



DISCOVER

DELTA SIGMA PHI

NEW CHAPTER DEVELOPMENT VIEWBOOK



You may think some of what we do is **different**. We would agree.

Amazing things happen in this world when people take chances, act when others only watch, and aren't afraid to be atypical.

Our intention isn't to be unique for unique's sake but to think practically, even if it is out-of-the-box, unheard of or unimaginable.

Think different. Expect bold. Imagine movement.

As you learn who we are, think **beyond fraternity**.

DISCOVER DELTA SIG

We call him who has the courage to dare, poise to take action and commitment to excellence a “better man.” The Better Man will challenge norms, act when others only watch and relentlessly improve himself. He is firm, yet not stubborn; respectful to the past, yet no slave of tradition; has opinions, yet not opinionated.

From that ideal character we craft our open motto: “Better Men. Better Lives.” Our men are willing to stand out, take action and push through to the end to improve the condition of others in their communities.

A Delta Sig links men of all backgrounds to spark a social movement. He aspires to be significant, communally engaged and *atypical*. He trumpets cooperation and collaboration with others.

We believe that when great men and women unite for a dream, they offer the world something **better** than a point-by-point plan.

“Never doubt that a small group of thoughtful, committed citizens can change the world, indeed, it is the only thing which ever has” - Margaret Mead

“In furtherance of these aims this Fraternity has identified certain standards of attainment and gentlemanly conduct expressed in the ideals symbolically represented by the three Greek letters, Delta, Sigma and Phi. . . each brother shall exemplify those principles in conduct as well as enforcement so that the Fraternity may grow and prosper with honor to itself **and that the world may ever be convinced of the sincerity of our purpose**”

- Excerpt from the Preamble to the Constitution of Delta Sigma Phi Fraternity



HISTORY & VALUES

It all began with a set of benches in an alcove of a library. In 1899 at the City College of New York none of the eight fraternities granted membership to both Christian and Jewish students. Much like the rest of the country, segregation was the norm; it was typical.

On December 10, 1899 in an alcove on C.C.N.Y.'s campus, Delta Sigma Phi was established as the first all-inclusive membership organization, founded on the principles of diversity and open to all men of good character. It was incorporated with the purpose to "spread the principles of friendship and brotherhood among college men, without respect to race or creed."

115 years later, Delta Sigma Phi has helped young men become better contributors to a society that was built off of the concept of a melting pot. We cherish Culture, Harmony and Friendship because it is with these three values that we can challenge our members to take a leading part in an ever more connected world.

We want our men to learn and realize that being a Delta Sig is about finding oneself, learning from others and understanding the privilege of liberty and education. A Delta Sig aspires to be a better kind of man: a man of courage, of action and of excellence. In a time when most Americans believed in "separate but equal," our 16 to 18 year old founders believed in inclusive equality for all.



SYMBOLS & FACTS



Colors - White and Nile Green.

Fraternity Flower - The white carnation combines in its fragrant makeup the two colors of the fraternity.

The Badge - A diamond-shaped badge faced with the Fraternity's symbol (circle superimposed with a triangle), the letters of the fraternity, and the Sphinx.

The Sphinx - The Sphinx was the first symbol of the Fraternity, chosen for its silent, stoic nature and its ability weather centuries of change.

Coat of Arms - A green shield signifying new life superimposed with a silver chevron for our brothers who have passed. Three black shields faced with a lamp, a lute, and the Gordian Knot sit at the top of the crest. In the center of a shield lies a bible with our founding year of 1899 signifying our Fraternity founded on the all important belief in God. At the bottom of the coat of arms sits a pyramid and sitting over the coat of arms sits the silent sphinx with scarabaeus wings.

The Fraternity Flag - The flag consists of a field of Nile Green with the Fraternity's symbol at the top left and the letters running diagonally down the right.

Philanthropy - By 2025, Delta Sigma Phi will be the largest single contributor of pints of blood, service hours and philanthropic dollars to the American Red Cross.

Membership - Delta Sigma Phi has 105 component chapters at an average chapter size of 55 men. Of over 116,000 initiates, 86,000 are living today and 5,800 are undergraduate members.

THE PLAN *VISION 2025*

We are on a mission to convince the world of the sincerity of our purpose. What good is a purpose without a plan?

In 2005 Delta Sigma Phi Fraternity developed and embarked on a strategic plan we call Vision 2025. It is designed with a simple goal in mind:

By 2025, we want to be considered America's Leading Fraternity.

That is made possible by building stronger leaders, chapters and becoming the strongest Delta Sig possible. We have embarked on ambitious aims to provide leadership training to 100% of our membership, develop a standardized undergraduate-to-alumni transition experience, guide our chapters to achieve at least 20 hours of service per member per year, be recognized as best-in-class for our organizational marketing and more by the halfway marker: 2015.

The goal of our vision is not to be the “best” fraternity but the “leading” fraternity. In doing so, collaboration is key to our growth and the growth of the people, organizations and communities we associate with. That is why New Chapter Development is integral to our vision's success. New chapters are built to model the way for our members.





UNIQUELY FIT

By linking the mission of your institution with our fraternity, we hope to develop a group that works to simultaneously achieve both. As we develop a new chapter, we will provide them with a single checklist to excel in both your annual accreditation process as well as our own.

We begin by identifying a local mission. Every club or student organization, be it the Chess Club or Student Government, at an institution has a distinct purpose. We want all students to easily comprehend both the historical purpose of Delta Sigma Phi and each chapter's unique connection to its local community.

Our team will meet extensively with your admissions office, residential life office and any others related to student life or activities to learn the guiding philosophies of your institution's selection and development of students. Once we understand your philosophy, our staff will incorporate it into our own membership selection and development process.

History is made by those who affect an entire community. The success of our chapters is dependent on their contribution to others.

CHAPTER ADVANCEMENT

We support our chapters not based on where they lie regionally, but by each individual group's needs.

Delta Sigma Phi utilizes a method of strategic assistance that we refer to as **Chapter Advancement**. Each chapter develops a 5-year strategic plan with their Alumni Corporation Board (ACB) including goals and an overarching vision incorporating that of the university and Vision 2025. Through these strategic plans, identification of chapter growth opportunities and performance in our accreditation process, we determine which chapters each of our staff members will advise.

While many national headquarters teams are designed to work regionally, we often find that two chapters with similar needs sit on opposite ends of the country. At Delta Sig, we have created a process to better connect students across chapters for targeted discussions and programming. The Chapter Advancement philosophy, like that of fraternity and sorority, is based on the development of long-term relationships.

In addition to the Chapter Advancement Team we have our New Chapter Development (NCD) Team, which focuses solely on the chapters developed within the past four years. New chapters need special care and guidance and so our new chapters remain with our NCD Team for the time prior to and 3-4 years after they have chartered. We believe that this consistency beyond chartering helps each new chapter holistically develop and seamlessly transition to our Chapter Advancement team.

This distinction within our structure indicates that we train our staff members to apply their unique skills to their work. The men we send to recruit Delta Sigs at your institution are our recruitment experts. They will not leave mid-way through a development to visit another group; that is unfair to your institution and the men at your institution who put faith in our fraternity.





DELTA SIG GROWS *BETTER*

The New Chapter Development team at Delta Sigma Phi is the most capable in the country. In terms of charter rate, average chapter size and headquarters support, nothing compares.

We have a goal to grow to 200 chapters by 2025. When we became the first national organization to partner with Phired Up Productions in 2009 our priority was to develop a new way of recruiting fantastic men to build our best chapters across the United States. Our process is based on human relationships and generating excitement about a new fraternity by teaching our staff to be engaging, involved, reliable and professional.



Through this collaboration we have developed a unique connection between our identity and the best methods for recruitment in the field. As a result, we have recruit established student leaders, the average chapter size of our new chapters is now 55 men and the average time it takes a new chapter to charter has been reduced to 12-15 months.

Our practices behind finding the best men at an institution are as follows:



- **We recruit men referred** by student leaders, faculty and staff when recruiting founding fathers for a new chapter. We believe like refers like; it's that simple.
- **Our volunteer base extends beyond alumni** to faculty, institutional staff and the American Red Cross staff to provide a helpful outside perspective.
- **Delta Sigma Phi staff and members recruit through one-on-one meetings** and a values-based selection process. We get to know each man individually, his hopes, dreams, expectations of fraternity and the legacy he wants to leave behind.
- **All new chapters are given a specific mission to start a local movement** so that they may address it from day one. New Chapters are especially in need of a simple and definable purpose. Challenging these new groups with a mission that the founders have themselves identified as a need, such as a lack of school spirit, to tackle gives them something work toward as a new brotherhood.

A POWERFUL TEAM

A primary focus of our development process is to develop a team of non-alumni volunteers to help us not only in advising the chapter, but also in identifying the top male students on campus, recruiting them for our movement and working with our staff on future Delta Sig initiatives.

This coalition extends from Student Life administrators to the local Red Cross Director. The ultimate goal is to develop a chapter with the right men and the right focus from the start and to maintain the relationships we have built with the institution as a way of continuing to support the institution's mission. As part of building our coalition Delta Sigma Phi will:

1. Reach out to Student Life, Residence Life, Administrative, Retention, Admission, Athletic, and Academic professionals on campus as well as top student leaders to build our volunteer coalition.
2. Meet with our coalition at every pre-project visit and visit the campus 1-2 times prior to the project to identify strategies and students
3. Host meetings with our coalition while we are on the ground to ensure that our organization is meeting the expectations of the university and to devise a strategic plan for our chapter to fit in to your institution's community
4. Invite our coalition members to actively participate in our Interest Presentations, Chapter Retreat, and service outings

The benefits of serving in the coalition are bountiful not only for the chapter, but for the fraternity and sorority life community and the individuals themselves. Our coalition members will have an opportunity to educate our members first hand on their professional areas and will be able to promote collaboration with other student groups that they may oversee.

Faculty and staff from across campus become excited at the opportunity to mold the moral fiber of a new fraternity, and in turn align themselves with the fraternity and sorority movement as a whole. No amount of marketing materials are as powerful in building a dedicated coalition as being able to meet face to face and request an individual's help. We make sure to utilize our pre-site visits to meet with as many administrators, faculty, and staff as possible to build a diverse pool of professional talent.





105 chapters

Arizona State University
Loyola Marymount U.
The Ohio State University
Texas A&M University
Loyola University: Chicago
Case Western Reserve
Appalachian State U.
UNC:Wilmington
Wittenberg University
UNC: Greensboro
University of Washington
San Diego State University
University of Arizona

Iowa State University
Bradley University
Indiana University
Oglethorpe University
Drexel University
IUPUI
University of Louisiana: Monroe
University of Central Florida
University of Utah
Boise State University
University of California:
Berkeley

University of Pittsburgh
University of Pennsylvania
U. South Carolina:Aiken
University of Michigan
New Mexico State U.
Missouri State University
Indiana State University
Methodist University
LaSalle University
SUNY: Plattsburgh

New chapters
developed
since 2011

Growth
Planned for
'14-15 Year

WE DO GROWTH **BETTER**



345 Men joined as founding fathers in the past academic year. That's an average of **49.2** per group!



12 Our team is smartly selective. Of more than six thousand referrals over two years, 12% were selected as members.



24 Chapters have been opened since 2011 and **zero** have closed in that time!



3.2 The **average GPA** for our new chapters during the most recent academic year.

EXPECT EXCELLENCE

We develop each new chapter to be capable and ready to join our movement at full speed. Our men are recruited through a values-based process focusing on our vision. As such, each new chapter joins and is expected to help improve upon the accomplishments we have made since the inception of Vision 2025.

CHAPTERS

New chapters participate in the same annual accreditation program as all other chapters. Once a group scores above a 90%, they are eligible to charter.

This means each new chapter of Delta Sig has already outperformed the average chapter by the time they charter. Our time from recruitment to chartering is 12-15 months.

100

percent of members will be involved in another org.

ACADEMICS

Every new chapter is developed with a 2.5 minimum GPA in mind and a 2.75 minimum GPA for officers. In addition each chapter is expected to have an average GPA above the all undergraduate average or a 3.0 (whichever is higher). These expectations determine which men our staff recruits, initiates and offers officer positions to during our new chapter development process.

50

percent of chapters have a GPA above a 3.0

83

percent of chapters have a higher GPA than in 2005

GROWTH

Each chapter is expected to maintain a size above the average chapter size at an institution. We believe in year-round recruitment to ensure our chapters can effectively operate and are focused on their purpose year-round.

Our professional staff visits each new chapter each year for the first 2-3 years specifically for values-centered recruitment training.

50

percent more men are initiated annually than 2005



The founders of Delta Sigma Phi were far ahead of their time. As teenagers, they developed a fraternity, despite strong opposition, that opened its doors to men of all backgrounds.

We believe each man who claims to be a Delta Sig needs to embody three character qualities to truly live up to the spirit of our founders. As we recruit men at your institution, our staff will follow a simple values-based process to determine if a man is fit to be a founding father.

The Better Man of Delta Sigma Phi is one who has the **courage** to challenge norms, the poise to take **action** when needed and a constant drive toward **excellence**.

COURAGE

Through individual conversations we expect each of our founding fathers to:

- Express & Identify where he would apply Delta Sig's ideals to the needs of his institution
- Verbally confirm that he understands the expectations and challenges he may face as a founding member of a fraternity

ACTION

Each man we recruit must demonstrate that he is focused on leaving a legacy and making an impact:

- He must be involved in one other campus organization or identify one he is interested in joining by the end of the semester.
- He must work with our staff to continue to recruit & train new founding fathers prior to his new member ceremony.

EXCELLENCE

Fraternity men are expected to be above the curve. We will recruit men who:

- Maintain above a 2.5 GPA and have no major (or multiple minor) conduct violations
- Exceed membership expectations with regard to being involved on campus or community engagement.
- Have been recommended by another student leader or institutional faculty or staff member.

A SOLID DEVELOPMENT PLAN

In the months prior to, throughout and after our recruitment phase at your institution, our staff will make the necessary trips and commitments to develop a successful new chapter. We take ample time and care prior to our arrival to craft a message that uniquely promotes the message of our fraternity in coordination with the type of student your institution recruits. We recruit using time-tested and proven techniques perfected by our staff over the past four years which continue to evolve and improve as we grow. Finally, we develop a four-year plan to engage and develop the chapter beyond our time spent recruiting The Better Man.

PREPARATION: SUMMER & SEMESTER LEADING UP TO THE PROJECT

Pre-Site Visits:

- 1-3 visits prior to our project, 2-5 days each
- Recruit our coalition members
- Meet with potential members
- Review expectations with administration
- Training of Alumni Corporation and Advisory Boards
- Discuss mission, goals & address questions from student leaders as well as campus professionals.

Headquarters Prep:

- Organize and approve all marketing material including but not limited to: social media, print ads, newsletters, online ads, informational packet material.
- Organize and train the alumni volunteer base

A SOLID DEVELOPMENT PLAN

RECRUITMENT PHASE: 4-7 WEEKS ~ 2-3 STAFF MEMBERS RECRUITING ON CAMPUS

Names List:

The names list is how we organize all of our efforts, it is the single most important document for successful fraternity expansions.

- Prior to arriving at an institution our names list will exceed 200 students
- We will build our names list by presenting to and meeting with:
 - IFC & PHC chapters and leaders
 - University faculty and staff
 - Local Delta Sig chapters and our national membership base
 - Student Leadership Organizations
 - The Registrars Office
 - Our own social media and marketing outreach
 - Tabling and student engagement efforts
 - Campus activities and events
 - Random acts of Social Excellence

Benchmarks & Events:

During our time on campus we will:

- Build a names list of 300-2,000 students to pass on to our VP: Recruitment
- Make between 50 and 200 phone calls each day to potential members
- Hold 20-35 daily potential new member meetings
- Host semi-weekly informational sessions
- Host a minimum of 3 new member induction ceremonies
- Select and offer preliminary training of our officers in the final week
- Host a minimum of one community service outing
- Host a minimum of one alumni-interaction event
- Hold weekly chapter meetings
- Provide recruitment training for any interested fraternities, sororities and/or councils

A SOLID DEVELOPMENT PLAN

DEVELOPMENT PHASE: THE YEAR FOLLOWING RECRUITMENT (CHARTER ACHIEVED IN 12-15 MONTHS)

First 8 Weeks After Recruitment Phase:

- Assistant Director of New Chapter Learning & Development hosts a New Chapter retreat on the final day of the Recruitment Phase
- Assistant Director remains for one to two full weeks to train officers in chapter operations, internal communication and collaboration and programming.
- Assistant Director offers recruitment and retention training to chapter throughout in person training and follow-up coaching calls.
- Chapter Advisor and New Member Orientation Team will conduct member education for at least 6 weeks. (The project will be timed to complete NMO by the end of the semester)
- Alumni advisors and national staff members will conduct an initiation of our founding fathers
- Officers are provided with resources containing fraternity and university policies, forms, and best-practices which they will read through with the Asst. Director of New Chapter Development
- National Staff members will return to provide advanced recruitment and retention training to the chapter members in addition to scholarships to The Summit program
- Each member is paired with an alumni mentor who helps with the member's professional development
- Chapter Development Coordinators visit the new chapter to address specific growth opportunities (recruitment, branding, organizational processes, budgeting & planning, etc.)

Planning For Chartering:

- The chapter will submit an accreditation packet/chartering application to the national office (Available upon request)
- If the chapter scores above a 90% on the application, a motion to the Grand Council will be made for the installation at the next quarterly meeting
- The ACB will coordinate with the national office, the chapter, and the alumni volunteers to plan a chartering banquet

A SOLID DEVELOPMENT PLAN

ADVANCEMENT PHASE: THE 3-4 YEARS AFTER CHARTERING

Primary Goals & Transition:

- Chapter is prepared for transition from New Chapter Development team to Chapter Advancement Team
 - Delta Sigma Phi Staff will provide an informative graphic to chapter leadership, alumni/volunteer leadership and institutional staff to help visualize the staff transition
 - Delta Sigma Phi Chapter Advancement team will perform a visit in conjunction with NCD team to personally transition the chapter
 - Delta Sigma Phi Fraternity staff will conduct a series of meetings with the ACB and Advisory board to develop and transition a long-term strategic plan for the chapter
- The chapter is annually evaluated on their accreditation scores
 - By the fourth and fifth year after development, each new chapter is expected to qualify for a Pyramid of Excellence or Chapter of Distinction award through their accreditation report (90% or above)
 - Each year, the chapter will be coached to adjust and add meaningful symbolism to their philanthropic and service initiatives to be nominated for our respective national awards
 - Future growth and academic expectations will be based on the first few years of accreditation reports turned in by the chapter to track above expectations for Vision 2025
- Chapters that were not recolonizations will begin to implement a young alumni engagement strategy to keep founding fathers and future graduates engaged immediately after graduation
 - New chapters will begin to fill their ACB and Advisory Board with recent graduates to better strategize as the chapter grows with its local and founding purpose in mind.

FOUR YEARS. FIVE PHASES.

To develop a chapter strategically, intentionally and responsibly, we take the time to slowly introduce new areas of fraternity life as the group of men begin to grasp and perfect our basic expectations. As you have seen, our process extends over four years and these are arranged to fit into five phases. The first year is split into two phases aimed at preparing the new chapter to charter. Phases III and IV elevate the chapter to a high performing and consistent group. Phase V ties up any ends to create the highest performing chapter possible.

PHASES I & II

This incorporates our planning and recruitment phases as well as the time it takes to charter. During this time, we work closely with your staff to plan and prepare to recruit the Better Man of your college or university.

Once our staff has recruited a group of men, we will begin training and developing that group, providing them the very basic and essential skills to draft academic & recruitment plans, hold chapter meetings, engage alumni, develop relationships and other basic fundamental tasks.

During the second academic term, Phase II, the group begins to develop external relationships and plans their first events in support of service, philanthropy, personal development and inter-organizational relationships. After completion of Phase II, the new chapter should be eligible to charter.

PHASES III & IV

This phase begins once the chapter has chartered. What we know now is that the group has been able to achieve the expectations of the fraternity over the course of one year. The primary purpose of this phase is to assist the chapter in developing a method/process to sustain that success.

We focus primarily on new member orientation, officer transitioning, and the transition of the membership to alumni status. The group will work with their advisory board to develop a four-year strategic plan and will be taught the fundamentals of goal setting and after-action assessments.

Completion is marked by a chapter contending for our “Chapter of Distinction” award and advanced volunteer networking and event planning for phases III and IV respectively.

PHASE V

By the end of their third year, we expect the chapter to have maintained an accreditation score above 90% and to have begun working toward achieving the goals set in their strategic plan.

At this point we will work with the group on solidifying their identity for future generations. This includes engaging alumni, maintaining detailed program/donation records and developing their marketing and communication channels. The chapter should readily & consistently have a plan to engage non-members as well as alumni and incorporate both into event planning.

By the end of the fifth phase, a new chapter should be in contention for a Pyramid of Excellence award, our highest honor given to 5-7 chapters annually.



NATIONAL
PROGRAMS



75%

reduction in
risk activity
since 2005

HARM REDUCTION

Delta Sigma Phi has experienced a 75% reduction in risk management activity since the adoption of Vision 2025.

We believe that reducing risk as a fraternity relies on more than simply addressing hazing and alcohol consumption. Our approach to risk reduction is a holistic one supported by national programming which incorporates our purpose and ritual, a values-based membership selection process and early cooperation and intervention with chapters and institutions that may need assistance.

Delta Sigma Phi recently engaged in a cooperative effort with expert David Westol to develop a stronger national risk reduction and response plan. Dr. Lori Hart worked with all chapter presidents for a risk reduction seminar during our annual Summit and Risk Reduction is a core competency reviewed at every regional event.

Our new member education program and online platform will implement a national orientation on Risk Reduction and hazing awareness that 100% of our new members will engage in prior to initiation. Additionally, chapters with known violations of the Fraternity's policies on responsibility and accountability are required to participate in GreekLifeEdu.

Each new chapter receives risk reduction training at the beginning of their colonization conducted by our staff. This includes but is not limited to ASTP training, protective factors, alcohol use and drug use. Our continued partnership with the American Red Cross will open doors for our members to become certified as first responders and in CPR.

Our policies on responsibility and accountability can be found in our Fraternity Manual, which is available on our website or upon request.

A background image showing two men in a conversation. On the left, a man with blonde hair, wearing a light blue dress shirt and a dark red tie, is looking towards the right. On the right, a man with dark hair, wearing a dark blue button-down shirt, is seen from the side, looking towards the left. They appear to be outdoors, with a brick wall and greenery visible in the background.

EDUCATION EVERY DAY

By 2016, every student member of Delta Sigma Phi will participate in universal new member education, leadership development & alumni transition online experiences.

In Summer 2013, Delta Sigma Phi began development of an online learning program titled “The LAMP” in conjunction with PLAID, a consulting company specializing in all aspects of personal and organizational development, for a ’15-16 launch.

For the first time in our history, all new members of Delta Sigma Phi will experience history lessons from our national historian, discuss our strategic plan with the Grand Council members who crafted it and experience unique and personalized leadership development based on each member’s personality and strengths.

The program goes beyond the new member experience and follows our members through college, the transition into the professional world and leading as an ethical professional. It is a truly lifelong learning experience for all.

Members will be able to chat with other new members across the country while maintaining weekly meetings with a chapter new member educator to review lessons and incorporate their own chapter’s history and processes. These two aspects of new member education, online and in person, will help foster a series of relationships both on a local and national level. The end product will be more new members affiliating with the most prominent Delta Sigs across the nation as part of their introduction to the fraternity!

We also work with each chapter to develop an in-person new member orientation experience that reflects our history and values. We review these programs annually and offer workshops on meaningful bonding and educational programming at each of our Regional Leadership Academies. All chapters of Delta Sigma Phi complete new member education within 6-8 weeks. A basic outline, sample lesson plan and learning objectives for our new member education program are available on request.



POWER IN PURPOSE

Since 1993, Delta Sigma Phi's Leadership Institute has been considered our flagship program. It is based on the tenants of Kouzes & Posner's Five Practices of Exemplary Leadership.

Every organization is a combination of a unique set of individuals brought together by a common purpose. Cultivating the individual desire to lead, make ethical decisions and incorporate that purpose into day-to-day decision making is the end-result of attending our Leadership Institute or L.I.

Students attend a five-day retreat funded entirely by The Delta Sigma Phi Foundation and engage in a program that many would relate to UIFI or IMPACT. Attendees work through a combination of large and small group activities, learn from successful Delta Sigma Phi alumni on ethical decision-making and speak with alumni volunteers to better understand membership as described in our ritual: an eternal experience.

L.I. serves as an opportunity for our fraternity to truly instill the idea of “giving-back” and living a life of Delta Sigma Phi. It is not a program to teach men to better lead their chapters, though that is an added benefit. It is instead designed to identify individual leadership qualities and learn to integrate our teachings into the day-to-day decisions of our members.

Participation by alumni volunteers, speakers and the coverage of the program through the Foundation are key indicators that giving “The Pearl Of Great Price,” or loyalty to the fraternity for life, is an honor and expectation of all of our members.

Leadership Institute attendees are selected through an application process. The size and scope of the teachings provided at L.I. are to be expanded upon in the coming years as we grow our educational and leadership programming.

MORE THAN
1,000
GRADUATES
LEADING
ETHICALLY



RECRUITING FOR SUCCESS

It is one of the best fraternity programs for recruitment education and a direct contributor to our most impressive strategic gains; we know Summit works.

As part of our plan to grow and improve the quality of our membership Delta Sigma Phi developed in 2008 the Summit; a 3-day program for our chapter new member educators and recruitment officers to learn the best practices and our expectations for recruitment. Each new chapter is given the opportunity to bring a third chapter member at no cost to the chapter.

As our chapters have started to implement the training, our members have continued to ask us for additional, newer and better practices to incorporate. In 2013 we responded by crafting a new curriculum from the ground up with Phired Up CEO Josh Orendi. In this setting, Phired Up and Delta Sigma Phi provided our most in depth and complete training in the Summit's history.

Our members were taught first-hand by the experts in the industry, broken up into small groups with our New Chapter Development staff and volunteers, crafted plans to improve their recruitment strategies and are kept on track by reconnecting monthly with our facilitation team.

Summit has had a directly correlative and obvious impact on the membership of Delta Sig. The curriculum has been upgraded three times and over 950 men have attended since inception. As of 2013 all 104 chapters are "on system" with an online names list, participation in periodic calls to review progress and incorporation of dynamic recruitment into their planning and programming.

Summit is designed to focus on finding the right men and developing them the Delta Sig way. Recruitment Chairmen learn to recruit The Better Man and New Member Educators learn to better develop them.

EFFECTIVE EDUCATION

14

Number by which our avg. chapter size has grown since creation of Summit

90%

of chapters now submit complete annual reports vs. 50% prior to Summit

100%

of chapters have & utilize a names list & 365 recruitment plan

STRENGTH IN BROTHERHOOD



Fraternity is at its core an opportunity to connect with men or women of equal caliber and character. Convention is our largest opportunity to experience the power of those connections.

In July of 2013 Delta Sigma Phi hosted over 540 men in Phoenix, AZ for what made our largest convention in fraternity history. Convention remains the largest single gathering of student and alumni members for our organization and is conducted biannually. Due to the diverse audience of students, alumni, organizational partners and friends of the Fraternity, we provide a diverse portfolio of educational programming. Sessions cover topics including but not limited to personal and professional development, chapter operations, business operations, property management, student advising and relevant industry trends. Members can learn life-saving techniques from the Red Cross and discuss expressing values in our daily rituals with our partners from The Fraternal Values Society.

We also take time at each Convention to feature Loren Mall, a past Grand Council President and our current Historian. Loren has studied the development of our ritual and history, which he presents in a forum in order to engage in a conversation with our members about how our history can shape the future. Members in attendance optionally partake in the Pilgrim's Degree, a membership granted only to those who attend convention. The Pilgrim's Degree is a fun, light-hearted tradition that uniquely connects professional and undergraduate members of the fraternity who have made the "pilgrimage" to Convention.

In addition to the meetings, members can partake in experiences we develop to enhance the relationships made. For 2013, our men participated in the first Convention 5k, football and golf tournaments, both a silent and a live auction and a number of other on-site experiences. The 2015 Convention, our half-way point through Vision 2025, will be held in the French Quarter of New Orleans in July.

WELCOME TO LEADERSHIP



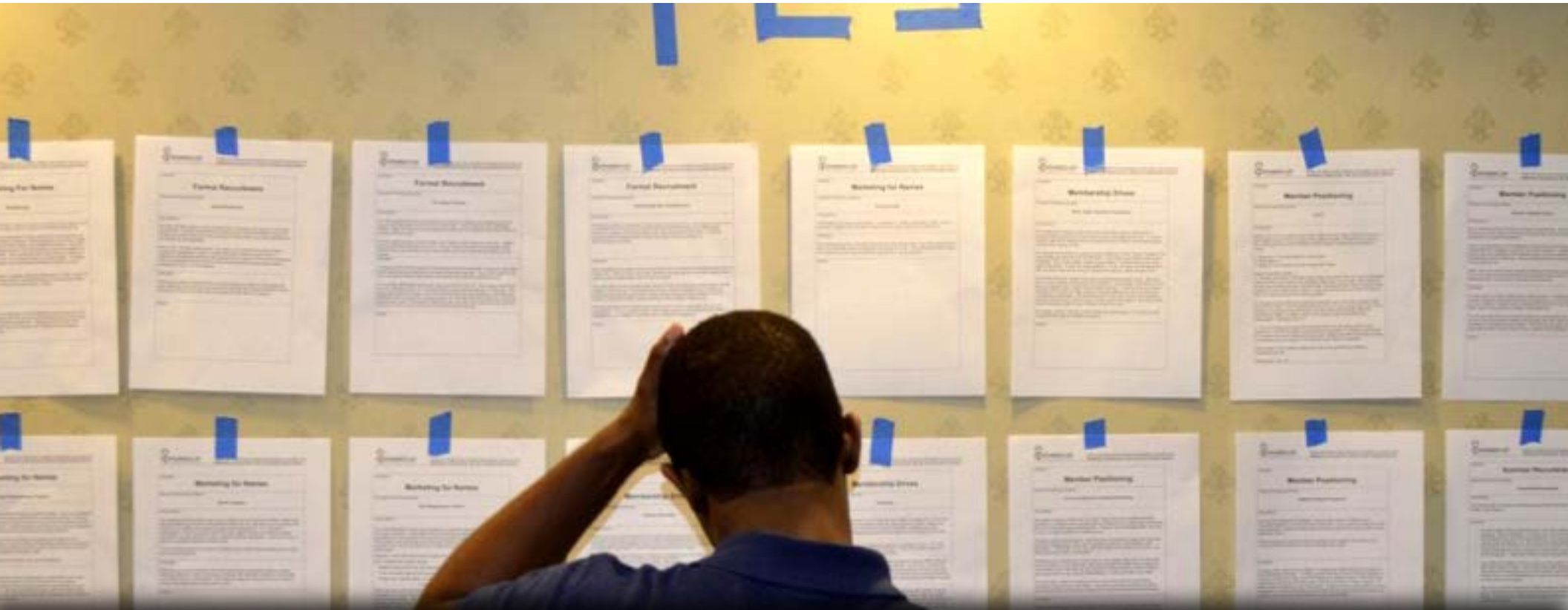
In 2005 Delta Sigma Phi held its first series of Regional Leadership Academies or RLAs. These day-long sessions are designed for chapter delegations within specified regions to introduce fraternal leadership to our members. Every man looking to understand the strength of the National Fraternity gets his bearings at RLA.

To allow us to incorporate more chapter members into the program while engaging more volunteers through facilitation opportunities we grew our RLA program in 2013 from four regionally-centered programs each January and February to dozens of local conferences held on college campuses throughout the academic year.

Each RLA session focuses on a set number of core competencies including but not limited to recruitment, risk reduction, new member orientation, ritual ceremonies, and event planning. These are all tied together through a greater conversation of principles-centered leadership and ethical decision making builds great leaders out of better men.

The academies create opportunities for student members to meet our staff, for college and university professionals to experience Delta Sigma Phi with their students and for volunteers to receive hands-on training and practice so they can more effectively coach our component chapters. There is no limit to the number of men a chapter may send to an RLA, and so the academies are a key driver in our mission to provide leadership training and education to 100% of our membership in 2015.

BETTER *PRESIDENTS* BETTER *CHAPTERS*



In 2014 our fraternity hosted the first ever Presidents' Academy. This program exposes our presidents to our strategic plan, their role in it, and gives ample opportunity for education around strategic planning, risk reduction and solid execution.

Our men learned from Mike Dilbeck on the importance of bystander intervention, sat with members of our staff to discuss their strategic plans and completed a 200-point survey to aid in what will be a comprehensive view into the make up, desires and actions of our members across the country.

Prior to the academy, each of the chapter presidents complete the Strengths Assessment, for which they receive one-on-one consulting from a trained Gallup coach on their individual strengths and how they can be applied to their work. Established alumni leaders and enlightened speakers have helped us turn Presidents' Academy into a leadership experience that excites our men to do good and empowers them to lead with their strengths.

FRATERNITY ABROAD

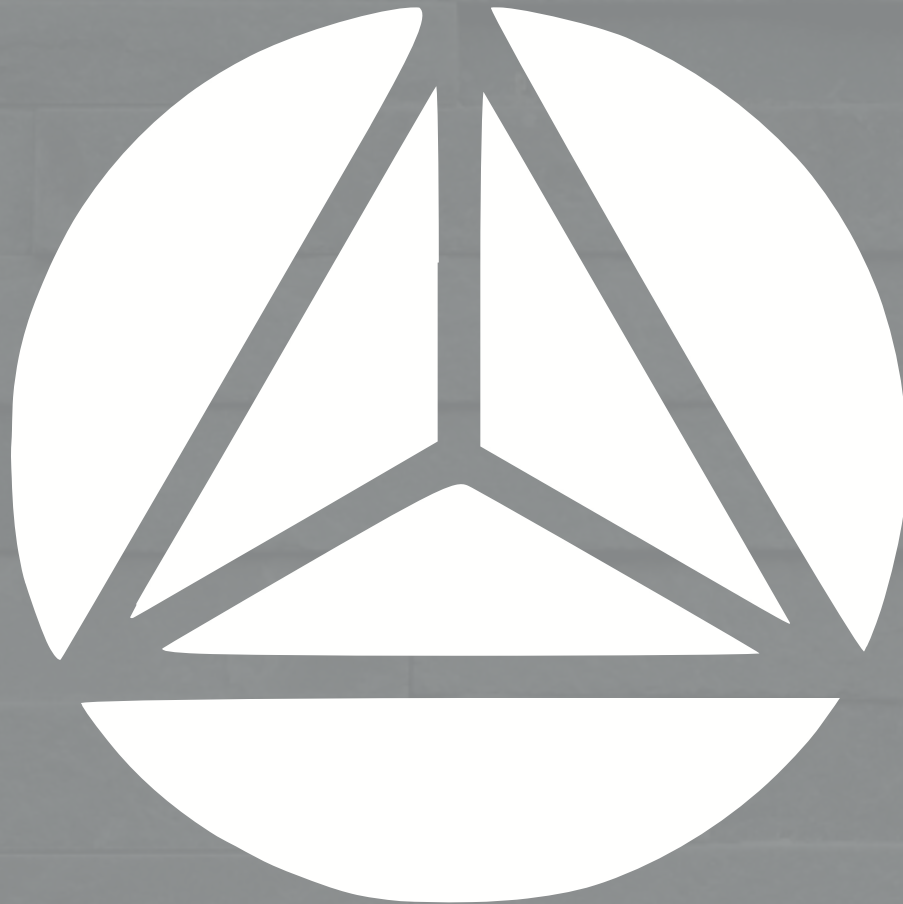
Through a partnership with the Association of Fraternal Leadership and Values (AFLV), men from Delta Sig embarked on our first ever service-immersion experience in May of 2014.

Roughly fifteen undergraduate members have been selected to travel with Fraternity and AFLV staff to Honduras to participate in a week-long service experience that reinforces the good we do with discussions regarding the Fraternity's history, ritual and definition of The Better Man. Members built a home, the foundation for a quality life, among other local community work.

This new experience can provide a unique opportunity to experience the joy and satisfaction associated with giving back. It is also a chance to understand how community engagement relates to our founding as a fraternity of men from widely different backgrounds.

The Delta Sigma Phi Foundation will cover costs associated with The Journey for students whose institutions allow course credits to be awarded for such educational programs.





OUR
PARTNERS & SERVICES
FOR STRONGER CHAPTERS & COMMUNITIES



ACTION IN CRISIS

In 2005 after the devastation of Hurricane Katrina, a group of Delta Sigs participated in the disaster relief efforts of the Red Cross. Inspired by the courage and commitment shown by Red Cross staff and volunteers, these men effectively petitioned our Fraternity to align with the Red Cross as our national philanthropic partner.

By 2025 we intend to be the largest single donor of pints of blood, monetary donations and hours of community service to the Red Cross annually. We aim to achieve this by participating in their national initiatives and connecting our chapters with local Red Cross staff and volunteers for advisory support.

Delta Sigma Phi chapters participate in both National Preparedness Month and National Red Cross Month in September and March respectively. Our chapters will distribute preparedness packets & materials to students and local citizens throughout the month of September and work with local branches of the Red Cross each March for our own initiative, “Blood, Sweat & Cash,” to host blood drives, service outings or philanthropic events. The American Red Cross also hosts citizens CPR certification programs and other educational at our biennial convention.

In working with local branches of the Red Cross, each chapter has hands-on guidance as to which Red Cross programs are most needed within a respective region. Chapter members also have the opportunity be trained and certified in CPR, as first responders and in first aid.

Our partnership symbolizes more than a need to do good. Red Crossers are those who act when others only watch. They work to build and rebuild communities. The education, certification and training our members will receive may directly influence how our members perceive risk as well as how they respond during crisis situations.

NURTURE VOLUNTEERS

In 2005, Delta Sigma Phi identified 500 trained alumni volunteers. Today, we have trained and equipped well over 1,000 volunteers to work with our undergraduate chapters.

The consistent growth of our alumni volunteer base falls in line with our expectations for Vision 2025 and will continue to grow as we expand our regional programming, add new chapters to our fraternity and engage more alumni members through online learning programs.

100% of our alumni advisory teams receive training on chapter operations and national programming by our Chapter Advancement staff. 100% of chartered chapters now have Alumni Corporation Boards compared to less than 50% prior to the creation of Vision 2025. The Alumni Corporation Board primarily oversees the business aspects of chapter operations such as developing a 5-year strategic plan and managing the chapter's 21st Century Fund to provide scholarships and financial support for educational programming.

In addition to these valuable gains, we have begun implementation of a new strategy to equip all chapters with both an Alumni Corporation Board and an Alumni Advisory Board. This advisory board is made up of both Delta Sigs and friends of the Fraternity, working to mentor chapters directly in their day to day operations and decision-making.

Programming is provided for our volunteers through our Regional Leadership Academies, Biannual Conventions and through volunteer-specific and citywide programs. In 2013 our Fraternity hired an additional staff role to focus specifically on continued volunteer education and engagement. We have also moved our Foundation efforts in house to better connect donors with volunteer opportunities.



A STUDENT SUPPORT SYSTEM

Among the many partners we work with to better the world is the Fraternal Values Society (FVS). Delta Sigma Phi Fraternity in 2013 became the first national organization to partner with FVS by funding the development of new FVS chapters and the registration costs of individual memberships.



The Fraternal Values Society acts as a vehicle for students from all fraternities and sororities at an institution to have genuine values-based conversations. It also acts as a support system for students returning from national programming such as UIFI or LeaderShape to ensure that the excitement and planning that takes place at those events is followed up by action.

We believe that our programming is among the best, but understand that our men need a way to discuss, share and receive feedback on their plans. Allowing our men to share our values and experiences with students in other organizations, and vice versa, will help the entire fraternity and sorority community better understand one another and build off of each others' successes.

Over the course of five years, Delta Sigma Phi will cover the costs of up to 10 new chapters of FVS at institutions across the country. We will also sponsor individual memberships for members returning from national programming who would like access to the FVS online portal, which serves as an outlet to connect with other leaders or professional mentors on a national scale.

OUR COMMITMENT

To help financially support our New Chapters we have implemented a set of policies to allow them full participation with lower up-front costs:

- New Chapters are exempted the 1st semester of their development from National Dues
- New Chapters receive financial support for their travel, lodging and registration so that they can attend the Summit free of charge. They are also allowed to bring an additional member for recruitment training.
- New members also receive financial support so that a full delegation can attend their Regional Leadership Academy including transportation, lodging and registration. This allows for a large volume of new members to network with other members and better integrate workshops into their development curriculum.
- Insurance for the chapter's first semester is covered by the national headquarters (as they will not be charged for dues)

In addition to the financial support offered to our new chapters for national programs our headquarters is committed to best positioning each of our new groups a competitive housing solution at the discretion of our Executive Director.

We do not believe a house defines a chapter. That said, we understand that a house can serve as an important function as a values-based living community. If or when the time arose that an institution, chapter and our headquarters determine that a chapter facility is crucial to the success of the chapter, we will begin working with our alumni board to develop a long-term housing solution.

Delta Sigma Phi Fraternity has been directly involved in the organization of housing for a number of chapters including assisting our Georgia and Kentucky chapters achieve the finances needed to purchase their homes and our negotiations with Drexel University in support of our Alumni Corporation Board and new chapter at the institution.



180

men attended Delta Sig national programs in 2013 by way of financial support from our HQ

THE FOUNDATION

The Delta Sigma Phi Foundation operates to fund the programs of the fraternity. Each chapter has its own 21st Century Fund that the alumni board and members can utilize to cover the costs of educational development or scholarships for the chapter. This can include transportation to national events, registration fees for any educational program or even bringing a speaker to an institution!

At the 2013 Convention, the foundation raised over \$700,000 with more than \$600,000 dedicated to covering the cost of the Leadership Institute for the next 10 years. The convention also marked the creation of The Scott Wiley Fund, also aimed at supporting and sustaining Delta Sigma Phi's Leadership Institute.

All Foundation operations are handled in-house at our headquarters in Indianapolis. As part of Vision 2025, we expect to double our endowment, increase the number of attendees for programs such as the Leadership Institute and our new service immersion experience, and help chapters fundraise individually for housing investments.

\$150,000

Was awarded to 100 graduate and undergraduate students through The McKee Scholarship for the 14-15 academic year.

This annual award is an academic scholarship of up to \$5,000 made possible by a \$4.3 million donation to the Foundation.

Costs of Membership

Our membership dues are as follows:

\$135 - New Member Fee & Dues
\$225 - Initiation Fee

\$195* - Base rate dues (including insurance) paid twice yearly

*This rate will rise or fall based on the chapter's performance. A GPA above the all men's average will reduce the cost by \$10 per man, while a chapter with a house will pay an additional \$25 per man.

\$1,000 - Flat fee charged to the chapter as a whole for Convention and RLA registration costs.

IN CLOSING

In 1899 a small group of men publicly announced a mission to create the first fraternity without respect to race, religion or creed. They believed that by working together we could create a better humanity.

Our mission in the 21st Century is to partner with organizations, institutions and individuals who want to be at the forefront of redefining fraternity, brotherhood and what it means to be a man.

We have intentionally designed a process that syncs your mission and identity with our own. Our chapter will work with one team specializing in the development of new groups for five academic years. We will work to engage all students, faculty and staff members of your institution to expand our movement for *better*.

A new fraternity should have a unique attribute that allows it to help grow your community. We take extra care to make sure we address the areas of growth that your community and our staff have identified.

Delta Sig retains 91% of our founding fathers, creates two advisory boards for each chapter, recruits a group at or above the all undergraduate average GPA and provides leadership development, training and financial assistance to 100% of new chapters. We are a fraternity of courage, action and excellence.

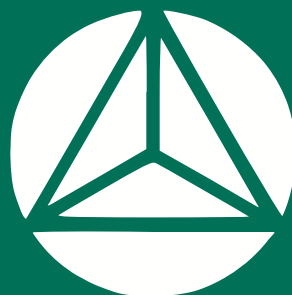
Delta Sigma Phi at any institution is recognition by that institution that its staff, faculty and students want to be drivers of progressive growth in the world.



For additional information, please contact Nik
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