

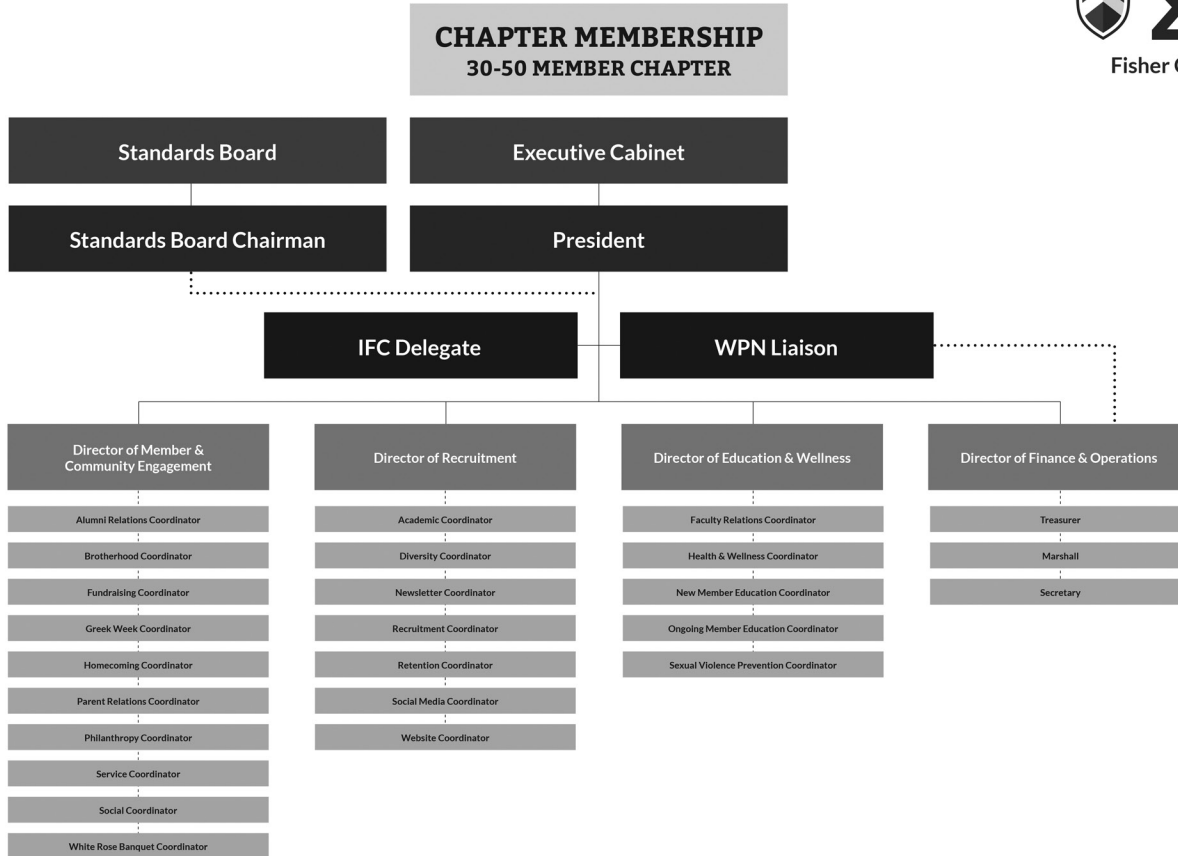


DIRECTOR OF RECRUITMENT WORKBOOK

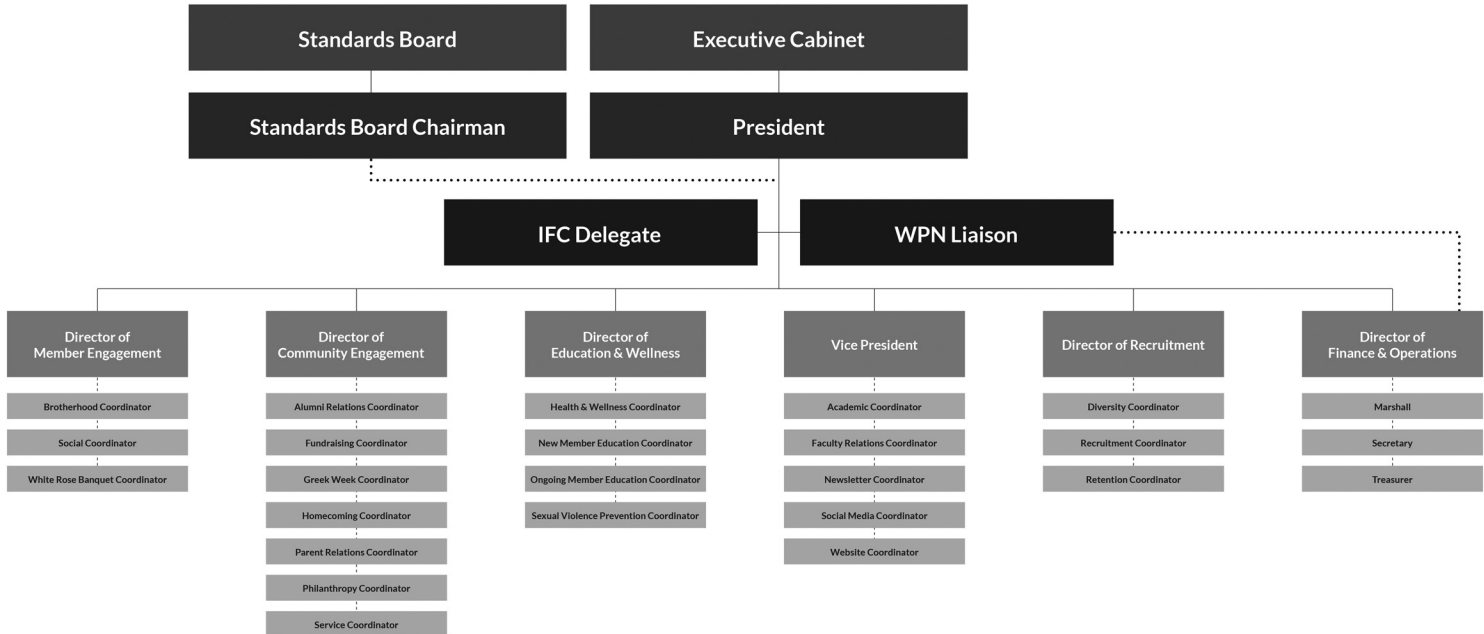


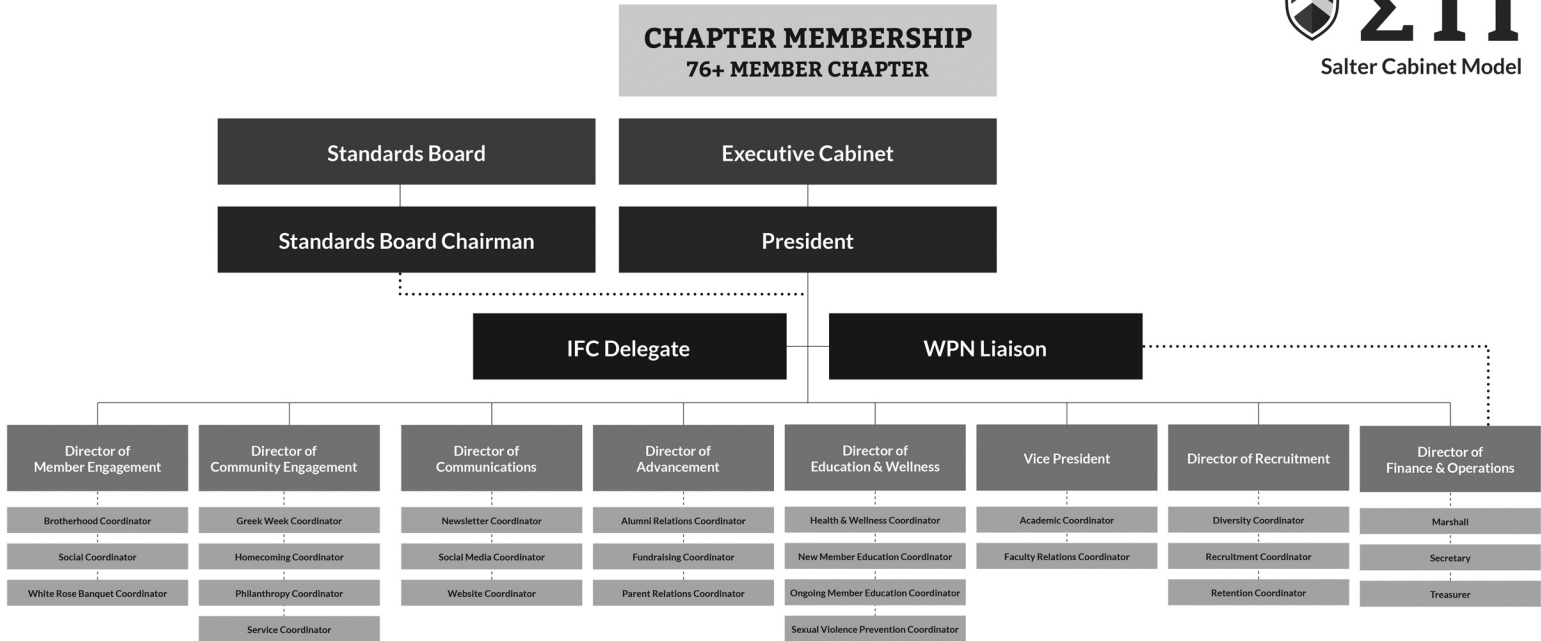
SIG TAU
MARKETPLACE





CHAPTER MEMBERSHIP
51-75 MEMBER CHAPTER





SCHEDULE OVERVIEW

Saturday, January 14

10:00 AM – 11:00 AM	General Welcome Session
11:00 AM – 12:00 PM	Tracks
12:00 PM – 12:30 PM	Lunch
12:30 PM – 1:45 PM	Tracks
1:55 PM – 3:10 PM	Tracks
3:20 PM – 3:35 PM	Tracks
3:35 PM – 3:45 PM	Closing and Reminders

Sunday, January 15

10:00 AM – 10:30 AM	General Welcome Session
10:30 AM – 12:00 PM	Tracks
12:00 PM – 12:30 PM	Lunch
12:30PM – 1:00 PM	Tracks
1:00 PM – 1:50 PM	Tracks
2:00PM – 3:15PM	Tracks
3:15PM – 3:45PM	Closing and Reminders

DIRECTOR OF RECRUITMENT

WORKBOOK



Webb Academy

January 14-15, 2023

Virtual

Sigma Tau Gamma Fraternity

8741 Founders Road | Indianapolis, IN 46268

Phone: (317) 644-1920 | Web: sigtau.org | Email: noblemen@sigtau.org

RECRUITMENT POLICIES

As a member of the North American Interfraternity Conference (NIC), Sigma Tau Gamma supports year-round recruitment because we believe any students who want to experience fraternity have the right to participate.

Throughout the history of the fraternity movement, the term “rush” has described the various activities used by fraternity men to entice first year students to join their chapters. Today the word “recruitment” is more accurate in describing a carefully crafted plan of action by successful chapters in communicating the benefits of fraternity membership to potential new members.

Recruitment is a deliberate process that should involve every member of the chapter with an emphasis on personal development and fraternity values.

In accordance with NIC Standards, Sigma Tau Gamma observes the following policies:

1. In order to join a chapter of Sigma Tau Gamma, a potential new member (PNM) must have a minimum GPA of 2.5/4.0.
2. Alcohol and drug use are prohibited during recruitment events or activities.
3. Membership in Sigma Tau Gamma is open to any male who meets the requirements of membership.

Common Terms

Continuous Recruitment/24-7: Recruitment is a constant process that happens every day, regardless of the time of year.

- ▲ Continuous recruitment efforts recognize the reality of relationships. There is no set time to build relationships that result in a mutual interest in affiliation. Men and chapters should be free to associate with each other at a time that is mutually beneficial and agreeable to them.
- ▲ Sigma Tau Gamma and the NIC support Continuous Recruitment.

Notes on Continuous Recruitment:

Summer Recruitment: Coordinated either by an IFC or individual chapter and occurs when the campus is not in session. Events can take place on the campus, in a chapter house, or at another designated location.

- ^ Recruitment practices that bring chapter members to the PNM are ideal for building individual friendships. Summer recruitment can and should involve the parents of PNMs.
- ^ Sigma Tau Gamma and the NIC support Summer Recruitment.

Notes on Summer Recruitment:

Deferred Recruitment: PNMs are required by the campus to wait a certain amount of time or complete a designated number of credits before being allowed to join a fraternity .

- ^ This allows students to become acclimated to the college setting allowing a less stressful transition from high school while promoting a safer new member experience.
- ^ Sigma Tau Gamma and the NIC do not support Deferred Recruitment as it is an inequitable application of student policy and an infringement on the associational rights of students of organizations. Independent research shows the following:
 - ^ Fraternity members exhibit higher levels of growth, learning, and development than non-fraternity men, and the difference in growth is most pronounced during a man's first semester of college.
 - ^ Fraternity members have higher campus retention rates than non-fraternity men.
 - ^ The graduation rate among fraternity men is higher than non-fraternity men.
 - ^ A successful fraternity experience provides men with a sense of community and support network that aids in a successful transition to the collegiate experience.

Notes on Deferred Recruitment:

RECRUITMENT POLICIES

Formal Recruitment: A designated and coordinated recruitment period usually organized by an IFC. Usually, PNMs are required to register for recruitment, attend a certain number of recruitment events, and cannot accept a bid until a designated date.

- ^ This process promotes a fair approach, allowing all chapters to meet the men going through recruitment without creating additional barriers to joining. This process is easier for a chapter, who waits for the men to come to them.
- ^ Sigma Tau Gamma and the NIC support Formal Recruitment when it does not create additional barriers to joining and is used in conjunction with Continuous and Summer Recruitment.

Notes on Formal Recruitment:

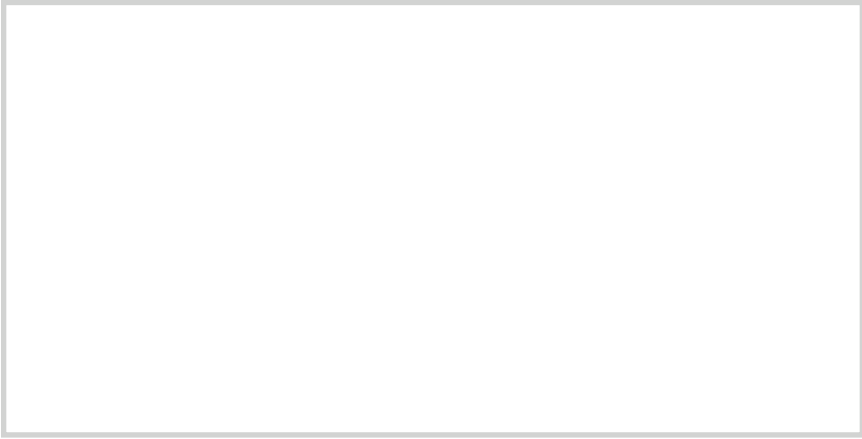
In the fall, my campus operates in

In the spring, my campus operates in

My campus **does or does not** allow summer recruitment.

DYNAMIC RECRUITMENT COMPONENTS

What is Dynamic Recruitment?



Sig Tau Growth System Steps

STEP 1: The Prospect Pool

STEP 2: ChapterBuilder and Initial Outreach

STEP 3: Relationship Building and Activities

STEP 4: Values-Based Selection Process

STEP 5: Pre-Close

STEP 6: Bid Extension

ROLE OF THE DIRECTOR OF RECRUITMENT

The primary objective of the Director of Recruitment is to serve as a member of the Executive Cabinet and ensure the longevity of the chapter through purposeful recruitment and retention efforts and promotion of benefits of membership.

KEY ROLES

- Lead, manage, and support the Academic Coordinator, Diversity Coordinator, Newsletter Coordinator, Recruitment Coordinator, Retention Coordinator, Social Media Coordinator, and Website Coordinator.
- Lead the Recruitment Division while creating a supportive environment for existing members to thrive.
- Meet regularly, both individually and as a division, with coordinators.
- Attend all Executive Cabinet Meetings.
- Develop, submit, and oversee budget for areas of responsibility.

It is through his efforts and leadership that the Director of Recruitment will grow the organization in both intellect and membership to advance the goals of the chapter and ensure that the fraternity endeavors forward.

The Director of Recruitment leads, manages, and supports several coordinators including:

- Academic Coordinator
- Diversity Coordinator
- Newsletter Coordinator
- Recruitment Coordinator
- Retention Coordinator
- Social Media Coordinator
- Website Coordinator

NOTES

POSITION REVIEW

Academic Coordinator

- ^ Maintain an academic program that will foster a culture of academic achievement within the chapter.
- ^ Refer members to the Standards Board that do not meet minimum academic expectations.
- ^ Organize and host educational related workshops.
- ^ Provide academic support to members upon request.
- ^ Distribute academic resources to members of the chapter each semester, including but not limited to, writing and tutoring center hours and costs, academic advising center locations and hours, etc.
- ^ Report both individual grades, chapter grades, and community statistics (rankings, council GPAs, and all-male average) to Headquarters Staff each semester.

What role does this coordinator play in assisting you with recruitment?

Diversity Coordinator

- ^ Develop and maintain efforts for a diverse and inclusive chapter environment through active conversations and programs related to understanding and respecting human differences.
- ^ Promote multicultural campus and community events within the chapter.
- ^ Plan or partner for a diversity related program once per academic year.
- ^ Serve as a liaison between the chapter and the primary campus diversity office.

What role does this coordinator play in assisting you with recruitment?

Newsletter Coordinator

- ^ Design and disseminate regular communication and updates to chapter stakeholders via newsletter and other mass communication methods.
- ^ Promote the benefits of membership and positive image of the fraternity within the campus and community.
- ^ Disseminate information, events, and outcomes of campus-based events (Homecoming, Greek Week, Parents Weekend, etc.).

What role does this coordinator play in assisting you with recruitment?

Recruitment Coordinator

- ^ Organize and coordinate recruitment efforts and plan, which may include organization presentations, recruitment meetings, and interest meetings.
- ^ Use ChapterBuilder and train members of the Recruitment Team on ChapterBuilder.
- ^ Invite full-chapter membership to ChapterBuilder.
- ^ Review and research latest recruitment practices and efforts and participate in Headquarters organized recruitment workshops and programs.
- ^ Promote the benefits of membership and positive image of the fraternity within the campus and community.

What role does this coordinator play in assisting you with recruitment?

Retention Coordinator

- ⤴ Monitor overall member success, involvement, and chapter contributions.
- ⤴ Partner with Academic Coordinator to identify high-risk members and provide assistance, guidance, and support for improvement.
- ⤴ Meet once per semester with campus Dean of Students Office to review campus-based student support services.
- ⤴ Assist with development of workshops and chapter programs to increase member success.
- ⤴ Listen to and mediate chapter grievances.

What role does this coordinator play in assisting you with recruitment?

Marketing & Social Media Coordinator

- ⤴ Partner with campus and community resources to better promote the opportunities and brand of Sig Tau.
- ⤴ Promote the benefits of membership and positive image of the fraternity within the campus and community.
- ⤴ Design and disseminate regular communication and updates to chapter stakeholders via social media and other mass communication methods.
- ⤴ Create a marketing strategy and follow the Fraternity Branding Guide to promote recruitment activities, benefits of fraternity, and other chapter programs.

What role does this coordinator play in assisting you with recruitment?

Website Coordinator

- ^ Promote the benefits of membership and positive image of the fraternity within the campus and community.
- ^ Maintain accurate information for chapter website and submit content to Headquarters Staff for Fraternity-wide publications and platforms.

What role does this coordinator play in assisting you with recruitment?

List at least five other people who can assist you with recruitment and one specific way each of them can do so.

- 1.
- 2.
- 3.
- 4.
- 5.

Find more recruitment resources at sigtau.org - resources.

Recruitment resources I want to read more about:

- 1.
- 2.
- 3.

YOUR CHAPTER BRAND

The Three Components of a Great Brand

1. Simple: How are we using Sig Tau's Purpose, Vision, and Principles to recruit new members?

2. Actionable: How can we articulate Sig Tau's brand and identity at the national and local level?

3. Consistent: What resources are available to help keep Sig Tau's brand consistent and uniform?

Actionable

Questions to ask to help determine your chapter's brand:

How would you or your chapter members answer the question, "So what do you guys do?"

What three qualities or characteristics are you looking for in new members?

What makes you different than other chapters on your campus?

What are your chapter's top three goals for this year? Why are those goals important?

How does your chapter exemplify the Six Principles? How do you exemplify Sig Tau's Purpose and Vision?

YOUR CHAPTER BRAND

Finish these statements:

What this brotherhood means to me is...

I joined this chapter because...

I'm still in it because...

[Your chapter designation] is... _____

Consistent

What my chapter's brand is:

What an observer would think my chapter's brand is:

Branded resources I want to use in recruitment:

THE BIG QUESTION: How will YOU help your chapter members identify and articulate your chapter brand throughout the year?

Action Items:

- 1.
- 2.
- 3.

STEP 1: THE PROSPECT POOL

Spring 2023 Recruitment Goal: _____

Number of Names Required to Meet Goal: _____

Potential Pipelines

- ^ Recruitment Scholarship
- ^ Sorority or Org. Presentations
- ^ "No Bid List"
- ^ "Mind Joggers" with the Chapter
- ^ Transfer Student List
- ^ Summer Orientation Events
- ^ IFC Interest List
- ^ Move-in Days
- ^ Professor Referrals
- ^ Alumni Referrals
- ^ High-school Referrals
- ^ Dean or Chancellor's list
- ^ Welcome Week Events
- ^ Instagram
- ^ Facebook Class Pages
- ^ Tabling
- ^ On-campus Employment
- ^ Other Organizations
- ^ Pick-up Sports

Who from your chapter will help you pursue these pipelines?***Write their names next to the pipeline.***

Other pipelines or name generators:

- 1.
- 2.
- 3.

Additional notes and ideas:

CHAPTERBUILDER

ChapterBuilder is a professional recruitment software offered to all Sig Tau chapters free of charge to assist in recruitment efforts. ChapterBuilder will help you stay more organized during recruitment and ensure that there aren't any PNMs that slip through the cracks.

It is an expectation that every chapter utilize ChapterBuilder.

Get the edge over a spreadsheet.

Leads Generator – ChapterBuilder will help populate your list with qualified PNMs. Build interest forms and view referrals.

Performance Tracking – An interactive dashboard gives you personalized data on your chapter and recruitment efforts that has never been available until now.

Automated Alerts – ChapterBuilder is recruiting, even when you're not. You'll receive alerts from ChapterBuilder when it's time to follow up with PNMs.

Virtual Coach – ChapterBuilder will analyze your recruitment activity and inform your leadership team so you're always performing at your highest level.

Teamwork – ChapterBuilder gets everyone in the chapter involved in recruitment.

Mobile Ready – Recruitment happens on the go. ChapterBuilder is mobile-friendly, so you can access your data anywhere in the world.

Beautiful – Design matters. Besides, you deserve something more attractive than a spreadsheet.

Expertise – ChapterBuilder was designed by recruitment experts using the most current, proven methods from top performing fraternities and sororities across the world.

Mass Communication – Easily text, call, and email hundreds of PNMs directly from the app. Enjoy the benefit of having a local phone number to use solely for recruitment purposes.

STEP 2: CHAPTERBUILDER AND INITIAL OUTREACH

1. Simple Introduction

Use their name! Using their name increases your credibility and likability.

⬆️ Try, “hey *name*!”, instead of “bro”, “buddy”, or “man”.

Give them a compliment.

⬆️ “I really enjoyed meeting you tonight.”

⬆️ “Your friend, *name*, said you’d be amazing to reach out to!”

⬆️ “I thought the hat you were wearing tonight was awesome!”

2. Establish Connection

Let them know how you know them.

⬆️ “We met tonight at the organization fair...”

⬆️ “Your friend, *name*, shared your contact information with me...”

⬆️ “I got your contact information from the recruitment scholarship you applied for!”

3. Actionable End

Do not leave them with a vague, open-ended statement. What are they supposed to do with, “we should hang out sometime!”?

Leave them with a “yes” or “no” question.

⬆️ “Do you want to grab lunch with me on Wednesday at 1:00 PM at Chick-Fil-A?”

⬆️ “Some friends and I are going to the basketball game on Tuesday night at 8:00 PM, do you want to join us?”

Tips:

⬆️ Phone calls are by far the most effective way to make an initial connection with a PNM.

⬆️ It’s better not to lead with the fact that you’re a Sig Tau, your position, or anything fraternity related.

⬆️ Keep it short and sweet; there’s no need for a huge dialogue.

⬆️ The first outreach is always nerve wracking; it gets easier after the first communication is sent.

⬆️ Group up with brothers to do initial outreach together. It’s easier to be motivated, excited, and breeze through your prospect pool when multiple brothers reach out together.

⬆️ Don’t give up after one or two unsuccessful outreach attempts!

⬆️ Understand that being ignored will happen. It’s a part of recruitment. Don’t get discouraged.

⬆️ Don’t stop: initial outreach is one of the most important aspects of successful recruitment.

⬆️ Once you find something that works, stick to it.

⬆️ Send a reminder text the day that you’re meeting up with a potential new member.

Phone Call Example

“Hey! Is this *name*? Perfect. My name is *name*!

I know you’re probably wondering how I got your phone number: I saw you were signed up on the IFC interest list.

I don’t want to keep you long. I was wondering if you’d like to join me and some of my friends for lunch at *location* tomorrow at noon, you in?

Perfect! I’ll shoot you a text tomorrow to remind you. I look forward to meeting you, *name*. Have a great night!

Text Message Example

“Hey *name”, this is *name*! We met tonight outside the union. I really enjoyed talking to you about NBA basketball. Would you like to join me and some friends to play some pick-up basketball at the rec center at 7:00 PM tomorrow?”

Social Media Direct Message Example

“Hey *name”, my name is *name*! I got your contact information from the *School*ClassOf2026 Instagram page! I really enjoyed reading your introduction and it sounds like you want to get involved on campus. I think I could help you out - do you want to grab a coffee at Starbucks after class at 5:00 PM on Wednesday?”

STEP 3: RELATIONSHIP BUILDING AND ACTIVITIES

Recruitment events: we all have them. And recruitment events certainly have their place in your chapter's recruitment system...but these stand-alone events are not the system.

There is much more that goes into a successful recruitment plan than just the events you host. **Recruitment events and activities serve one purpose: to provide a setting for the potential new members you have been in contact with to get to know your brothers and chapter with the goal of building an authentic connection.**

Do these events allow for your members to build authentic connections with PNMs? What are other activities or meetings can you have that will also lend to building an authentic connection?

Events we historically host or plan to host this semester:

- 1.
- 2.
- 3.
- 4.

Goal of the event:

- 1.
- 2.
- 3.
- 4.

How can we make this event better? What should we do differently this semester?

- 1.
- 2.
- 3.
- 4.

CONVERSATIONS OF SUBSTANCE

We already know what everyone else is going to ask them...What's their major? Where are they from? Did they play any sports in high school?

How can we go deeper than that? How can we ask questions and talk about meaningful topics to get to know someone better? How can we ask better questions to get better answers? How can we ask questions that may give us insight into who someone really is?

What's important to talk about: The potential new member. His interests, upbringing, goals in college and life, passions, and his questions. What's this experience been like for him and what is he looking for? What's he looking to get out of his college experience? How does he want to get involved?

Four **GREAT** conversations starters or questions I can use to get there:

- 1.
- 2.
- 3.
- 4.

Social Excellence [n]: A state of perpetual generosity, curiosity, positivity, and openness to limitless possibility. A desire to intentionally connect with others. The ability to engage in deep, meaningful conversation. Acting in a responsible and respectable manner with high expectations of others. Being authentic and living everyday with integrity as the best version of oneself. Being confident and vulnerable. Being fun and compassionate. Being open, kind, and bold. The highest level of societal participation and contribution.

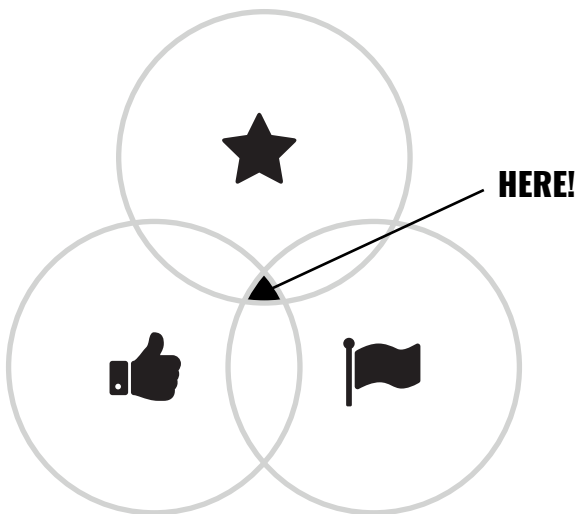
Where is my chapter not practicing social excellence? What do my chapter members need to know or be reminded of as it relates to social excellence?

What's not important to talk about/what I will remind my members to avoid discussing?

STEP 4: VALUES-BASED SELECTION PROCESS

- ★ **Aligned** with Sig Tau's purpose, values, and goals. They qualify for membership.
- 👍 **Fit** with the group. We know them, trust them, and think they belong with us.
- 🚩 **Risk** assessed for quality control, to minimize/avoid high risk members.

If you evaluate based on all three of these things, then you can say with 100% confidence that your chapter seeks quality gentlemen of a noble disposition. Because you've done the work to prove it.



LEARNING

2.5+ cumulative GPA (enforce Academic Success Plan for those below 3.0)

INTEGRITY

Does what he says he will do. Shows up when he says he will show up.
Communicates in a timely and respectful manner.

EXCELLENCE

3.0+ cumulative GPA (OR) recipient of award or scholarship (OR)
demonstrates/communicates overcoming adversity or struggle.

LEADERSHIP

Involved in another student organization (OR) team member in varsity or
collegiate athletics (OR) involved in student government.

CITIZENSHIP

Can speak to meaningful service he has performed (OR) member of a service
organization (OR) member of the US Armed Forces (OR) registered voter.

BROTHERHOOD

Demonstrates desire to build noble generations of men. 3+ brothers vouch
for him during bidding process.

STEP 5: THE PRE-CLOSE

What is a Pre-Close?

Why is the Pre-Close important?

Try this:

- ^ “If I were to give you a bid right now, on a scale of 1-10 (one being “no way” and 10 being “I’d sign right now!”), how likely would you be to accept it?”
- ^ If the PNM answers with a “10”, be prepared to extend them a bid!
- ^ PNMs will typically answer somewhere between a seven and a nine. Regardless of their answer, ask the next important question: “I hear you. What concerns are keeping you from being at a 10?”

By using this method, you are doing two things. First, you’re guaranteeing you know exactly where your PNM stands before you extend a bid to him. Second, and most importantly, you’re helping the PNM clearly articulate what concerns he still has, and you’re assisting him in alleviating those concerns.

Other Ideas and Tips for the Pre-Close

COMBATTING THE “NO” – COMMON CONCERNS

1. I'm concerned about the financial obligations.
2. I don't think I'll have time.
3. My parents/friends/partner don't want me to join.
4. I'm worried about hazing.
5. I have to focus on my studies.
6. I can't justify “paying for my friends”.
7. Upperclassmen don't join fraternities, I'm too old.
8. I don't want to live in the house.
9. I don't like the stereotypes associated with fraternity guys.

STEP 6: BID EXTENSION

Make it personal. This is a big moment for this potential new member, and he should feel special! Make sure the bid extension is as personal as possible. Gather the brothers that have the deepest connection with this potential new member to extend the bid. This should be a moment he remembers for the rest of his life, so don't dilute the moment by not giving the potential new member his time.

Be respectful. Don't corner the potential new member into feeling pressured to say "yes". You can help make sure you've addressed all questions, comments, and concerns by ensuring you've already "pre-closed" the experience.

Set clear expectations. The way you handle this moment will set the tone for his membership. It's very important to make sure you set clear expectations for the new member, and what he can expect from the chapter. Talk about consequences of not following through with those expectations (not paying dues, not showing up to required events, not maintaining grades, etc.) Communicating clear expectations lowers the risk of misinterpretation and allows for accountability moving forward. You don't have to have a "doom and gloom" attitude: just make sure the new member understands the commitment involved in bid acceptance.

Make a direct ask. Don't beat around the bush, be straight forward in your ask to join the fraternity. Don't hint at it, don't leave it up for interpretation, make it very clear that you're interested in him joining the fraternity.

Get a clear commitment. Make sure you get a clear "yes" and sign the physical bid on the spot. Give him his bid - it will be something he'll cherish for life. Have the brothers present shake his hand and welcome him in an exciting manner. Don't leave the interaction feeling unsure about whether he is committed. Add him to OmegaFi as soon as possible and have him complete his registration to make it official in Sig Tau's records.

Did the PNM share that he needs more time to decide? That's okay! But make SURE you communicate a clear time that you plan to re-visit the conversation with him. We recommend no longer than 48 hours.

Make it special and memorable. Remember, this could be one of the most important decisions he makes in college, and maybe even his life. This moment should be treated with the utmost sincerity and importance. Smile, laugh, shake hands, hug, and take a picture to capture the moment. If done right, this bid extension moment will be one he tells his family and kids about someday.

FOLLOW UP! Bid extension is exciting, but it's not the end of the process. Make sure the new member has a clear idea of what's happening moving forward. Answer the question, "what's next?". This could mean informing him of the next chapter meeting, when new member meetings will begin, etc.

BID EXTENSION ACTIVITIES AND IDEAS

For an individual member:

For a group of members:

Yikes.

What steps do we take if we want to withhold a bid? How do we let someone go in the process?

What steps do we take if someone doesn't want to accept our bid?

Sigma Tau Gamma Associate and Initiation Reporting

EASY AS 1, 2, 3...

1 ADD ASSOCIATES

Add associate members to Vault as soon as they are given a bid.

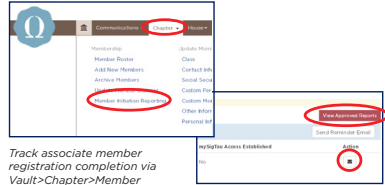


To add associate members to your roster, log into Vault via mySigTau (www.sigtau.org - MYSIGTAU). Click on the Vault icon from the OmegaFi Apps Grid in the top, right hand corner of the screen. Finally, in Vault, select Chapter > Add New Members. Add members in mass or individually, but don't forget to include ALL new member information (phone number, email, etc.)

2 MONITOR REGISTRATION

Within 24 hours of being added to Vault, associate members will receive an email to complete their registration. **They must all complete registration before you can submit the Association Report!**

[TIP] Get associate members to complete registration during the first new member meeting via their phone or a laptop.



Track associate member registration completion via Vault > Chapter > Member Initiation reporting

Select "Send Reminder Email" or the envelope icon to email individual associate members reminder to complete registration.

3 SUBMIT ASSOCIATE REPORT

Submit an Associate Report prior to each Association Ceremony. Associate Reports are due by October 1 in the fall, and March 1 in the spring. Late reporting will result in a \$200 fine assessed to the chapter. Remember, you are unable to submit the report until associate members complete registration - work with them early so you don't miss the deadline!



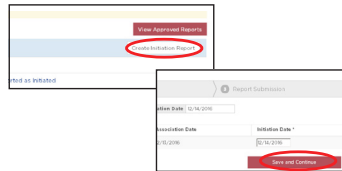
Submit Associate Report via Vault > Chapter > Member Initiation Reporting > Create Associate Report

1. Select the term and year
2. Add Planned Initiation Date
3. Select Association Date
4. Submit

Remember. The chapter is responsible for ensuring all associate members are current with dues and fees prior to initiation.

4 SUBMIT INITIATION REPORT

Submit an Initiation Report two weeks prior to the Initiation Ceremony to receive membership materials prior to the ceremony. Submit one Initiation Report per Initiation Ceremony. Initiation Reports are due on November 1 in the fall, and on April 1 in the spring. Late reporting will result in \$200 late fee assessed to the chapter.



Submit an Initiation Report via Vault > Chapter > Member Initiation Reporting > Create Initiation Report

1. Select the term and year
2. Add Initiation Date
3. Select Associates who will initiate
4. Save and Continue to Report Submission
5. Review Initiated Members, Held and Disassociated Members to ensure your report is accurate
6. Submit to Sigma Tau Gamma for Approval

For more information or with questions, contact:
OmegaFi or your HQ Staff Liaison.

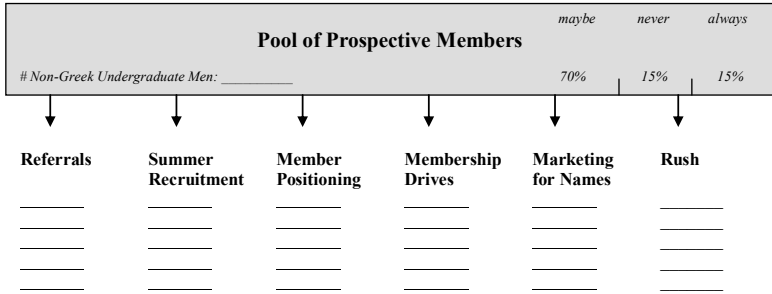
Sigma Tau Gamma Associate and Initiation Reporting

EASY AS 1, 2, 3...



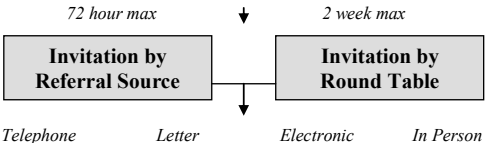
For more information or with questions, contact:
OmegaFi or your HQ Staff Liaison.

Dynamic Recruitment System
A Proactive System for Maximizing Membership Recruitment
 A Product of Phired Up Productions – www.PhiredUp.com



Names List

Managed By: _____ Goal #: _____



GOALS

Chapter goal is _____ names ON the list by _____

Chapter goal is to pre-close: _____ men by _____

_____ men by _____

_____ men by _____

Chapter will move _____ names up the list every week

Chapter goal is _____ accepted bids by _____

Activities List

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Small Activities

Introduce him to your friends

Ask for Referrals

Invite his friends to 'hang out' too

Values-based Selection Process

Based on written selection criteria

Pre-Close

100% bid acceptance rate



V.B.S.P.

Value	Standard
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

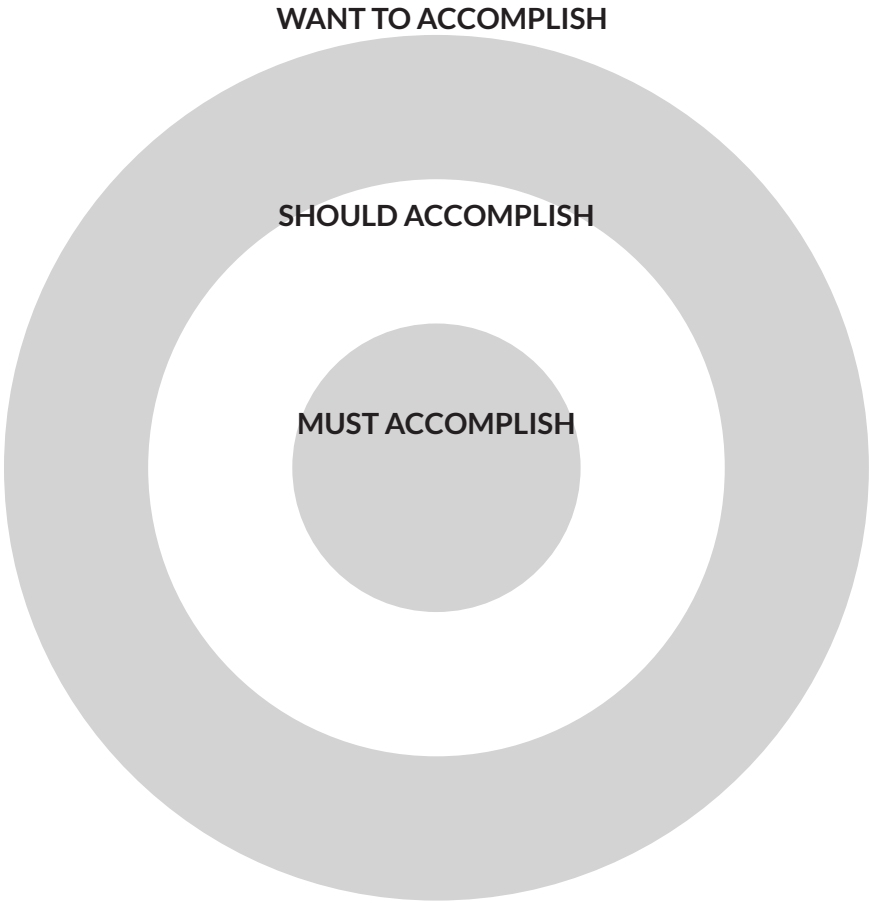
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 From *Dynamic Recruitment Workbook* (2006)

<http://www.PhiredUp.com>

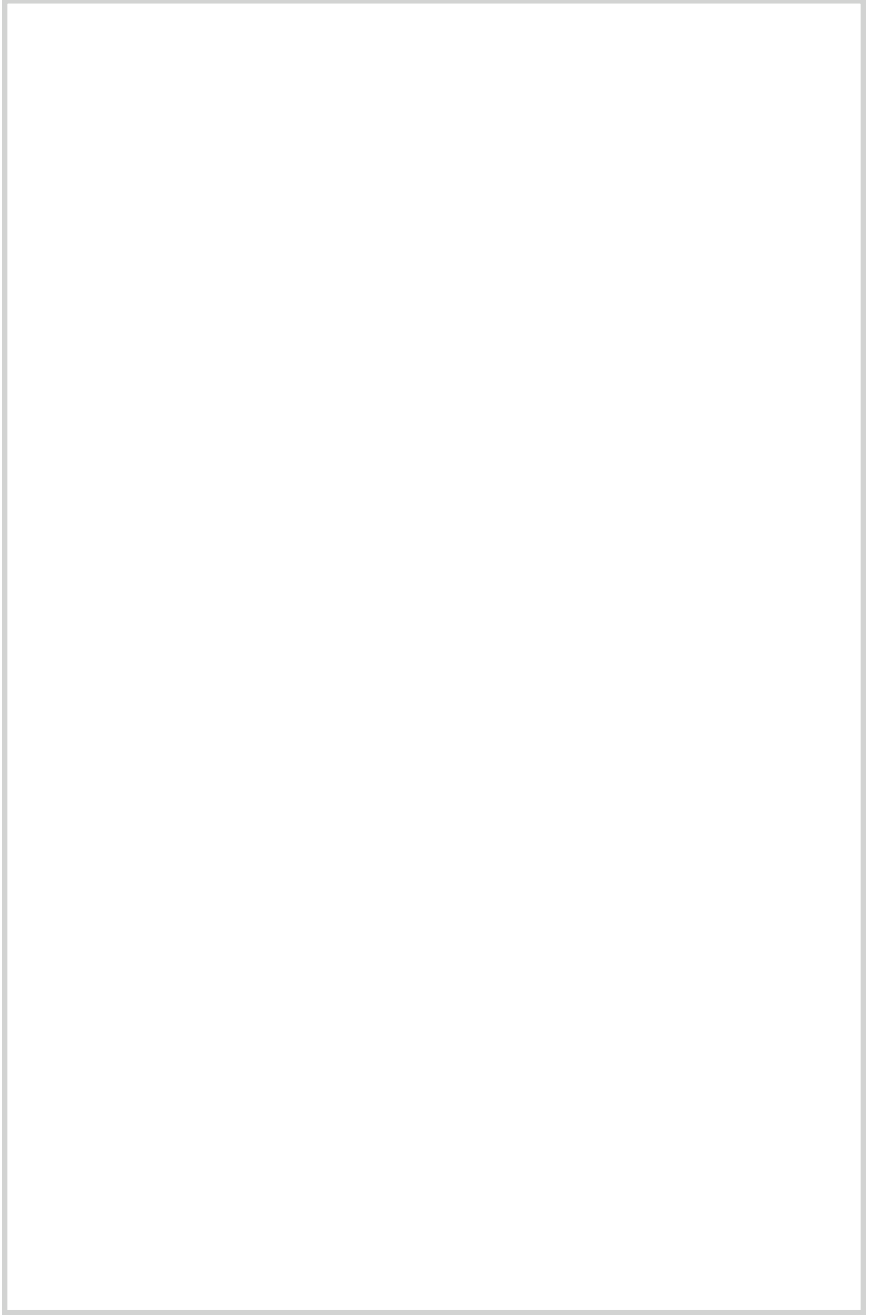
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ACTION PLAN

Identify the goal you **WANT** to accomplish, **SHOULD** accomplish, and **MUST** accomplish during your term as Director of Recruitment.



NOTES



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