful, responsible, academically driven, inclusive, and committed to meaningful involvement.

**Quick Tips:** Talk about values early and often. Ask questions that reveal alignment with our principles. Focus on potential and growth, not perfection. Prioritize mutual fit. Seek leaders, learners, and genuine friends.

## 365 RECRUITMENT

365 Recruitment is a year-round, values-based approach that focuses on consistent engagement with potential members. It emphasizes building lasting relationships and identifying high-quality members who align with our values.

### COMMON MISCONCEPTIONS

- “We only recruit during recruitment week.” Instead, you should always been doing things to increase your visibility and consider recruitment to be continuous.
- “365 means constant events.” Instead, consider how individual outreach can be more impactful.
- “Quality men only come during recruitment season.” Consider how many individuals you could reach by thinking about recruitment through everyday encounters.

### SOCIAL MEDIA: HOW CAN IT HELP OR HURT?

- Help: Showcase chapter values, accomplishments, and personality. Use it to highlight real stories and genuine moments.
- Hurt: Inappropriate content or poor branding can harm your image. Ensure all posts reflect our standards and values.

### EVENTS: PURPOSE AND EXAMPLES

If you are hosting continuous recruitment events, look to provide natural settings to build relationships and introduce potential members to the chapter's values. Some examples include: Community service, alumni meet-and-greets, campus game nights, open workouts, tailgates, casual hangouts, and co-hosted organization events.

**Quick Tips:** Keep a running list of potential members and stay in touch. Use natural touch points like birthdays or events to reconnect. Aim for quality conversations over quantity of names. Engage alumni and advisors in long-term planning.

## TECHNOLOGY: RECRUITMENT'S SECRET WEAPON

Recruitment technology helps you stay organized, intentional, and efficient. It allows you to build stronger connections by tracking interactions and prioritizing follow-up.

### TOOLS:

- [Certified Recruiter](#)
- [ChapterBuilder](#)

### USING CHAPTERBUILDER EFFECTIVELY

- Add every PNM you meet.
- Assign members to follow up.
- Use tags, notes, and ratings to track interactions.
- Monitor engagement and adjust strategies based on data.

**Quick Tips:** Update weekly. Train your team on the tool. Use filters to find and focus on top prospects. Let data inform your event invites and one-on-one priorities.

## TRAINING YOUR MEMBERS

Your chapter is only as strong as your team. Training ensures that every member understands their role in recruiting members who will uphold our values and strengthen our brotherhood.

### METHODS OF OUTREACH

- Invite friends personally
- Use shared interests and mutual contacts
- Talk to classmates, teammates, and coworkers
- Table on campus or participate in other student organization activities

### ONE-ON-ONES

- Build trust and learn about potential member's goals
- Ask values-driven questions
- Share your experience and listen actively
- Follow up with intention

### CREATING A RECRUITMENT BUDGET

- Look at the Sample Recruitment Budget Officer Resource
- Identify key expenses (food, shirts, space, etc.)
- Prioritize events with high return on relationship-building
- Track spending consistently
- Plan ahead each semester with flexibility for opportunities

## IMPROVEMENT AND REFLECTION

### SWOT Analysis

- **Strengths:** What's working well?
- **Weaknesses:** What's not?
- **Opportunities:** What can we take advantage of?
- **Threats:** What could hurt our progress?

Schedule a retreat or meeting to complete this with your recruitment team. Use it as a baseline for planning.

### GOAL SETTING

- Create SMART goals
- Set short-term (e.g., five one-on-ones this week) and long-term (e.g., 20 values-based bids this year)
- Check progress at each committee or exec meeting

### RETENTION

Recruitment doesn't end when bids are signed. Build brotherhood from day one. Utilize the fraternity's mentorship program. Follow up on their engagement and support needs. Create space for continued growth and connection.