



**#SIGTAU365**



## Preparing for Freshmen Move-In

Participating in freshmen move-in day/weekend is a prime opportunity to add potential new members to your prospect pool and make a great first impression. You're not only making a first impression on the students you aim to recruit, but also their parents! There are extremely limited opportunities your chapter will have to leave a lasting impression on a potential new member's parents, so this is an invaluable opportunity that you should plan to take advantage of. This document serves as the complete guide for how to prepare and make the most of participating in the freshmen move-in experience.

- **Determine who from the chapter will be available to help.** Ideally, your director of recruitment, recruitment coordinator, and recruitment team members are the main members representing your chapter, although you should have as many brothers present as possible. Make sure to give your brothers time to plan around work schedules, vacations, and other commitments.

**Timeline: August**

- **Confirm the date(s) of freshmen move-in day/weekend.** These dates are typically finalized by the end of the school year. Depending on your university's size, the freshmen-move in experience might be one day, or an entire weekend.

**Timeline: End of April – May**

- **Determine the level of involvement your chapter can have.** Once the date(s) for the freshmen move-in day(s) are confirmed, you will want to confirm to what extent you can be involved. Most campuses simply allow organizations to help students carry in their belongings. If you have a specific idea for how you would like to be involved, ask the program coordinator as soon as possible.

**Timeline: End of April - June**

- **Sign-up and confirm that your chapter will be involved.** Don't wait until the last minute! There might be limited availability and you will not want to miss out on this prime opportunity to build your prospect pool and make a first impression on the new students and their family members.

- **Prepare.** The stage is set. The dates are confirmed, you know to what degree your chapter will be involved, you know which brothers will be representing the chapter, and you are ready to help the freshmen move-in. Hopefully by the end of the freshmen move-in experience, you will have added many names to your prospect pool in ChapterBuilder 2.0.

Timeline: July – Early August

- Supplies needed:
  - Sig Tau attire (T-shirt, hat, polo, etc.)
  - Make sure your attire is appropriate!
  - Comfortable clothing (Athletic shorts, sneakers, etc.)
  - Snacks (Fruit, trail mix, granola bars, fruit snacks, etc.)
  - Refreshments (Water, Gatorade/Powerade, etc.)
  - Sig Tau Handouts
  - Business cards (Contact info for president & director of recruitment)
  - Print-out of your chapters upcoming recruitment events
  - A ChapterBuilder 2.0 form accessible by phone & laptop
- **Show up.** Show up early, well rested, stretched, and energetic. Remember, you are making a first impression on potential new members and their parents! You will want to be on your “A-game.”

Timeline: Late August

## Tips for Participating in the Freshmen Move-In Experience:

- **Smile!** This is an exciting time for the freshmen, so be sure to meet their excitement with a warm smile and an energetic presence!
- **Have a ChapterBuilder 2.0 form created and accessible through your phone to directly add potential new member’s contact information to your prospect pool.** Having a ChapterBuilder 2.0 form created and handy is the BEST way to track the contact information of the friends you make during freshmen move-in.
- **Bring things to hand-out.** Consider using chapter funds to provide snacks and refreshments for the freshmen and their families. Along with snacks, you should hand out business cards and printouts of the chapters upcoming recruitment opportunities to the potential new members you meet!
- **Follow-up with the potential new members you meet the same day.** Once the parents of the freshmen leave and they get settled in, they are going to be looking to make friends and do something. Follow-up with the potential new members you meet by inviting them to hang-out ASAP.
- **Talk to the parents!** By going out of your way to be kind, welcoming, helpful, and social, you will leave a lasting impression that will help you in more ways than you know. The parents could be impressed by your character and actions and push their son to check out your chapter!
- **Do not be afraid to offer a helping hand to any incoming freshmen.** Who knows? The sorority woman named Taylor that you helped may give you name referrals later in the semester, or she might become a White Rose some day. It never hurts to be socially excellent!