Interest Meetings

Objectives

- Continuation of conversations during one-on-one meetings
- Provide an area for in-depth discussion
- Begin to build brotherhood amongst attendees
- Make a powerful case for being a founding father
- Expose them to public values of Phi Kappa Tau (Creed, mission, brand, etc.)
- Connect attendees with each other
- Provide anecdotal experiences from your time as an undergraduate
- Provide anecdotal experiences of how Phi Kappa Tau has impacted your life
- Connect attendees with alumni (if available)
- Distribute founding father applications
- HAVE FUN!

Supplies

- Expansion brochures
- Music
- Founding father applications
- Business cards
- Banner
- Phi Tau wristbands
- Hole in the Wall brochures

Abstract

Interest meetings are a key component of recruitment when you are on-site. While there are a number of objectives to achieve during these meetings, your number one goal is to inspire the attendees to become founding fathers. Always remember that people don’t buy the product you are selling, they buy why you are selling it.

Interest meetings should be approximately 15 to 20 minutes long with additional five to ten minutes of informal introductions to each other prior to the beginning of the meeting.

Have music playing while attendees are entering, and do your best to connect attendees to each other so that they feel more comfortable during the meeting. Make sure all attendees are taking part in conversations and that no one is left alone.

Your role is to serve as a leader of the discussion. While no two interest meetings will revolve around the same topic of discussion, your end goal is to provide the attendees with the why of Phi Kappa Tau.
Interest Meetings Outline

Informal Meet and Greet
Five to Ten Minutes
- One member of the expansion team should be at the door to greet people and make sure attendees are filing into the correct room
- The other one to two members of the expansion team should be walking around in the room, connecting attendees with each other and facilitating informal conversations
- Recently associated members should be in attendance to help facilitate those conversations (when available)

Introductions
Three to Four Minutes
- “Thank you for attendance, we are excited to see you all here and about the opportunity to further the conversations we have had with each of you”
- Expansion team introduces themselves along with their undergraduate schools
- Introduction of meeting topic (should be pre-determined by expansion team)
- “This meeting will be more of an informal discussion about the opportunity Phi Kappa Tau is presenting to you”

Topic Discussion
Eight to Ten Minutes
- Ask questions to attendees regarding the meeting’s topic
- Facilitate conversations around responses of attendees
- Attempt to connect abstract concepts of fraternity to concrete details of discussions
- Offer and ask for anecdotal responses to questions and comments
- Encourage recently associated members to talk about why they associated (if available)

Question and Answer Session
Three to Five Minutes
- Open the floor up to any questions attendees have regarding anything related to Phi Kappa Tau or what is on their minds from one-on-one meetings or meeting discussion

Follow-Up and Closing
- Thank attendees for coming
- Invite members to dinner (if appropriate)
- Read something from membership manual to make powerful closing statement (i.e. bridge builder poem, “A Phi Tau Man..” etc.)
- “Please feel free to take a brochure and other materials we have...”
Interest Meeting Best Practices

Before the Meeting

- Dress professionally—SUITE AND TIE!
- Establish topic for the meeting
  - Topic should relate to common questions from one-on-one meetings, ideals and opportunities of Phi Kappa Tau, becoming a founding father or current events/issues
  - Topic should inspire or reinforce discussion of opportunity or experience of being a founding father
  - Topic examples could include:
    - What does it mean to be excellent in (learning, leading, serving)?
    - What do you think a high performing fraternity is capable of achieving?
    - Word of the evening (i.e. family, values, initiative, innovation, opportunity, brotherhood)
    - What do you want to get out of college?
    - Creating the Future
    - What is an unconventional fraternity?
- Arrive to room AT LEAST 30 minutes before meeting starts
- Designate one member of expansion team to stand at entrance and greet attendees
- Play background music in room to make attendees feel more comfortable
- When attendees arrive, expansion team should ensure all men are being introduced to each other and are engaging in informal conversations

At the Meeting

- Strong introduction—catch their attention with your first ten words
  - Open with something from the membership manual or a powerful quote to spark discussion and curiosity
  - Always introduce the expansion team and have any recently associated members in attendance introduce themselves
- Expansion team should be facilitating discussion, not lecturing
  - Keep on message—opportunity to build a brotherhood around learning, leading and serving
  - Goal is to keep high energy level and audience engagement
  - Incorporate all expansion team members into discussion as well
  - Expansion team should use stories or anecdotes related to their undergraduate experience to shape context of topic discussion
- Do not continue topic discussion past 15 minutes
- After topic discussion ends, open the floor up for questions by the attendees
  - Answer questions on point but also on message
- Powerful ending—quote something from the membership manual or a powerful quote to end the interest meeting
• If dinner is available after meeting, invite attendees to continue the conversation over a meal

After the Meeting

• Clean up room—do not leave any evidence you were there!
• Update names list accordingly
• Discuss any potential members who could be pre-closed or bidded
• Follow up with each attendee the following day via text message to thank them for attending and to set up a one-on-one