

DIGITAL RECRUITMENT 101

SIGMA TAU GAMMA



sigtau.org

Recruitment 101

- Please be sure to understand and adhere to local, state, and [CDC guidelines](#) regarding gathering size and other COVID19 restrictions.
- Understand the guidelines of your university and follow them closely.
- [Contact](#) Sigma Tau Gamma Headquarters for continued Recruitment support.
- Understand the state of your chapter's membership. How many brothers do you currently have and how many will graduate over the coming year? How many people do you need to recruit to sustain and ensure the longevity of your chapter?

Top 15 Things to Know for Recruitment This Year

1. We must continue to recruit

- Despite the circumstances, we must help Sigma Tau Gamma continue to endeavor forward by recruiting Noble Gentlemen. Your chapter needs members to survive.
- At minimum, we must replace the brothers that we will lose this year due to graduation or other circumstances.
- This is how we exhibit the Principle of Excellence.

2. Make the best of every situation

- Yes, digital recruitment feels weird. The sooner you accept the situation, the quicker you can start endeavoring forward.
- Everyone is in the same boat. Every organization on your campus and every industry around the world is having to adapt.
- Reframe your attitude and realize the silver lining of this situation... every chapter on your campus is brought to a level playing field. Take advantage of this and use your passion and recruitment training for Sigma Tau Gamma to separate yourself from others.

3. Retention is equally as important

- We need to continue to add fresh life to our chapters. BUT, before that... we need to focus on making sure we take care of the brothers we already have.
- 2020 has been hard on all of us. Please take the time to invest in your brothers so that you maintain who you already have.
- This is the Principle of Brotherhood at its finest.

4. Focus on building authentic connections with potential new members

- Think about this... an incoming freshman on your campus just had their senior year ripped away from them. They had no prom, they could not walk the stage at graduation, they may have missed out on their senior sports season. They are hurting and long for a place to call home.

- If you take a genuine interest in the potential new members you speak to and focus on building an authentic connection, that is the best way to recruit them into your chapter.

5. ZOOM, ZOOM, ZOOM

- Zoom should be utilized as one of the primary settings of recruitment in a socially distant world.
- Secure a Premium Zoom account that allows for you to host up to 300 participants with no time-limit!
- Some universities already provide enrolled students with a premium account. Contact campus professionals to see if you have access already.
- If your university does not provide a premium Zoom account, the cost is \$149.99. This would be best paid for with your chapter's recruitment budget.

6. Take advantage of the Digital Recruitment Classroom

- The Digital Recruitment Classroom is a resource that every chapter and every brother have access to.
- This resource educates and trains brothers on the art of fraternity recruitment.
- This resource takes you step by step on how to recruit. It starts with the basics of recruitment and ends with discussing the art of digital recruitment.
- Every chapter President and Director of Recruitment has been sent the PDF that contains the unique Sig Tau link.
- Chapters are guaranteed to improve their recruitment results if brothers take advantage of this resource and complete it in its entirety.
- [Access the Digital Recruitment Classroom](#)

7. Know your chapter identity

- Now, more than ever, it is important to know who your chapter is, what you stand for, and where you are going.
- It is critical that you and your members know your identity. "Who are we?" This could be a brotherhood bonding activity as brothers discuss chapter identity moving forward.

8. Know YOUR Sig Tau story

- Every brother has a unique story as to how they become a brother of Sigma Tau Gamma. Do some reflecting and identify what YOUR Sig Tau story is.
- This is one of the most affective personal recruiting tools you can have. If you know your story, you can then relate it to potential new members as you try to recruit them into your chapter.

9. Don't wait for potential new members to come to you, you must go get them

- If you think that potential new members are going to text you first, send you an Instagram DM, or reach out first, then you are going to have a rude awakening when no one does.
- You must own responsibility of chapter recruitment efforts. You must be willing to make that first form of outreach to a potential new member. Text messages, e-mails, Instagram DM's, Twitter messages, and phone calls are things that you will need to be comfortable with.

10. Invest in your Social Media presence

- Since in person gatherings are restricted, the money you would be spending can now be allocated to boosting your social media presence.
- Boost your posts, pay for advertisements, and put money into your online presence. Since we cannot rely on in-person interactions, we must make our online avenues as nice and appealing as possible.

11. Look to other Sig Tau chapters for inspiration, support, and feedback

- We are all on the same team. We all took the same oath and live by the same six Principles. Do not be afraid to reach out to other chapters for inspiration, support, and feedback.
- Our chapters do not work collaboratively as much as they could. There is so much unlocked potential. Work together so Sig Tau can continue to strive for excellence.

12. Use ChapterBuilder

- Conducting virtual recruitment requires organization. That is what ChapterBuilder brings to the table.
- It allows for your entire chapter to be on the same page. Track your potential new members you are in contact with, track interactions, vote, and streamline your entire recruitment process onto one platform.
- Make sure all your brothers have access and know how to use it. Contact Sig Tau Headquarters for help and/or training sessions.

13. Use your Chapter Fund to set up a Recruitment scholarship

- Some chapters have a Chapter Fund through the Sigma Tau Gamma Foundation. Each year, a chapter has access to 7% of the entire fund.
- A chapter could use this Chapter Fund money to set up a recruitment scholarship aimed at bringing in names for you to contact and recruit.

14. You are going to do it wrong

- This is the first time we are doing recruitment in an entirely digital setting. You are going to face technical difficulties. You must accept that things will go wrong and that you must adapt, improvise, and overcome the circumstances.
- Do not beat yourself up. Be kind to yourself.

15. Do not forget the basics of recruitment

- Smile and use the potential new members name and remember the reason why we are looking to add brothers into Sig Tau. The basics go a long way, so do not forget them!

Top Digital Recruitment Event Ideas**1. Video Game Tournaments/Livestreaming Multiplayer Games**

- Organize a 2K or FIFA tournament with your brothers and potential new members and stream it virtually on Zoom, Twitch, or Instagram!

2. Virtual Alumni Networking Night

- Invite your chapter alumni to join you in a Zoom meeting as you host potential new members and discuss the life-long membership aspect of Sigma Tau Gamma.

3. Virtual Sporting Event Watch Parties

- Watch the NBA Playoffs, NHL Playoffs, NFL, and the MLB season together on Zoom.

4. Online Trivia/Game/Poker Night

- Host an online trivia/game/poker night and consider using part of your recruitment budget to buy a VISA gift card for the winning potential new members.

5. Virtual House Tour and/or Chapter Presentation

- Have a great house you want to show off? Do a virtual tour.

6. Share a Meal via Zoom

- Consider using a portion of your recruitment budget to pay for meals of potential new members. Order Postmates, Grub Hub, or UberEATS at the same time and enjoy a meal with potential new members!

7. Zoom Presentation & Discussion

- Consider doing a virtual information session where you deliver your “pitch” of Sigma Tau Gamma as you discuss your chapter identity, what your chapter does, and who we are as a national fraternity.

8. Virtual Group Workout

- Consider brothers to lead a virtual group workout to get the gains going physically and in recruitment!

9. Virtual Philanthropy Projects

- Consider hosting an online fundraising event with your brothers and potential new members!

10. Games & Apps Built for Online Group Interaction

- Try online games like Kahoot or The Jackbox Party Pack.

Extending a Bid

- First, make sure that you have enough bid cards. If you need more, please visit the [Sig Tau Marketplace](#) to purchase enough for your chapter.
- Your goal with extending a bid is to make is safe and memorable.
- Despite COVID-19, we can still make the act of extending a bid safe and memorable.
- Consider an Instagram live stream where you announce your bids like the NBA draft.
- Consider hand delivering a bid from the Chapter President, Director of Recruitment, and/or the brother they got closest with during recruitment!

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