

PHI SIGMA PI NATIONAL HONOR FRATERNITY

Planning a Successful Recruitment

IMPROVING HUMANITY WITH HONOR

Phi Sigma Pi National Honor Fraternity is a gender-inclusive organization dedicated to: promoting lifelong learning, inspiring Members to lead, and cultivating lasting fraternal bonds, while always conducting our lives with honor. We consecrate ourselves to a life of social service with the goal of improving humanity through our principles: Scholarship, Leadership, and Fellowship.



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Think back to when you first became interested in Phi Sigma Pi. What led you to attend an Invitational Meeting? What made you come back to a Recruitment Event? What was most exciting about receiving a bid, being pinned and becoming an Initiate of your Chapter? The Potential New Members who meet your Chapter this year will have these same types of fond memories thanks to the effort that you put into Recruitment. Recruitment is a time to meet fellow students who will someday become your Brothers. It is also an opportunity for everyone in your Chapter to leave their legacy. Each Member, through the time they dedicate and the energy they bring, will contribute to the future of the organization all 365 days of the year.

As a Member of Phi Sigma Pi, you set an example for others on your campus through living into our Tripod. It is through Scholarship, Leadership and Fellowship that you further our mission, and, in doing so, encourage others to join. As your Chapter grows, so will your collective impact on the campus, local and global communities of which you are a part. Perhaps the greatest impact you will have is on the new Members who come to your Chapter seeking the Phi Sigma Pi experience, energized to improve humanity with honor in their own way. It is because of dedicated Members like you that Phi Sigma Pi will continue on for years to come.

This year, we challenge you to take Recruitment beyond "Recruitment time." You will have the opportunity to impact your campus, even changing the lives of individuals who, except for your efforts to reach them, would have never learned about Phi Sigma Pi at all. Can you imagine your life without Phi Sigma Pi or without the relationships that have become so significant to your college experience? We hope that you will feel empowered to promote our Fraternity's mission and the value of lifelong Brotherhood in the coming year, welcoming others to carry Phi Sigma Pi into the future.

1916

Founded at
University of
Central Missouri

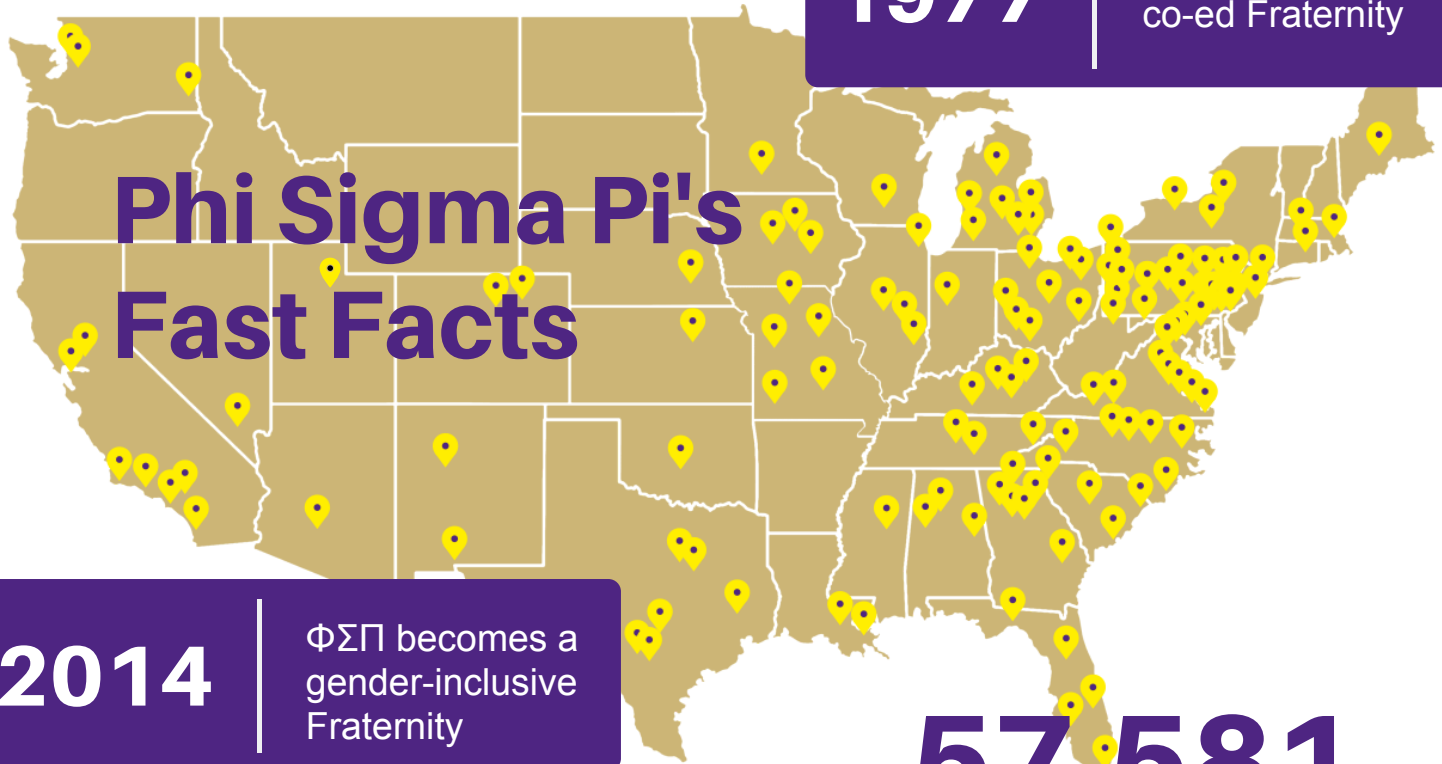
141
Chapters

5,873

Collegiate Members

1977

ΦΣΠ becomes a
co-ed Fraternity



**Phi Sigma Pi's
Fast Facts**

2014

ΦΣΠ becomes a
gender-inclusive
Fraternity

57,581
Alumni Members

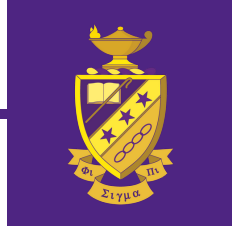
Scholarship

Leadership

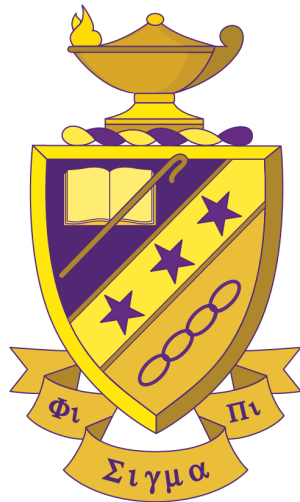
Fellowship

2018

Adopted mission to
improve humanity
with honor





The Phi Sigma Pi Brand




PHI SIGMA PI
NATIONAL HONOR FRATERNITY



 Purple
For web: #4E2582
For print: 2607 C, RGB: 78-37-130

 Yellow
For web: #FFEE01
For print: 803 C, RGB: 254-236-0

 Gold
For web: #CCB576
For print: 466 C, RGB: 204-181-118

Phi Sigma Pi's reputation depends on the use of our name and image, including: Phi Sigma Pi's Greek letters (ΦΣΠ), logos and the full and abbreviated Fraternity name (Phi Sigma Pi National Honor Fraternity and Phi Sigma Pi).

Creating items to promote your Chapter and Recruitment will increase visibility around campus.

Consider these options:

- T-shirts
- Hats
- Stickers
- Pins
- Pens/Pencils
- Sticky Notes
- Notepads
- Water bottles
- Business Cards
- Candy
- Napkins



Purchasing products from licensed vendors ensures the proper use of Phi Sigma Pi's insignia. A list of approved vendors can be found at phisigmapi.org/approvedvendors

Elevator Pitch

A BRIEF, PERSUASIVE, REHEARSED SPEECH THAT IS USED TO QUICKLY INFORM SOMEONE ABOUT YOURSELF AND YOUR ORGANIZATION.

Tips for crafting your elevator pitch:

- Be brief
- Make it personal
- Practice

Share your Phi Sigma Pi experience with a Potential New Member.

I joined Phi Sigma Pi because ...

Phi Sigma Pi has impacted me by ...

My favorite memory since joining Phi Sigma Pi is ...

Why should a Potential New Member join your Chapter?

(Example: "I see a lot of potential in you, and I think you would have a lot to contribute as a leader of our Chapter. You should come to an Invitational Meeting to learn more about Phi Sigma Pi and how to join.")

Include these items in your conversations with Potential New Members about why they should join our Fraternity:

Gender-Inclusive - Unlike some organizations that identify themselves as "co-ed," since 2014, Phi Sigma Pi has been an organization open to individuals of all gender identities.

Honor Fraternity - Phi Sigma Pi is a values-based organization that aims to fulfill its mission of improving humanity with honor.

The Tripod - Phi Sigma Pi was founded on three ideals that are valued equally: Scholarship, Leadership and Fellowship.

CHECKLIST

- Request email list from college/university
- Finalize Recruitment Schedule
- Reserve spaces for Recruitment-related events
- Submit request for customized Recruitment materials to the National Office
- Sign up to table at the student organization fair
- Create Potential New Member (PNM) List and share with the Chapter
- Distribute Recruitment materials around campus
- Post about Recruitment on Chapter social media
- Update Invitational Meeting Presentation with Chapter photos and information
- Practice Invitational Meeting Presentation
- Pick up materials for Recruitment Events
- Host Invitational Meetings and Recruitment Events
- Follow up with Potential New Members after Invitational Meetings/Recruitment Events
- Prepare Chapter for evaluation of PNMs
- Conduct Bid Voting
- Offer bids
- Gather materials and rehearse for Pinning Ceremony
- Hold Pinning Ceremony
- Evaluate Recruitment

PREPARATION

As you prepare for Recruitment, you should work to identify the Potential New Members you want to join your Chapter and how you will reach them. Get Chapter Members involved in the creation and distribution of marketing materials, and encourage them to utilize social media and other methods to reach their existing networks.

PROGRAMMING

Programming includes the Invitational Meetings and Recruitment Events hosted during Recruitment. At Invitational Meetings, Potential New Members learn about Phi Sigma Pi, our ideals and the requirements to join. Recruitment Events are where they are introduced to the Chapter and its Members.

POST-RECRUITMENT

After Recruitment Events conclude, your Chapter should evaluate Potential New Members who attended Recruitment and vote to determine who will receive a bid to join the Initiation Program. Once bids are offered to the PNMs who are selected, the Pinning Ceremony is held. Finally, you should take the time to evaluate Recruitment, being sure to document all feedback and reflections to be passed on during transition.



Recruitment 365

noun

the practice of incorporating Recruitment into everything your Chapter does all year long

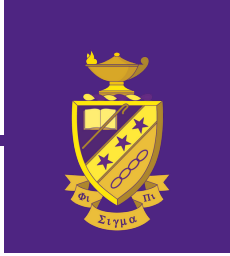
Engaging the larger campus community is the ultimate goal of Recruitment 365. Efforts you make to host open events that all can attend and collaborate with other student organizations will increase visibility for your Chapter so that attracting Potential New Members comes more easily. The point is to plant seeds, spread awareness about what Phi Sigma Pi is and get PNMs excited about joining. You will see your efforts pay off when Recruitment time rolls around again.

Best Practices for Recruitment 365

- Open Chapter events to the campus community
- Invite other student organizations or campus offices to co-host events
- Include information about how to join at every event
- Ask attendees to sign in with their contact information for "thank you"
- Keep a running list of everyone who attends events
- Personally invite those who attend events to come out to Recruitment

Top Recruitment 365 Events

1. Host coffee chats with Potential New Members in a common area on campus
2. Participate as a Chapter in an all campus event, like Relay for Life, while wearing your letters
3. Hold a fundraiser with a local business to promote your Chapter in the community
4. Partner with another student organization to host a service event benefiting a local non-profit and post about it on social media
5. Collaborate with Career Services or the Wellness Center on a program and have Members attend to talk to students about Phi Sigma Pi
6. Hand out goodie bags during finals and include a save-the-date for next term's Recruitment



Your Recruitment Schedule

1 Add Invitational Meeting dates

2 Write "Begin Marketing" 14 days before first Invitational Meeting

3 Add Student Org Fair

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

4 Add tabling dates

5 Add Recruitment Event dates

6 Add "Bid Voting"

7 Add "Offer Bids"

FOLLOW THESE STEPS

8 Add "Pinning Ceremony"

Check your Recruitment Schedule!

Are there two weeks devoted to marketing and outreach?

Are there at least two Invitational Meetings and two Recruitment Events per National policy?

Do you have no more than two weeks from the first Invitational Meeting to the Pinning Ceremony?

Is Bid Voting within 48 hours of the last Recruitment Event?

Did you plan a Pre-Pinning meeting the day before or day of Pinning?

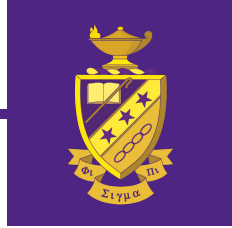
When will the first Initiate Meeting be held?

Did you consider the timing of Induction so that it is no more than six weeks from Pinning?

Did you check the school calendar for the timing of other events like the Student Organization Fair?

Have you considered when other organizations are recruiting?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



Recruitment -- it's everyone's job

Recruitment is important because it will impact your Chapter now and for many years to come. An individual or small group may be responsible for planning and executing Recruitment, but the entire Chapter should participate throughout. It is everyone's job!

Once you create a list of the Recruitment-related tasks that need to be completed, those tasks can be delegated to different Chapter Members based on their talents, skills and gifts. You should also consider the time that each Member has available to commit to Recruitment and find tasks that can fit any schedule. Getting to know your Chapter Members will make you more equipped to delegate tasks to them.

CAPITALIZE ON YOUR MEMBERS' STRENGTHS

The Shy Member

The Busy Member

The Energetic Member

The Artistic Member

The Newer Member

The Senior Member

Set up and decorate the room for events, pick up food and supplies

Hang posters on their way to class or work, help tear down after events

Greet PNMs when they arrive at events, introduce group activities

Create a banner, update Invitational Meeting Presentation

Give feedback about the most recent Recruitment, brainstorm event ideas

Share their Phi Sigma Pi experiences during the Invitational Meeting



FAQs

Q: How can growing make our Chapter events better?

A: The more Members you have, the more local dues you'll have to plan and execute awesome events. You'll also have more people contributing creatively when it's time to brainstorm new events.

Q: How will having a larger Chapter help in terms of Chapter Operations?

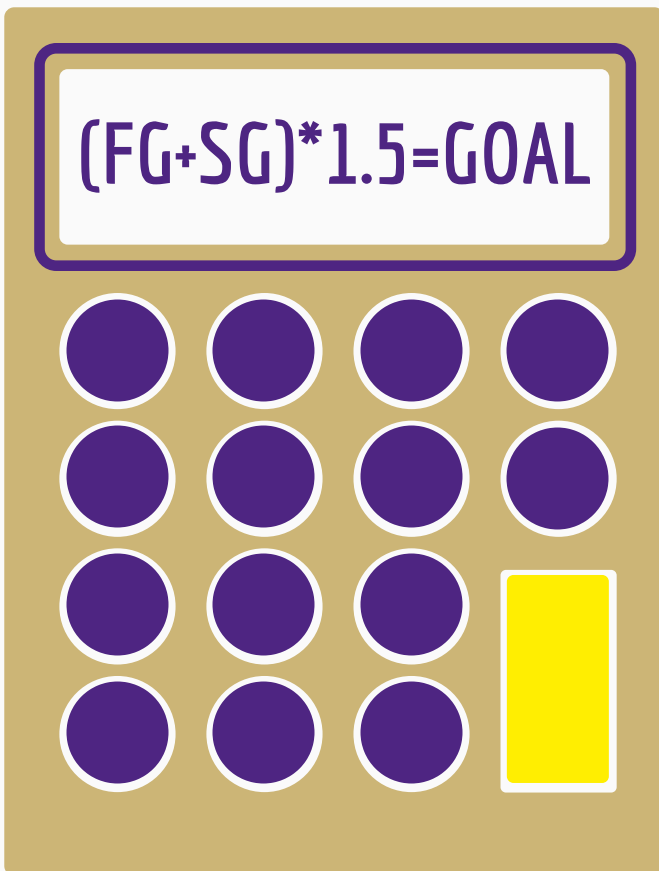
A. With more Members, each Officer/Chair will only have one job to do. This will allow them to focus on fewer tasks and help your Chapter meet deadlines and goals at the local and National level.

Q: How does our Chapter growth impact the National Fraternity?

A. When your Chapter grows, you contribute to the long-term sustainability of Phi Sigma Pi. The more Members we have, the greater impact we can have in fulfilling our mission to improve humanity with honor.

Q: Is Recruitment easier with more Members?

A. Yes! Having a larger Chapter means a bigger network of Potential New Members already exists. Plus, since Recruitment is everyone's job, there's less of a burden on the Recruitment Advisor to make Recruitment happen.

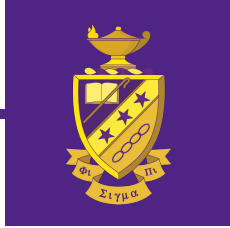


DO THE MATH

Setting goals is an important part of securing the future of your Chapter, and there is a simple equation that you can use to calculate your Recruitment goal for the coming year.

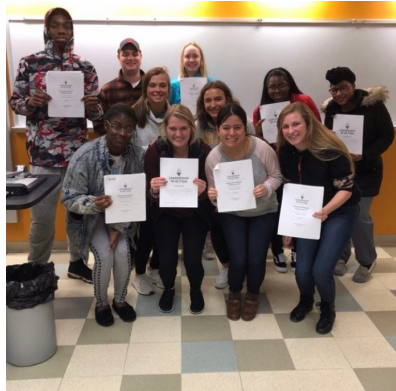
First, determine the number of Members who will be graduating in the fall term. These are your Fall Graduates. Next, determine how many Members will be graduating in the spring. These are your Spring Graduates. Take the number of Fall Graduates (FG) and add that number to the number of Spring Graduates (SG). To get your Recruitment goal, multiply the number you get by 1.5.

You will want to replace the number of Members graduating with new Members through Recruitment in order to maintain your Chapter size. This equation will help to offset any additional Members who leave your Chapter due to withdrawing from school, transferring or resigning. Any new Members beyond that will constitute growth and ensure your Chapter's long-term sustainability.



Practice Recruitment

Host a mock Invitational Meeting to run through the presentation and planned activities before PNMs arrive. This will give an opportunity for those presenting to get feedback from Members about how they can improve.



Try Leadership in Action

Get your entire Chapter ready for Recruitment by requesting a Leadership in Action Module. Check out *The Perfect Pitch* and *Recruiting for Diversity* Modules at phisigmapi.org/modules.



Discuss Characteristics of an Ideal Brother

Review the *Characteristics of an Ideal Brother* as a Chapter and have Members work in small groups to identify those they value most before evaluating your PNMs.

RECRUITMENT ACTIVITIES FOR YOUR CHAPTER

Ask Meaningful Questions

Practice taking conversations beyond the surface by having Members pair up before a Chapter Meeting to ask each other meaningful questions. Check out the list created by the National Office at phisigmapi.org/resources.

Find Your True Colors

Have Members take the True Colors Personality Assessment to identify the tasks that would be best suited for each Member during Recruitment. This will ensure that all Members have an opportunity to contribute to the Chapter's efforts.

Update Social Media

Guide Members through the process of updating their social media profiles to promote Recruitment. Customized materials, including social media graphics and headers, can be requested through the National Office via Surge at phisigmapi.org/surge.

