



Interfraternity Council of Colorado State University IFC Recruitment Plan Template



While there is no “one size fits all” recruitment plan template, we have provided this suggested format as a starting point for IFC chapters looking for guidance on what to include in their recruitment plan. This template is for a chapter’s usage to be developed by a recruitment officer or recruitment committee in conjunction with others in the chapter. It includes key components we believe should be addressed in a strong recruitment plan.

The plan should be:

Specific: Have you set specific goals that are widely shared and understood? A goal of “recruiting lots of new members” is very different than a goal of “recruiting a new member class of 12.”

Measurable: Is the goal measurable? That is to say, will we know when/if we have achieved our goal?

Attainable: Is the goal realistic? Is it possible to attain during the term? A SMART goal is achievable, and the possibility of actually reaching the goal is part of what makes it so effective.

Relevant: Is the goal relevant to our organization? Fraternities need to recruit to grow and remain relevant to campus. In addition, our recruitment goals should be relevant to the values and the purpose of our organizations.

Timely: Is there a timeline by which the goal will be achieved? All SMART goals also include a timeframe for measurement.

More than anything, improving/changing a chapter’s recruitment performance and culture doesn’t happen overnight. It takes time and hard work, so be patient and thoughtful when developing a recruitment plan and measuring results.

Key Components of a recruitment plan are provided below:

1. Goals

What are the chapter’s recruitment goals? Realistically, what is the chapter working to achieve over the course of this semester? By how much would the chapter like to increase in membership? How might the chapter like to change the culture of recruitment success in the chapter? Are there individual goals that should be set by members to inform the overall chapter recruitment goal? Is the chapter’s recruitment performance already strong, in which case a goal might be about maintaining the recruitment success?

Goals are meant to be shared, and the likelihood that we will reach them is positively impacted by how often we share and review these goals. Share the chapter’s recruitment goals with the group as a whole so everyone believes they have a stake in reaching them.

Goals might also be specific to particular audiences or events. For example, you may have a chapter-wide recruitment goal as well as an individual member recruitment goal (number of PNMs each active brother is responsible for outreaching to for example).

2. Who

Decide who is responsible for implementing the recruitment plan. Will this be a one-person effort with the elected/selected recruitment officer leading the charge, or should/could the chapter select a recruitment committee to assist with implementation?

If the chapter is utilizing a committee, this section of the plan should describe their efforts and responsibilities.

Additionally, this is an opportunity to involve an advisor. How can your advisor be helpful in achieving your goals? How will you utilize your advisor in the implementation of the recruitment plan?

3. Recruitment Workshops

What positive programming and skill building will your chapter implement to help all members improve their recruiting capacity and recruitment skills? This section should outline any recruitment workshops designed to help members become better recruiters and committed to the chapter's recruitment performance. Be clear: assess what your members need in terms of recruitment programming and then provide resources to help fill that need.

Possible programs/workshop could include:

- Recruitment skills training for your newest members: these programs are designed to teach foundational recruitment skills and provide recruitment skills mentoring to the newest members.
- Recruitment skills training programs for all members by which strong recruiters can volunteer to coach or support those that might be struggling (this can be built into recruitment accountability program)

4. Recruitment Expectations

Does your chapter have expectations for all members related to recruitment performance? For example, do you require all brothers to participate in recruitment events, to make cold-calls, to meet for recruitment one on ones with PNMs, or add names to your chapter's names list? While these expectations might not be necessary for all members, it is important to be clear about what the expectations are for members so that they can meet them. It is also important to consider why you are utilizing these expectations. For example, large-scale recruitment events are not always an effective tool in increasing overall recruitment performance because those events do not often allow for meaningful one on one conversations. Have you considered the effectiveness of your large-scale recruitment events and how you can develop other recruitment expectations that are useful for the chapter?

Possible expectations could include:

- Having each member responsible for recruiting one quality new member a semester. You might also have differential expectations based on the previous semester recruitment performance for individuals. What matters most is being clear and timely in explaining these expectations and helping individuals understand why they are in place.
- Reviewing membership expectations and bid distribution processes with the entire chapter before beginning your recruitment process.

- Consider how you might track who attends your chapter recruitment events. Is there a sign in process? Is there an active brother(s) monitoring that sign in process?
 - GreekLink can be helpful tracking tool. Simply encourage potential new members to RSVP to your event in the GreekLink app as they arrive to your event.
 - Consider using nametags and develop a plan to help members track the potential new members they speak with at the event.

5. Accountability

What so many chapters struggle with when it comes to recruitment success is accountability. If a chapter has a recruitment expectation of individual members, it is imperative that the chapter hold members accountable to that expectation. This not only helps the chapter improve their overall recruitment success, but it also helps the individual set specific goals related to their ability to contribute to their chapter's recruitment success.

6. Recruitment Advertising, Communication, Programming, and Recognition

Lastly, creating plans/expectations for recruitment advertising, communication, programming and events, are an essential part of a good recruitment plan.

Your chapter should create a marketing and public relations strategy for recruitment. Consider including the following:

- Are you requiring and/or encouraging members to wear their letters on campus during the recruitment period?
- Will your chapter be advertising on social media?
 - Consider sending materials to IFC and the OFSL so they might also post about your organization on social media.
- Will your chapter be physical or print advertising?
 - The LSC offers free digital display cases on the 100 level of the LSC to learn more click [here](#).
 - The LSC allows registered student organizations to table in the flea market or on the plaza to learn more click [here](#).
 - The LSC allows registered student organizations to advertise on the digital screens for a minimal cost. To learn more click [here](#).
 - Housing and Dining services allows for posters in residence halls and table tents in dining halls. Please visit the Palmer Center for complete instructions.
 - Consider a CSU poster run. Posters get placed all over campus including academic buildings. To learn more click [here](#).

Your chapter should create a communication strategy/plan for recruitment. Consider including the following:

- Consider developing a communication plan for contacting or following up with potential new members.
 - Write sample standard text messages, scripts for phone calls, and draft emails that general chapter members can use when outreaching to potential new members.

If your chapter intends to host large-scale recruitment events. Please consider including the following:

- Host a variety of events and activities that appeal to a wide audience
- Consider how you might ensure your recruitment events are inclusive.
 - Consider dietary restrictions and allergies when order/providing food
 - Consider ability status when hosting physical activities or sporting events
 - Consider your chapter language and culture at recruitment events to ensure you are creating a welcoming environment for all potential new members

Other Ideas for Recruitment Officer Use:

- Post a calendar in chapter meetings or online that provides reminders of recruitment dates, expectations, and policies.
- PhiredUp Productions: Free Recruitment resources
 - <http://phiredup.com/free-stuff>
 - Take their free chapter recruitment assessment to better understand your chapter's recruitment performance: <http://phiredup.com/chapter-recruitment-assessment>
 - Free Recruitment Resources:
 - Six Cylinders Ideas and Examples (Fraternity) - LOTS of ideas to grow your Names List
 - [Mind Joggers](#) (Fraternity) - Build your Names List with current connections using this for your whole chapter
 - [Small Activities Ideas](#) (Fraternity) - Normal, friendly, non-scary relationship building activities to do with prospects
 - [Pre-Close and Quality Response Guide](#) (Fraternity) - How to handle the concerns raised by potential members
 - [Values-Based Selection Criteria Sample](#) (Fraternity) - An example of what your membership selection criteria could look like
 - [Dynamic Recruitment Action Plan Template](#) (Fraternity) - A 1-page model for a year-round recruitment plan
 - [Recruitment Tabling Cheat Sheet](#) - How to organize and execute an effective recruitment table
 - [Greek Life Survey for Non-Greeks](#) (Fraternity) - A powerful tool for learning about your potential audience (and meeting them)
 - [Sample Summer Recruitment Call Script](#) (Fraternity) - An example of a script used by a successful summer recruiting chapter
 - [Sample Recruitment Scholarship Application](#) - Use an application like this for your recruitment scholarship
 - [Create Your Own Names List Using ChapterBuilder](#) (FREE)

A sample Large-Scale Event Plan is attached for your reference.

Sample Large Scale Event Plan:

Event Name:	Ex: BBQ & House Tour
What: (Event Description)	<p>Ex: Brothers will have BBQ (with vegetarian and vegan options) at the house with yard games and music. We will offer house tours and provide a basic overview of our fraternity. Brothers will be instructed to address:</p> <ul style="list-style-type: none"> • Take PNMs on a tour while sharing basic facts about the fraternity, our organizational history and values. • Stop in a quiet space in the house to have one on one conversations with PNMs to assess whether or not they are a good fit for our organization • Take them back to the front lawn allow them to get food and introduce them to other active brothers • All pre-close conversations should take place in the chapter study room • All bid extensions should take place in the dining room
Where: (Event Details)	Ex: Tues. Jan 29 at 5-7pm in the Chapter facility
How: (Who is responsible for what)	<p>Ex: Recruitment Committee will work check in table and computer room, all PNMs who are extended invitations at this event must meet with the recruitment committee and chapter president to accept their bid to membership</p> <ul style="list-style-type: none"> • Pin numbers (xx-xxx) will be responsible for providing house tours • Pin numbers (x-xx) will be in the front year interacting with PNMs as they have dinner and play yard games <ul style="list-style-type: none"> ○ At no point should a PNM be left alone at the event. It is the responsibility of pin numbers (xxx-xxxx) to float throughout the event and interact with any PNM who appears to be alone or uncomfortable.
Why: (Event Purpose)	Ex: As our third recruitment event, this event is designed for us to have pre-closing conversations, and extend the first round of bids to potential new members. additionally the format of the event allows us to continue to meet new PNMs to round out the rest of our class.
Additional Expectations: (Consider attendance requirements, attire, etc.)	Ex: all chapter members are required to attend this recruitment event, live-in chapter members are responsible for cleaning up the facility before the event, pin numbers (xx-xxx) are responsible for cleaning up after the event. All chapter members are required to wear their black chapter polo's or chapter letters of some kind.