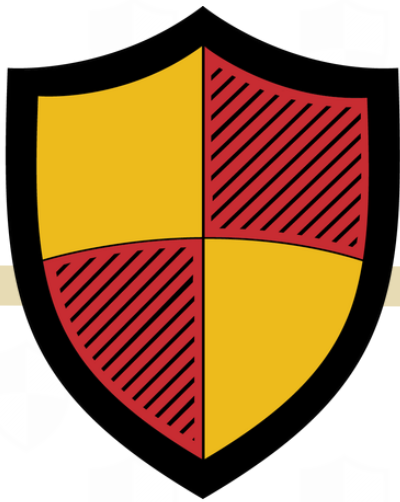




DELTA CHI

RECRUITMENT CHAIR BRIEF

Updated August 2026

Welcome to your new role as Recruitment Chair! You're stepping into one of the most important positions in Delta Chi and helping to shape the future of your chapter by bringing in Associate Members who reflect our values and potential. Recruitment isn't just about numbers or events; it's about building connections, sharing what makes Delta Chi special, and helping others find their place in our brotherhood.

Your job is to keep recruitment organized, year-round, and focused on quality. You'll lead the charge, but you won't be alone—you've got the support of your fellow members, your advisors, and Delta Chi's resources to help you succeed.

RESPONSIBILITIES, RESOURCES, AND GOALS

PLAN & LEAD YEAR-ROUND RECRUITMENT

Recruitment happens all year—not just during a formal rush process. You'll be responsible for keeping things moving and making sure the chapter is always thinking ahead. Plan and coordinate recruitment events that showcase your chapter's personality. Host workshops to prepare your members to recruit effectively. Chair the Recruitment Committee and work closely with your ABT Recruitment Advisor. Collaborate with your executive board to align recruitment with your chapter's overall goals and calendar.

PREP FOR SUCCESS, STAY ORGANIZED, AND USE THE RIGHT TOOLS

Finish required onboarding modules on MyDChi and review your chapter's governing documents, goals, and calendar. It's important for recruitment to be a whole chapter effort, so everyone needs to be on the same page and moving toward common goals. Be prepared to register to attend your Regional Leadership Academy event to get in-person training from industry experts.

Moreover, tracking your recruitment efforts is just as important as hosting events. Use [ChapterBuilder](#) to keep a current list of prospects and track key data, and become a [Certified Recruiter](#) to level up your skills in this key operational area so you can better teach your brothers on the ins and outs of social excellence and values-based recruitment.

TELL DELTA CHI'S STORY

Recruitment is about showing potential members who we are and why we matter. Make sure your chapter's values, expectations, and benefits are communicated clearly. Be transparent with potential members about academics, financial obligations, and the overall Delta Chi experience. Oversee recruitment publications, presentations, and outreach materials—everything from social media to printed flyers.

PREPARE FOR A SMOOTH TRANSITION

Organize and save all materials in a shared folder, leaving helpful notes and tips for success for the next officer.

For more information or assistance with recruitment support, please contact the Fraternity Growth team at IHQ!

IMPROVED RECRUITMENT EVENTS

Below is a revised list of recruitment events designed to help Delta Chi chapters foster meaningful connections with potential new members (PNMs). While events offer opportunities to engage, it's the genuine interactions and relationships that lead to lasting brotherhood.

- **Alumni BBQ & Story Night** – Host a casual BBQ and invite alumni to share their fraternity stories and life lessons.
- **Billiards & Burgers** – Host a billiards tournament with a burger bar.
- **Bowling with Brothers** – Friendly bowling competition with prizes and music.
- **Casino Royale Night** – Create a classy casino theme night with mock gaming tables.
- **Chi & Wings** – Cater from a popular wing spot and set up conversation corners to encourage real talks.
- **Community Impact Day** – Collaborate on a local nonprofit project to highlight Delta Chi's values.
- **Dress for Success Workshop** – Partner with stylists or local stores for a professional attire and confidence seminar.
- **Food Truck Friday** – Bring a popular local food truck to campus and host a meet-and-greet over lunch.
- **Fireside Chats** – Casual evening gathering with a fire pit, s'mores, and real conversation.
- **Brotherhood Banquet** – Invite PNMs to a semi-formal dinner where each brother shares why they joined.
- **Retro Game Night** – Set up nostalgic games (Mario Kart, Pac-Man, board games) for an easygoing social event.
- **Glow Sports Night** – Dodgeball or frisbee under black lights with glow-in-the-dark gear.
- **Sports Night Tailgate** – Host a game-day themed party even if it's indoors, complete with face paint & snacks.
- **Move-In Crew** – Offer help during campus move-in to connect early and show Delta Chi's supportive culture.
- **Campus Scavenger Hunt** – A fun way for PNMs to learn about campus and the fraternity while solving clues.

VIRTUAL GUIDE: CONNECTING THROUGH SOCIAL MEDIA

Recruitment is essential to the growth and long-term success of our organization. Today's college environment requires us to think beyond in-person conversations. Social media isn't just a bonus, it's a powerful tool that helps us build meaningful relationships and tell our story in creative ways. Whether you're starting a new chapter or building up an existing one, expanding your outreach online is key.

We're not reinventing the process, we're simply connecting with potential new members in a new environment. Virtual recruitment can be broken down into three essential phases:

PHASE 1: DISCOVERING POTENTIAL NEW MEMBERS

We can't connect with someone we haven't found. Here's how to identify potential new members online:

- Follow hashtags relevant to your campus community (e.g., #XYZClassOf30, #GoXYZ, #XYZBound).

- Engage with university-related accounts, like class pages (e.g., @XYZClass29) and club or student organization pages, including other chapters on campus
- Follow and interact with students who list your university in their bio or content.
- Explore platforms beyond Instagram. LinkedIn, Facebook, X, and TikTok can also provide opportunities to identify engaged students.
- Interact genuinely (likes, story reactions, thoughtful comments). This builds familiarity before you reach out.
- Share other school/club/student organization, posts on Instagram/Facebook stories.
- Do things that boost your engagement (ex. use trending hashtags, add a location, insert a song)
- Create/change your profile to a business account and track the algorithm in Meta Business Suite for optimal post time.
- Use key words in your posts to optimize audience reach
- Make it fun, but keep it classy. Avoid negative or offensive language/content—remember, you are representing more than just yourself.

Everyone you engage with is either a potential new member or someone who can refer others. Be consistent and intentional in your outreach.

PHASE 2: STARTING THE CONVERSATION

Once you've identified someone, reach out. Direct messaging might feel awkward at first, but all friendships begin with someone making the first move.

Sample Message:

Hey [Name]! I'm [Your Name], and I'm part of Delta Chi here at [University]. I've been connecting with a few students who seem like they'd thrive in our community, and I'd love to hear more about you and your experience so far. Would you be open to a quick conversation sometime this week?

Keep it personalized, respectful, and low-pressure. The goal is to start a real conversation, not to pitch something.

PHASE 3: MEET UP IN PERSON

Once they're open to a meeting, follow the [Phired Up One-On-One Guide](#). This is your chance to build a genuine connection and learn more about who they are.

Make it personal, not performative. Aim for a relaxed, 30- to 45-minute conversation that focuses on their goals, experiences, and what they're looking for in college. Be real about what Delta Chi offers and how it could be a fit.

Always end with a next step: Make sure to give them your contact information first! Then consider inviting them to an event, connecting them with a brother, or setting up a follow-up conversation.