

Step Two Recruitment Action Plan

Introduce Potential Members to Other Members (Recruitment teams)

Specific – Establish specific goals to attain your broad vision
Measurable – Use numbers to establish benchmarks; this is how you measure success
Action Oriented – Use verbs to establish urgency, and encourage doing and accomplishing
Realistic – Stretch for goals just beyond your comfort zone that are still attainable
Timely – Establish due dates and schedules for the next days, weeks and months

Goal 1: Recruitment teams will invite _____ potential new members to _____ small-group activities per month.

Action Plans

Divide chapter into small-group teams of no less than six and no more than eight members per team (each team will have a recruitment committee member serving as team captain/coordinator).

1. Teams will plan _____ events per month by the first of the upcoming month (members should be instituting the plus one rule here; having six to eight members in a group is to ensure that there are enough members in the queue to mix up attendance and participation).
2. Teams will invite at least _____ members from the recruitment list to each recruitment team event.

Due Date: End of each month

Resources Needed: Small groups of six to eight members with a recruitment committee member as a captain; a list of small-group activities to organize; a monthly team plan including activities, dates, potential invitees and members able to participate on certain days

In order for these changes to take place, what three things does my chapter/colony need to START doing?

1. Utilizing teams of various members for small group activities, not just the same two to four people.
2. Using a recruitment committee to organize small-group activities, not just the recruitment chairman.
3. Updating and maintaining the recruitment list with up-to-date information about potential new members.

Step Three Recruitment Action Plan

Introduce Potential Members to Phi Kappa Tau (Recruitment committee)

Specific – Establish specific goals to attain your broad vision
Measurable – Use numbers to establish benchmarks; this is how you measure success
Action Oriented – Use verbs to establish urgency, and encourage doing and accomplishing
Realistic – Stretch for goals just beyond your comfort zone that are still attainable
Timely – Establish due dates and schedules for the next days, weeks and months

Goal 1: Recruitment committee members will pre-close ____ potential new members per month.

Action Plans

1. Recruitment committee members will develop at least ____ different base scripts to use when introducing potential new members to Phi Kappa Tau.
2. Recruitment committee will introduce ____ percent of potential new members in step two to Phi Kappa Tau by the end of each month.
3. Recruitment committee members will develop at least ____ different scripts or questions to use when pre-closing new members.

Due Date: End of each month

Resources Needed: Phired Up's quality response guide and pre-close resource, recruitment list of potential new members

In order for these changes to take place, what three things does my chapter/colony need to START doing?

1. Recruitment committee members must develop and practice initial introductions to Phi Kappa Tau.
2. Recruitment committee members must develop and practice effective pre-closing scripts.
3. Chapter members must wait to introduce potential new members to Phi Kappa Tau until the potential members are comfortable with chapter brothers and the environment.

Step Four Recruitment Action Plan

Ask Potential Members to Join Phi Kappa Tau
(Recruitment committee with approval by chapter)

Specific – Establish specific goals to attain your broad vision

Measurable – Use numbers to establish benchmarks; this is how you measure success

Action Oriented – Use verbs to establish urgency, and encourage doing and accomplishing

Realistic – Stretch for goals just beyond your comfort zone that are still attainable

Timely – Establish due dates and schedules for the next days, weeks and months

Goal 1: Chapter will bid _____ potential new members per month/semester.

Action Plans

1. Potential new members must meet all five values-based criteria to qualify for bid voting
2. Chapter will hold ____ bid meetings per month.
3. Recruitment committee, on behalf of the chapter, must develop a formal bidding script to use when extending formal bids into membership.
4. Members must sign two copies of individual expectations sheet when accepting a bid, one for himself and one for the chapter's records.

Due Date: End of each month

Resources Needed: Formal bid cards, two copies of agreed upon sheet of individual member expectations, recruitment committee script for extending formal bids of membership

In order for these changes to take place, what three things does my chapter/colony need to START doing?

1. Meeting regularly/allotting time in chapter meetings for bid discussion and voting.
2. Initiating an individual expectation sheet for all new members to sign upon receiving a bid.
3. Creating a formal, personal and professional atmosphere for extending bids.

Step Five Recruitment Action Plan

Affiliate with Potential Members

(Recruitment committee with approval by the chapter)

Specific – Establish specific goals to attain your broad vision

Measurable – Use numbers to establish benchmarks; this is how you measure success

Action Oriented – Use verbs to establish urgency, and encourage doing and accomplishing

Realistic – Stretch for goals just beyond your comfort zone that are still attainable

Timely – Establish due dates and schedules for the next days, weeks and months

Goal 1: Our chapter will associate _____ men per month/semester.

Action Plans

1. Recruitment committee will have _____ associate ceremony dates and locations approved for the upcoming semester by the last meeting of the current semester.
2. The chapter will strive to attain acceptance of _____ percent of formal bids extended.
3. The chapter will assign each undergraduate member a new member to sponsor/present and pin during the associate ceremony.

Due Date: End of each month

Resources Needed: Ritual books, candles, associate pins, new member sponsorship assignments for undergraduate members

In order for these changes to take place, what three things does my chapter/colony need to START doing?

1. Planning and organizing more associate ceremonies per semester.
2. Holding associate ceremonies in more common areas (e.g., campus quad, student union, etc).
3. Wearing proper pin attire (e.g., dress shoes, slacks, button-up shirt, tie, etc.).

Additional Recruitment Resources

The Exchange (Recruitment Chairman Page)

- **Five-Step Recruitment Video**
http://www.phikappatau.org/images/stories/Lead_your_Chapter/5_step_process.mp4.tmp.mpg
- **Alumni's Role in Recruitment**
http://www.phikappatau.org/images/stories/Lead_your_Chapter/Recruitment_Chairman/Alumni_in_Recruitment.pdf
- **Conversation Tips**
http://www.phikappatau.org/images/stories/Lead_your_Chapter/Recruitment_Chairman/Conversation_Tips.pdf
- **365 Day Informal Recruitment**
http://www.phikappatau.org/images/stories/Lead_your_Chapter/Recruitment_Chairman/Open_Informal_365_Recruitment.pdf
- **The Recruitment Team**
http://www.phikappatau.org/images/stories/Lead_your_Chapter/Recruitment_Chairman/The_Recruitment_Team.pdf
- **Strategies to Building a Prospect Pool**
http://www.phikappatau.org/images/stories/Lead_your_Chapter/Recruitment_Chairman/Strategies_to_Build_a_Pool_of_Prospects.pdf

Phired Up Productions (Free Resources Tab)

- **Action Template**
http://phiredup.com/files/pdf/Action_Plan_-_One_Page_Template.pdf
- **Sample Candidate Application Form**
http://phiredup.com/files/pdf/Questionnaire_Candidate_Profile.pdf
- **365 days of Dynamic Recruitment**
http://phiredup.com/index.php?option=com_content&view=article&id=250&Itemid=44