RECRUITMENT PLAN

Component	Documentation
Chapter utilizes a recruitment plan which: Promotes year-round marketing and recruiting of potential members Incorporates recruitment training for undergraduate members at least twice (2x) annually Incorporates a Values-Based Selection/Discussion Process	1. Copy of Recruitment Plan including a timeline of year-round marketing/recruitment efforts and events. 2. Outline of training provided to chapters and the dates on which training took place. 3. Copy of values-based selection/discussion process outlining the chapter's criteria/discussion topics for membership.

About This Component

Delta Sigma Phi was the first fraternity to partner with Phired Up in 2009. Since then, and the creation of the Bruce J. Loewenberg Summit in 2008, our average chapter size has grown by 12 men!

The best organizations in the world put an emphasis on recruiting the right talent and exploring new ways to recruit that talent. By utilizing a year-round recruitment model, chapters of Delta Sigma Phi are ensured to find men of high character while others sit idly by. Recruitment is referred to as the life-blood of our organization, and having the most modern recruitment practices is key to finding the right men to lead.

Best Practices

- Chapters that follow their values-based selection processes are much more likely to do well in other areas of Fraternity operations. If a man does not meet the grade or any other requirement, consider it an opportunity for him to demonstrate that he'll actually work to meet the standards of the Fraternity. If he won't now, he won't when he's initiated.

- Phired Up's website has hundreds of ideas for cheap or free recruitment events that stimulate conversations. A great conversation with great people recruits a man, not great food or a great party.

- Define your ideal member, define the organizations you attempt to pull members from, and diversify your recruitment pools. Recruiting from one high school, club or demographic does little to help the chapter in an off year.