

Recruitment: The Recruitment Event

Much like with Invitational Meetings, you should prepare a schedule for your Recruitment Events. We often see Recruitment Events that are scheduled for an hour, and you want to be respectful of everyone's time. Recruitment Events rarely include presentations like at an Invitational Meeting unless you are partnering your Recruitment Event with an Invitational Meeting, but you should still take attendance and welcome PNMs with a short introduction to the planned activity. You also will want to include a closing for the event, to thank everyone for attending and offer information on the next steps.

Get the Chapter Involved

Here are some of the programming-related tasks that will need to be done:

- If you have Members who are introverted, consider asking them to set up or tear down the space or take attendance.
- If you have Members that are excellent at speaking in front of a group, they may be able to lead ice breakers, add something during the presentation or introduce an activity.
- Members who have been identified as potential Bigs could be tasked with initiating conversations with individuals and small groups, since it will be most important for them to get to know the PNMs.
- For Members attending class during event times, consider asking them to pick-up snacks and drinks or have them share and invite people on social media. This could help Members meet any Recruitment attendance or points requirements for your Chapter.
- The important thing to remember is that everyone has talents that can be utilized during Recruitment, which can make the Recruitment Advisor's job easier and more enjoyable.

Recruitment Schedule Example

Check-in (5 min)

If PNMs have attended an Invitational Meeting already, you won't need to collect information beyond their name when they attend a Recruitment Event. It may be good, however, to have half sheets available for any Potential New Members who did not attend an Invitational Meeting. Make sure you have a plan for getting them the information that they missed, like the Initiation Program requirements and upcoming events.

1 Check-In
(5 Minutes)

2 Activity
(45 Minutes)

3 Closing
(5 Minutes)

Activity (45 min)

Recruitment Events are the perfect time to communicate the organization's mission and values to Potential New Members. Whether you've planned a service project or an activity that conveys the importance of lifelong learning, PNMs should learn a lot about your Chapter and its Members at the Recruitment Event. Creating events that are both active and engaging will help you to leave the lecturing in the classroom and get everyone involved. This is where your Chapter's commitment to Scholarship and Leadership can really shine! [Find a list of top Recruitment events.](#)

Closing (5 min)

No matter the event, whether indoors or out, it is important to have a definitive closing, a time for you to thank PNMs for attending. Let them know that you enjoyed getting to know them and that you are looking forward to them returning for more events. This would be the time to tell them about next steps, like if they need to complete an application or when bids will be offered.

Follow-Up

One really important thing to remember--and a way to get Members involved--is follow-up. It's important to follow through on your hard work by following up promptly with PNMs after each event. Follow-ups are most meaningful when they are personal, so get Members involved by sending a quick message via email, text, or DM. The personal touch goes a long way to showing PNMs what Fellowship looks like in your Chapter. Remember that follow-ups should be timely. You want to reach out while Phi Sigma Pi and the event they attended are fresh in their mind.

Additional Resources:

[Reminder & follow-up text & DM examples](#)
[Most Asked Questions from PNMs](#)

