

Fall 2020 Recruitment Resources



OFFICER RESOURCE • nicfraternity.org/ifcsop

Fall 2020 Recruitment Resources

The following document is meant to provide a number of resources, guidance, and ideas around IFC recruitment during the current global pandemic. For many IFCs and chapters, this means shifting to a hybrid or virtual approach to recruitment which is new for many. We do not have all of the answers but want to support efforts to recruit in a safe and responsible manner. As a general guideline, IFCs should NOT cancel their recruitment and should create an experience that follows health guidelines while encouraging safe social connection. We are here to support and provide coaching to reach solutions that work for your community.

NIC – www.nicfraternity.org

- [Fraternal Think Tank](#)
- [Top 3 Fraternal Think Tank Recommendations](#)
- [Executive Summary of all videos](#)
- [Recruitment Discussion Video](#)
- [Chapter Operations & Recruitment Discussion Video](#)
- [IFC President's Discussion](#)
 - [An Unlikely Hero: How Fraternities & Sororities Can Save Higher Education](#)
 - [Fraternity & Sorority Will Endure](#)
- [3 Steps to Successful Recruitment](#)
 - Follow local, state and federal public health guidelines related to COVID-19 and follow your individual fraternities' recruitment policies.
 - IFC should focus on identifying and removing obstacles that impede students from seeking and finding membership within fraternities.
 - Encourage chapters to get creative and use virtual technology and other channels to reach and bond with potential new members.

TOP 5 FOCUS AREAS

<h1>1.</h1>	<p><u>Admissions</u></p> <ul style="list-style-type: none">• Do you have a relationship with the admissions office?• Have you set up a meeting with their staff to find out how fraternities and sororities could assist with their recruitment efforts?• Can you attain have access to incoming student information or social media groups?
<h1>2.</h1>	<p><u>Orientation</u></p> <ul style="list-style-type: none">• Do you have a relationship with the orientation department?• Have you set up a meeting with their staff to find out how fraternities and sororities could assist with their orientation efforts?• Is there a way to provide a presentation or facilitated discussion for interested students and/or parents as a part of the university orientation program?

3.

- If not, have you considered holding your own orientation program for potential new members and parents that can be recorded and shared digitally via your social media (Facebook, Instagram, Twitter) or other email distribution lists?

Social Media

- Have you scrubbed the IFC website, all chapter websites, all chapter social media accounts (Facebook, Instagram, Twitter, etc.) to ensure we have all put our best foot forward and there are no detrimental posts that glorify alcohol, hazing, etc.?
- Have you determined if your IFC social media accounts are for internal (within the fraternity/sorority community) or external (potential new members) purposes?
 - If your social media is for external purposes, what are your accounts named? Would anyone outside of the fraternity/sorority community know or understand what "IFC" is? Would they search for "IFC"? You might consider changing your account to something more intuitive like "university name here_fraternity"
- Have you optimized your search engine results?
- Have you considered purchasing Facebook targeted advertising or Google search terms for popular high schools who send students to your college/university? Or particular hometowns? This is a relatively inexpensive option for marketing.

Content Ideas:

- Have you created 8 or 10 or 12 videos that highlight star undergraduate leaders who can speak to why they joined a fraternity, what the benefits have been, how they have grown, and why they would recommend the experience to others? These should be focused to be "evergreen" content meaning the video would be good now as well as three years from now and be 1-3 minutes in length. You can include top leaders like:
 - Student government elected officers
 - RAs
 - Orientation leaders
 - Student union leaders
 - School newspaper leaders
 - Dance marathon leaders
 - Athletic team leaders
 - Other key leadership organizations
- Have you individually or organizationally followed high school social media accounts tagging or highlighting seniors to generate more followers and follow backs to your social media accounts?
- Have you created a positive social media competition among chapters like a trick shot competition?

	<ul style="list-style-type: none"> • Are you sharing your great examples of positive stories and public relations with the NIC? <ul style="list-style-type: none"> ○ My Fraternity Life • Do you follow the NIC on Social Media for the latest updates? <ul style="list-style-type: none"> ○ Twitter ○ Facebook
<p style="font-size: 48pt; color: #FFD700; margin: 0;">4.</p>	<p><u>PNM Names Generation List</u></p> <ul style="list-style-type: none"> • Who are the men that you know who already attend the college or university that you have met in class or other student organizations who are not a member of a fraternity, but would be a good member? Have you contacted them individually to invite them to events or informational sessions? • Who are the men that each of the members of your chapter knew from the high school they attended that are a year or two younger? Have you contacted them individually to invite them to events or informational sessions? • Do you have any relationships with high school guidance counselors? Have you contacted them to provide them information on the fraternities and sororities and any available chapter scholarships? • Have you encouraged chapters to provide academic scholarships to incoming students as a way to generate names and allow the opportunity to interview high academic and leadership potential students? These scholarships must not be contingent on joining a fraternity. Have you considered doing this at the IFC level for a higher dollar amount to generate names for all fraternities?
<p style="font-size: 48pt; color: #FFD700; margin: 0;">5.</p>	<p><u>Recruitment Event Ideas</u></p> <ul style="list-style-type: none"> • Remember, no one ever joins an organization where the event was cool, but they didn't like the men they met. It's not about the event. People join people. Not events, buildings, etc. • The best events are ones that provide small pockets of conversations in group sizes of a half dozen or less. For example, Top Golf, 3 on 3 basketball, pool, mini golf, bowling, etc. Check out Phired Up's 101 Small Activities • Designing flexibility for events that can be scaled up or down based on health recommendations or requirements. All of the examples provided above can be done in small groups only or scaled up to one big chapter event. This flexibility is just good design and will enable your chapters to pivot quickly if needed and if circumstances dictate or require it.

PHIRED UP FREE RESOURCES – www.phiredup.com/free

Our friends at Phired Up have put together some excellent resources to help support you!

- Blog Posts
 - [The Top 10 Things Your Chapter Should Do Right Now To Respond to COVID-19](#)
 - [Digital Recruitment Guide](#)
 - [The Complete Guide to Virtual Recruitment](#)
- Growth Philosophy
 - [Social Excellence™](#)
 - [How to Recruit Generation Z](#)
 - [COB is Non-Toxic & Top 5 Tips for Panhellenic COB](#)
 - [Recruitment Committee Meeting Agenda](#)
 - [Structured IFC Recruitment](#)
 - [Relationships Matter in Culturally-Based Organizations](#)
 - [The Walls We Create to Joining Our Organizations](#)
 - [Fraternity & Sorority Will Endure](#)
 - [Digital Recruitment: What if Recruitment is Cancelled?](#)
- Meeting People
 - [Names Drivers for Fraternities & Sororities](#)
 - [I Got 5 On It: Gaining Visibility On Campus for Culturally-Based Organizations](#)
 - [Phired Up Mind Joggers](#)
 - [Tabling for Fraternities & Sororities](#)
 - [Guide to Chunking](#)
- Building Connection
 - [What to Say: Text & Social Media Opening Lines](#)
 - [1-on-1 Meeting Tutorial](#)
 - [101 Small Activities](#)
 - [Recruitment Questions Asked by PNMs](#)
 - [Sure, Just Visit the Website](#)
 - [Guide to Hosting Better Informationals](#)
- Selecting the Right Members
 - [Values-Based Selection Process](#)
 - [How to Select High-Quality PNMs](#)
- Securing New Members
 - [Pre-Close & Quality Response Guide](#)
 - [How to Give A Bid](#)
- Retaining & Engaging Your Members
 - [How to Keep the Members You Recruit NEW!](#)
 - [We Want An Experience: Tips For Fraternity New Member Education](#)
 - [Virtual Meeting Tips NEW!](#)
 - [44 Ways To Foster Brotherhood & Sisterhood Virtually](#)
- Marketing Resources
 - [Fraternity/Sorority Marketing Manifesto](#)
 - [Non-Greek Market Research Results NEW!](#)

- [8 Essentials for Campus Fraternity & Sorority Community Marketing](#)
- [4 Marketing Insights for Fraternities & Sororities](#)
- [Guide to Being A Fraternity/Sorority P.R. Chair](#)
- PhiredUp YouTube Video Channel
 - <https://www.youtube.com/user/phiredupproductions/videos>

Housing Considerations:

- CSL Management: [Beyond COVID-19 Resource Guide](#)
- CSL Management: [Preparing for Fall 2020](#)
- [CDC: Coronavirus \(COVID-19\)](#)
- [CDC Interactive Map](#)

EXAMPLES

Current IFC examples to consider:

- [University of Idaho IFC Fraternity Preview 2020 Part Two](#)
- [Nebraska IFC Recruitment Information](#)