

Sample Recruitment Budget

This document includes examples, explanations, and justifications for a generalized recruitment budget for all Delta Chi Chartered and Provisional Chapters. This document can be implemented immediately as the chapter recruitment budget or used as a roadmap for creating one.

In this example, the recruitment budget is \$500. The \$500 budget should be used to purchase promotional materials, reserve any meeting spaces (if applicable), purchase snacks and refreshments (if applicable), etc.

UNDERSTANDING RETURN ON INVESTMENT (ROI)

The first step in setting a recruitment budget is understanding your Return on Investment (ROI). Growth should be an enjoyable and easy process for the chapter. While growth is always beneficial, chapters should avoid putting themselves in poor financial positions to recruit new members.

A good standard to follow when budgeting for recruitment is to allow for a little wiggle room while exploring new and creative ways to recruit without overspending.

DUES & FINANCIAL MODEL

To estimate ROI, consider the average number of Associate Members (AMs) expected before setting a budget. To operate sustainably, chapters should collect at least \$450 in AM dues, which covers:

- Chapter bills and dues
- \$50 addition to the chapter's general budget

While costs may vary slightly between campuses, the typical breakdown is:

- \$135: Associate Member Dues
- \$250: Initiation Fees
- \$60: Associate Member Pin, Cornerstone, and Member Badge
- \$30: Billing Service
- \$25: Interfraternity Council Associate Member Dues
- **TOTAL:** \$500 per Associate Member

BUDGET PLANNING EXAMPLE

If the recruitment budget is \$500, the chapter would need to recruit 10 Associate Members to break even. When using this model, recruitment expenses are covered by the Associate Member dues, allowing other chapter operations to be funded by active members.

EXAMPLE:

A 50-member chapter charging \$500 per member per semester collects \$25,000. After recruitment, approximately \$7,500 remains for officer/chair budgets for the semester. To sustain a 50-member chapter, they should retain 15+ Associate Members per academic year. Budgeting an extra \$250/year provides further financial flexibility. The next page includes a sample budget breakdown.

SUPPLIES	COST	NOTES	EVENT	COST	NOTES
Printing	\$25	Printing flyers, bid cards, and letters	McMonday	\$75	Food at McDonalds for large group event
Marketing and Giveaways	\$50	Social media targeted ads, snacks and water for tabling	Open Gym Tuesday	\$0	Used free gym on campus, members brought basketballs and sports equipment
			Walking Taco Wednesday	\$100	Beef, Chicken, and bags of chips from wholesale supply store
			Wing Thursday	\$100	BOGO Thursday at Buffalo Wild Wings
			E-Sports Saturday	\$0	Used free classroom on campus and in-room A/V. Members brought game systems and controllers
			Invite Event Saturday	\$150	Food and snacks for invite-only event at chapter facility
SUPPLIES TOTAL	\$75		EVENTS TOTAL	\$425	
OVERALL TOTAL				\$500	