

Chunking

Objectives

- Garner names to build the names list

Supplies

- Rapport with chunkees
- Social Excellence
- Something to take information on

Abstract

Chunking is one of the most underused methods of building a names list, but on expansion projects it will prove to be one of the most vital.

While it has a funny name, chunking is the ability to gather names from an individual. It is similar to a referral, but with a slightly different intent due to the one-on-one nature of the recommendation

The art of successful chunking hinges on the chunkee feeling comfortable enough with the chunker to refer names and contact information to him.

Remember, the goal of chunking is not to recruit him immediately. You are trying to meet as many people as you can so that you actually can select the best of the best students on campus.

Chunking Scripts

Reminder: chunking should take place during a Friends of Phi Tau meeting.

]Meeting with a sorority leader...

“I want to thank you so much for taking the time to meet with me Juliet! I hope that you and I can meet up again sometime soon. I am really looking forward to gathering a group of men dedicated to the values of Phi Kappa Tau, you know, men who want to really leave a legacy. There are times I really wish I could have been a founding father -OR- Being a founding father has really impacted my life...

Speaking of which, are there any men who come to mind that I should talk to about this opportunity? Believe me, I’m not going to recruit them off the bat. I’d just really like to connect with some more people to gain some perspective about this campus! The more people I meet, the more this will start to be the home of Phi Kappa Tau.

Meeting with a campus professional...

“I want to thank you so much for taking the time to meet with me Juliet! I hope that you and I can meet up again sometime soon. I am really looking forward to gathering a group of men dedicated to furthering the mission of this campus and our fraternity, you know, men who want to really leave a legacy.

Speaking of which, are there any men who come to mind that I should talk to about this opportunity? Clearly if you think he’s one of the highest caliber men on this campus he’s someone we’d at least like to learn from. I’m really hoping to connect with as many people as possible. The more people I meet, the more this will start to be the home of Phi Kappa Tau.

