

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS

## 8 RECRUITMENT TIPS TO HELP GROW YOUR CHAPTER

1. **RECRUIT BEYOND INITIATION.** Often, chapters only recruit during the first few weeks of a semester - but imagine the impact one group of students can make if recruitment extended through the remainder of the semester. More leaders on more campuses doing more service can happen by simply recruiting semester-long.
  - a. This can be as simple as opening one event a month to the entire campus and encouraging brothers to bring their non-APO friends to Leadership, Friendship and Service events.
    - i. **Pro Tip!** Ask brothers to offer to drive or go with potential members they recruited to events. They are more likely to come if they know they are not walking in alone, and it's harder to skip out!
2. **REMEMBER WHY YOU STARTED:** Why did you join APO? Keep that purpose in mind when you're serving, and don't lose touch. Sometimes members may lose their "APO spark" but with their purpose in mind, brothers can always find a reason to stay excited about service; this is especially important as the chapter gears up for recruitment.
3. **VARIETY IS KEY.** Have different types of events, each incorporating an aspect of one of the three Cardinal Principles of Leadership, Fellowship and Service. A potential new member may not like bowling but may be super passionate about working with the animal shelter. You never know what event might help a person find their fit with APO, so change it up!
4. **BE ENTHUSIASTIC.** At recruitment events, you might only have 30 seconds to inform someone about the organization and capture their interest. When attending events, members need to be on top of their game and be ready to engage with many different personalities in an authentic, but passionate, way.
5. **HAVE AN ELEVATOR SPEECH PREPARED.** You'll often be asked: "What is Alpha Phi Omega?" Have a speech prepared that takes only a minute or two to present, but which can capture the essence of the organization. Include an attention-grabbing headline, what the group does, what makes them different, and then follow up with a question to keep the person engaged. More information on this can be found below!
  - a. **Pro Tip!** Give chapter members five questions to ask as conversation starters or connectors with a potential member!
6. If brotherhood seems to be falling by the wayside, a thought might occur to close-up ranks and focus internally before bringing in a new pledge or new member class. However, this can have far-reaching, unintended consequences for the future. If the chapter is not able to initiate enough members to replace those who graduate or go inactive, the size of the brotherhood can substantially diminish. This will influence chapter programming, morale and future growth that may be even more difficult to recover from.
7. **CREATE QUALITATIVE AND QUANTITATIVE GOALS** to track progress and motivate brothers before the start of recruitment.
  - a. "Our goal is to have successful recruitment". How will you determine if it was successful? By the number of people who come to events? By the feedback, you receive from brothers after the event?
  - b. Decide with your chapter what the goals for recruitment will be. By including the chapter in the goal-setting process, they will be up to date on why these goals were set and what needs to be done to achieve them.
8. Before recruitment events start, **HOST A WORKSHOP DURING CHAPTER MEETING** on how to engage with potential members and work with chapter members to set expectations for recruitment – for example, brothers will attend at least one recruitment event; brothers should be present in letters and engaging in conversation when at events; brothers should bring at least one non-APO friend to at least one recruitment event, etc. This way, the brothers will know if they're meeting the expectations set of them during recruitment.

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

- a. Pro Tip! Walk through situationals with chapter members so they can practice. Not everyone is comfortable talking to a total stranger, so practice can help ease their anxiety and result in a less awkward and more engaging conversation.
- b. Pro Tip! Have everyone in the chapter pull their contacts up on their phone at this meeting. Then ask them to find three people in their list who would make great brothers and are not currently involved with the chapter. Text them about the event right then (remember to have them offer transportation to the event!).

## RECRUITMENT IDEAS

1. Combine Recruitment and Chapter Events
  - a. Showing a prospective member the Cardinal Principles of Alpha Phi Omega will go a lot further than telling them.
  - b. Invite prospective members to service projects or fellowship events.
2. Recruitment Week(s)
  - a. Themes help distinguish APO from other organizations on campus but be mindful about finding themes that appeal to a diverse array of people.
  - b. Have a variety of events throughout the week(s), including service projects, fellowship events, information sessions, and opportunities to ask questions.
  - c. Encourage brothers with varied interests, majors, and activities to be present at events to demonstrate chapter diversity; diversity of gender also is important.
3. Distribute Information
  - a. Post flyers or table tents in dining halls, the student center, the library, recreation center, dorm bulletin boards, and campus transportation gathering areas.
  - b. Promote APO events on campus using the chapter banner or specific event banner.
  - c. Get campus permission before hanging anything with APO's name on it.
  - d. Combine information with inexpensive food or candy.
4. Visual Aids
  - a. Having a consistent meeting room and chapter office space will provide a point of reference for prospective members.
  - b. Bring awards and photos, whether in scrapbook, trifold, or video format, to information sessions.
  - c. Show prospective members the national and chapter (if applicable) websites and Facebook pages so they know where to go to find further information.

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## TIPS FOR ADVERTISING ON CAMPUS

### BEGINNER LEVEL

- Advertisements: Flyers, table tents, chalking
- Tabling at prominent locations on campus (union, cafeterias, dorms, outside mall)
- T-Shirts
- Free stuff
- Social media
- Involvement fair
- Informational meetings
- Bring a friend

### INTERMEDIATE LEVEL

- Freshman orientations
- Campus tours
- Freshman move-in
- Student activities office ads
- School listserves
- University-sponsored programs
- Speak at other organization's meetings
- Leadership in other organizations
- Speak in appropriate department classes (social work, nonprofit management, etc.)
- Residence Hall Assistants
- Banners
- Dorm Runs

### ADVANCED LEVEL

- Sponsoring/hosting events
- University-sponsored concessions
- Recognizable traditions
- Fundraising events in the community
- Academic advisors
- Admissions administrators
- Get involved with high school service groups
- Press releases

### ASPECTS OF A SUCCESSFUL FLIER:

- Have clear, concise information
- Ensure that the main points can be read from afar
- Keep the background clean and neat as to not distract from the information
- Spell out "Alpha Phi Omega" instead of only having the Greek lettering
- Include contact information – if the chapter does not have one already, create an email address for recruitment
- Consider having tear-aways at the bottom of the flier with relevant information
- Follow any approval guidelines from the campus



# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

EXAMPLE TIMELINE: FALL 2019

## AUGUST 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
				Start Social Media Posts		
19	20	21	22	23	24	25
First Day of Classes						
26	27	28	29	30	31	
First Chapter Meeting - Recruitment Book Camp	Organization Fair	Tabling	Information Session	Tabling	Information Session	

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

EXAMPLE TIMELINE: FALL 2019

## SEPTEMBER 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
Chapter Meeting		Service Project	Information Session	Fellowship Event	Leadership Activity - Team Building	Off-Campus Service or Fellowship Event
9	10	11	12	13	14	15
Induction Ceremony				Tabling with Free Lemonade		
16	17	18	19	20	21	22
Chapter Meeting						Open Campus Service Project
23	24	25	26	27	28	29
Chapter Meeting						
30						
Chapter Meeting						

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

EXAMPLE TIMELINE: SPRING 2019

## JANUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
				Start Social Media Posts		
6	7	8	9	10	11	12
First Day of Classes	Put Up Recruitment Fliers			Tabling with Free Hot Chocolate		Service Project
13	14	15	16	17	18	19
First Chapter Meeting - Recruitment Refresher	Organization Fair	Information Session	Tabling with Candy	Information Session Followed by Fellowship	Leadership Activity - Team Building	Off-Campus Service Project
20	21	22	23	24	25	26
Chapter Meeting	Tabling with a Service Project	Fellowship - Board Games in Student Center	Information Session Followed by Fellowship	Tabling with a Service Project	Information Session	Off-Campus Fellowship Event
27	28	29	30	31		
Induction Ceremony						

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

EXAMPLE TIMELINE: SPRING 2019

## FEBRUARY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3	4	5	6	7	8	9
Chapter Meeting						
10	11	12	13	14	15	16
Chapter Meeting	Tabling Fundraiser - Candygrams		Tabling Fundraiser - Candygrams			
17	18	19	20	21	22	23
Chapter Meeting						
24	25	26	27	28	29	
					Open Campus Service Project	

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## RECRUITMENT EVENT IDEAS

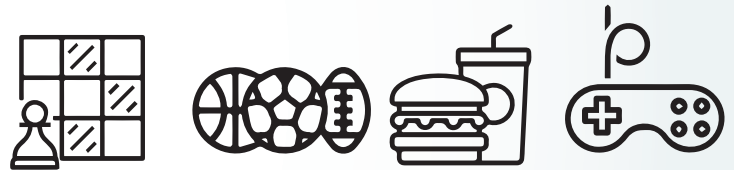
### SERVICE PROJECTS:

- Making dog toys for a local shelter
- Putting together cards for hospitalized children
- Creating no-sew fleece blankets
- Making paper cranes for Cranes for Cancer
- Hosting a campus cleanup
- Cleaning a local park/river/lake/beach



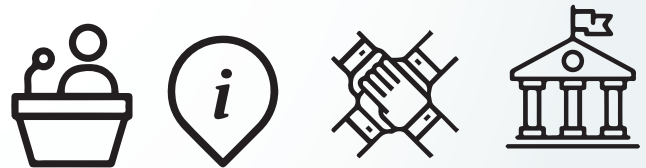
### FELLOWSHIPS:

- Board game night
- Sports or video game tournaments
- Inviting potential members to grab food on campus
- Trip to a campus museum or art gallery
- Watch a school sporting event
- Attend an event hosted by the campus activities organizers



### LEADERSHIP ACTIVITIES:

- Host an event with a guest speaker that can be opened to the campus
- Active brothers can host "How-To" events for brothers and potential new members
  - Based off their hobbies or interests, they can introduce new information to others
- Connect the chapter with on-campus leadership development activities and programs
- Have actives lead a team building exercise or getting to know you activity during the informational session





# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## TABLING TIPS:

- Make sure if you need to set-up or take-down supplies that those members know when and where the supplies need to be put away; can potentially be offered as a service hour.
- Bring visuals for potential new members to check out:
  - Fliers, tri-folds, scrapbooks, pictures
  - If possible, have a small activity set up so that if people would like to stay and chat, they have something to do and take-away with them
- Have small snacks or freebies on the table for those that come by.
- Encourage a variety of members to sign up for tabling, even if they don't think it's "their thing".
  - Variety in tabling members = variety of potential new members being reached.
- Bring a banner, flag, or something else that says the full name of "Alpha Phi Omega" on it.
- Bring plenty of paper and writing utensils, or a laptop, for people to write their name and contact information.
  - Have a point person (Membership VP, Recruitment Chair, Recruitment committee member) to share that information with at the end of every tabling session so they have the most updated information.
- If you have:
  - Lots of members tabling: have people walk around away from the table with fliers, information cards, or other giveaways to entice people to check out the table; ensure at least one is at the table to take down information and answer questions as people approach
  - Few members tabling: ensure at least one is at the table to take down information and answer questions; don't be afraid to be loud, and chat with people as they walk by; if tabling near others, don't hesitate to say hello to those groups and make yourself known.
- Let actives know how recruitment is going throughout the process to keep them updated and invested.
  - Updates: during chapter, through email, over Facebook, etc.



# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## COMMUNICATIONS STRATEGIES

### Recruitment – Five Step Model:

1. **Meet Them: Dynamic Recruitment, Not Just Rush**
  - Quantity drives quality; the chapter should constantly update a contact information list from members' personal encounters, service projects, and APO interest events.
  - Take advantage of summer events and freshman move-in day to meet potential members.
  - Advertise through newspaper, television station, radio, fliers, table tents, promote to campus organizations and local businesses, chalking, and recruitment drive.
2. **Make Them Your Friend: Make Them Feel Special**
  - Be friendly and listen to their interests; maintain a positive attitude and be genuine.
  - Create an atmosphere of comfort and trust and exchange personal contact information.
3. **Introduce Them to Your Friends: People Join People**
  - Help prospective members build relationships with brothers with similar interests or majors.
  - Introduce them to the pledge or new member educator.
4. **Introduce Them to Alpha Phi Omega: Use Feel, Felt, Found Approach**
  - APO is different than other service organizations by providing leadership opportunities, with the added emphasis on building fraternal bonds. Leadership opportunities include APO LEADS, executive board opportunities, chapter committees, or conference representation.
  - APO has an open membership policy, meaning anyone is eligible to participate in the recruitment process.
  - Dual membership in APO and a social Greek organization is acceptable and encouraged, as well as other clubs and organizations. All registered students on campus are eligible to go through the recruitment process, including graduate students.
  - APO is composed of over 360 chapters across North America, including Alaska, Puerto Rico, and Canada, with over 50 active extension efforts nationwide. There are numerous opportunities for chapters to interact with one another at local inter-chapter service and fellowship events, annual sectional or regional conferences, or the biennial National Convention.
  - APO is considered a Fraternity. All chapters follow National Pledging or New Member Standards. Pledge or new member requirements are available prior to joining. The National Risk Management policy includes a strict no-hazing policy, and section chairs, region chairs, and the four required chapter advisors also serve as safeguards against behavior deviating from national policies.
  - The APO pledging or new member process is 6-10 weeks, and requirements are attainable, especially with the help of active brothers and the pledge or new member educator(s).
  - APO is derived from the Scout Oath and Law, but scouting affiliation is not a requirement to join. Nationally, our chapters participate in service projects relating to youth, and many partner with Girl Scouts of the USA or Boy Scouts of America.
5. **Ask Them to Join: Ensure They Have All Information**
  - Ask what factors are preventing them from attending future interest events or pledging or new member education.
  - Create a chapter plan to follow-up with all prospective members with specific dates.

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## FEEL, FELT, FOUND METHOD OF RECRUITMENT

Often when we are recruiting, we are faced with a comment or concern that we may not be sure how to address. An example would be the following. You are talking to someone about service, but they express that they are taking many classes and have an internship. They aren't sure if they will be able to find time for APO and the service hour component of requirements. This is a valid concern and probably one you shared as well before you joined. Consider responding using the Feel, Felt, Found method:

1. I understand how you feel...
2. I felt that way too...
3. This is what I found...

When crafting a FFF statement, you want to be sure not to use the above formula verbatim. The purpose of the formula is that you acknowledge how they feel and validate it because you felt that way too but then express to them that the reality is different than imagined. A good example to the above time commitment concern is this:

“I definitely get that. Before I joined I was in two other organizations and I have a part-time job. I didn't think I'd be able to make time for APO, but actually, the VPS is really great at working with you if you need help making time for service hours. I'm able to participate in service events whenever I have time in my schedule, and it really wasn't hard to do so. Plus, it's so fun serving alongside people that you hang out with any way that it doesn't feel like a chore.”

Using the FFF method can help alleviate potential members' concerns about joining the organization. It can also help them learn more about APO, such as the fact that the chapter has a wide variety of service events and you can do service on your own time.

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

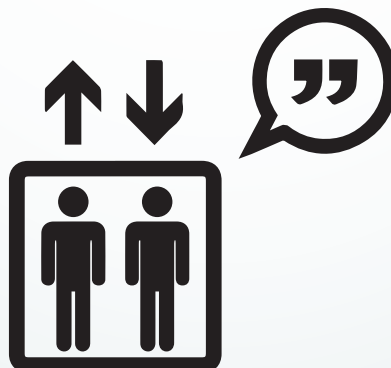
## ELEVATOR SPEECHES

Have you ever been asked “What is APO?” at a tabling fair or fast-paced recruitment event? It can be hard to answer such a complex question quickly and efficiently. That’s one reason to practice an APO elevator speech. Elevator speeches should be short, descriptive, and interesting. There’s no one formula for elevator speeches that works, but here is an example of a formula that you could use:

1. **HEADLINE** – Grab their attention. This first part should be a sentence that prompts the listener to want to know more. Something catchy or unique that can be fit into one or two sentences. For example: “For me, Alpha Phi Omega is what makes my time on campus more meaningful. I get to provide service while hanging out with my friends, so it’s a really fun way to make the world a better place.”
2. **WHAT YOU DO** – Express in this part of the speech what it is that APO does. Be specific. For example: “APO celebrates Leadership, Friendship, and Service. Our chapter provided more than 1,000 hours of service last year to 17 different organizations on campus and in the community...”
3. **WHAT MAKES YOU DIFFERENT** – Some aspects of the headline and what you do sections may have already differentiated APO from other organizations. But if possible, differentiate it further. For example, “The thing I really love about APO is that I’m able to bring my passions into it. I love animals and last year we didn’t have any service projects that were benefiting that part of our community, so I got in touch with our local humane society and now we partner with them regularly. Any member can create their own events or promote their favorite type of service.”
4. **ASK A QUESTION** – This part is important because you have just given the listener a lot of information. Give them a moment to process and then ask them a question like “Why do you like to serve?” or “Which of our Cardinal Principles are you most interested in learning more about?” Asking a question will give them the opportunity to participate in the conversation.

When read out loud, the above examples result in a cumulative 30 seconds. This is about the length you want an elevator speech to be. You don’t want to overwhelm them or give them too much information. Keep it simple and passionate and those things will resonate more than anything else.

Try practicing all of these techniques with your chapter at your next chapter meeting! Practicing can be a great way to ensure that you come off confident and knowledgeable the next time you’re recruiting someone to join Alpha Phi Omega.



# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## EVENT PLANNING WORKSHEET

When preparing for recruitment, it can be helpful to break down each event to ensure the group has all necessary supplies and has thought through the intent and takeaways from each activity. Below are some examples on how this can effectively be done.

## EVENT: INFORMATION SESSION

### SUPPLIES:

- Informational slides
- Projector for presentation
- Name tags
- Small plates, cups, napkins
- Signup sheet for information
- Name, email address, phone number
- Pens
- Board games
- Requirements and information handout

### BEVERAGES/SNACKS:

- Cookie variety pack
- 2 liters of soda
- Water

## GETTING TO KNOW YOU ACTIVITY

Fill a bowl with M&Ms and pass around the group. Ask each person to take a small handful of M&Ms. Once the bowl of M&Ms has been passed around, explain the colors of the M&Ms mean certain things, such as:

**RED:** Favorite superhero

**ORANGE:** Favorite show on Netflix

**BLUE:** Favorite food

**GREEN:** Favorite vacation spot

**BROWN:** Favorite TV show

**YELLOW:** Why you decided to come to the informational session or why you joined APO

Then circle around the table and ask your team to give answers for the M&Ms they scooped out of the bowl.

# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## MAIN ACTIVITY PLAN

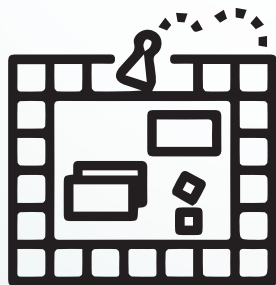
The members of the chapter will present an interactive, informational session to potential new members. Afterward, the event will become a board game night for potentials to get to know the members in a fun setting.

## STRUCTURE:

- 5:30 pm: room opens
  - Play laid back music while students enter
  - Invite guests to grab snacks and sign in
  - Members should sit next to potentials and make them feel welcome
- 6 pm: Welcome students, begin getting to know you activity
- 6:30 pm: Start about APO presentation
- 7 pm: Presentation ends, open the floor for questions
- 7:30 pm: Information session ends, board game night starts
- 8:30 pm: Board game night ends
- 9 pm: Recruitment chair sends out thank you to each attendee, attaches a schedule of other events

EMPHASIZED VALUES: Fellowship through the game night activity.

EVENT GOALS/TAKEAWAYS: By the end of the session, potential new members will clearly understand the process and requirements to become a member of Alpha Phi Omega. This will be emphasized with a takeaway document that includes all recruitment events and overall requirements of pledging or new member education. In addition to this, the board game night serves as a time for potential members to get to know the brotherhood and connect to the Fraternity.

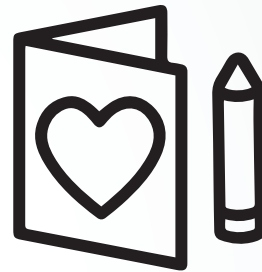


# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

## EVENT: RECRUITMENT EVENT – SERVICE PROJECT- WRITING VALENTINE'S DAY CARDS TO KIDS

### Supplies:

- Paper
- Markers
- Scissors
- Glue
- Stickers/Glitter/Pompoms/etc.



### Beverages/Snacks:

- 3 Bags of chips
- 2 Liters of soda

### Getting to Know You Activity:

- Introduce the service project and APO, have brothers in attendance introduce themselves and their role in the organization

### Main Activity Plan:

- The Brothers will work with campus members to create Valentine's Day cards for kids at the local children's hospital. Each card will be hand made by those wanting to provide service to the community.

## STRUCTURE:

- 3:00 pm - Greet people as they come in, start mingling
- 3:10 pm - Introduce the service project and explain why you're doing the project
- 3:10 pm-end - Work on cards and mingle until the end of the event

EMPHASIZED VALUES: Service and Fellowship

### EVENT GOALS/TAKEAWAYS:

- Have at least 10% of chapter present
- For every two APO brothers have at least one non-APO member in attendance
- Create at least 50 cards for the kids
- Takeaways - APO is a place for you to participate in serving others with a group of individuals with the same passion for service and leadership development.



# RECRUITMENT TIPS, IDEAS, TRICKS & TOOLS - CONT.

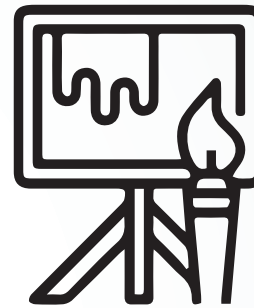
## EVENT: RECRUITMENT EVENT – FELLOWSHIP (TRIP TO CAMPUS ART GALLERY)

### Supplies:

- Name tags
- Sharpies
- Sign-in sheet

### Getting to Know You Activity:

- Everyone pairs up or gets into groups of three (either is fine)
  - Active members to pair with incoming new members
- In these pairs or trios:
  - Introduce yourself
  - Why you joined APO/what got you interested in learning more
  - Why you signed up for this event
- In your pair or trio, discuss something that you recently created (can be anything!)
- Everyone can share with the group if they'd like



### Main Activity Plan:

The brothers will attend a fellowship event together, in order to promote the pillar of Friendship. This activity will encourage interested members and actives to interact with each other in a fun environment on-campus. The campus gallery is also free, so this on-campus activity will be popular with members who do not want to spend money to hang out with each other. Afterward, if members are available, there will be time for everyone to grab a bite to eat and hang out together in the Student Center.

### STRUCTURE:

- 2:30 pm - Brothers and potential new members meet Fellowship Committee hosts in front of Student Center; everyone writes their name on a name tag and signs in to the sheet
- 2:45-3 pm - Introductions and get-to-know-you activity
- 3-3:10 pm - Walk to campus art gallery
- 3:15-4:15 pm - Walking tour of campus gallery, led by the Fellowship Committee hosts
- 4:15-4:25 pm - Walk to Student Center
- 4:25-6 pm - Grab a bite to eat and hang out in the Student Center (optional)

EMPHASIZED VALUES: Service and Fellowship

EVENT GOALS/TAKEAWAYS: By the end of this activity, the new members will feel comfortable hanging out with active brothers and understand what fellowship looks like to the chapter. The quantitative goal is to have at least 9 interested members and 5 active brothers in attendance.