



#SIGTAU365

 **SIG TAU**
FRATERNITY

RECRUITMENT AT SUMMER ORIENTATION

Participating in your university's summer orientation program for new students is one of the best ways you can build your prospect pool and prepare for recruitment success during the summer. Chapters should always take advantage of this opportunity. Participating in summer orientation can lead to hundreds of names being added to your prospect pool and recruitment system. Here is the complete guide as to how your chapter can prepare for summer orientation and participate to maximize success.

- **Determine who from the chapter will be on campus during the summer.** Ideally, your director of recruitment, recruitment coordinator, and recruitment team are the members representing your chapter. Make sure to give your brothers time to plan around work schedules, vacations, and other commitments. The best-case scenario is that you have multiple brothers that are in the area over the summer to participate. You do not want to burn-out one or two brothers by expecting them to represent the chapter all summer!

Timeline: March - April

- **Confirm the dates of the summer orientation program.** These dates are typically finalized by the end of the school year.

Timeline: May

- **Determine the level of involvement your chapter can have.** The two most common examples are:
 - Each chapter can host their own table at the student organization open house if they reserve a table ahead of time.
 - There is not enough room for every chapter to host their own table, but there is an IFC table where men from each fraternity can help generate interest for IFC recruitment.

Timeline: May

- **Reserve and confirm that your chapter will be involved.** Once the dates and level of involvement is clarified, reserve your table and confirm that you will be involved in the summer orientation program. Do not wait until the last minute to do this, there might be limited availability and you will not want to miss out on the opportunity to build your prospect pool and make a first impression on the new students and their family members.

Timeline: May





- **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 for the first session. If you have a table of your own, below is what you will need.
 - At-least two brothers to attend each session (Check with the orientation program for the number of brothers who can be present)
 - Laptop & charger
 - ChapterBuilder 2.0 form on a laptop's web browser. Names added by this form will be directly uploaded to your prospect pool in ChapterBuilder 2.0. (You no longer need a Google form, excel sheet, or loose paper!)
 - Sig Tau attire (See below for suggestions)
 - Stitched letters
 - T-shirt
 - Polo
 - Hat
 - Look presentable! This is your first impression.
 - Sig Tau decorations for the table (See below for suggestions)
 - Tablecloth
 - Recent awards
 - Pictures
 - Flag
 - Hand-outs
 - Printout of your fall recruitment schedule
- **If you are tabling with other chapter members for the IFC table.** In this situation, you will more than likely not be able to table on behalf of Sig Tau; you are tabling on behalf of the IFC community. Your best bet is to wear your Sig Tau attire and let your character do the talking for you. New students you meet will remember your face, Greek letters, and be interested to learn more once the semester starts.

Timeline: May – Leading up to the first session

Tips for Summer Orientation Tabling:

- **Do not sit back and wait for them to come to you, welcome them to your table!**
 - You are going to have a very hard time if you only expect the new students to walk up to you while you are sitting behind your table. Stand in front of your table, smile, and welcome those walking by to speak to you and your brothers! You are there to welcome them, not the other way around.
- **You are making a first impression, remember how important that is!**
 - First impressions are everything. Be sure to show up well rested, fed, and excited to greet the new students to your university. A bad first impression can be spread to others and be more detrimental than you think.



- **Use a ChapterBuilder 2.0 form to gather names.**
 - Do not use a Google form, excel sheet, word document, or piece of paper. ChapterBuilder 2.0 is our premiere recruitment system technology. When you use a ChapterBuilder form and someone submits their information, it gets added straight to your account.
- **Show up early and stay late.**
 - If you do this, students will take notice of your dedication and be more interested to learn more. If you stay late, it is almost guaranteed you will be able to have deeper conversations with the students you meet.
- **Keep your tabling supplies together in one box or container.**
 - It is a HUGE hassle trying to track down which brother took which item. Keep it all together and before you leave the orientation session, give it to the brother that will represent the chapter at the next orientation session.
- **You are not trying to sell them on the fraternity, you are just trying to make a friend and get their contact information!**
 - You will have plenty of time to “sell them Sig Tau.” For this first impression, focus on being friendly, welcoming, and getting to know about them. Do not kill the potential to recruit this individual by overwhelming them with Sig Tau.

Tips for Summer Orientation Tabling:

- **Do not bad mouth other chapters and/or organizations.**
 - You are there to talk about the university, the person you are speaking to, and your chapter. Speaking poorly about other organizations will be unappealing to those you speak with.
- **Follow-up with the names you gather and people you meet before the summer ends.**
 - Do not let the fall semester begin without them hearing from you again. We highly recommend that if you are interested in a potential new member that you met, follow up as soon as possible.
- **Have fun and smile**
 - This is a prime opportunity for you to make friends, help your chapter, and feel good while doing it. This is not something you have to do; it is something you can do. Make the most of this opportunity and you will be surprised how much it benefits your chapter in the coming months.

