

Recruitment Manual



Alpha Rho Chi Fraternity
Architecture and the Allied Arts

December 2010

Introduction

Welcome to the *Recruitment Manual* – a comprehensive guide for recruiting new members for Alpha Rho Chi Fraternity. This manual provides standards, guidelines, and tips on different recruiting methods and is to be used as a resource guide for your chapter.

We all know the hard work that goes into being an active member and an alumnus, and how much we expect of our brothers. It takes a special person to become a great brother of this fraternity. This guide will help you focus on how to bring in the best possible members for your chapter and for the fraternity as a whole. These are only suggestions, not requirements, for how to move forward with your recruitment efforts, so please take what you will and use it to your chapter's advantage. Should you have any additional questions, comments, or suggestions, please contact the Recruitment Coordinator.

Acknowledgements

This 2010 edition of the *Recruitment Handbook* was compiled and edited by:

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The Grand Council

Special thanks go to contributors and reviewers across the fraternity.

Cover image: Recruitment promotion, Demetrios Chapter circa 1960

Other images from recruitment materials 1960-2010

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Section One: Why?

Understanding the purpose and mindset of recruitment.

Quite simply, recruitment is the means by which we bring new members into our chapter. Each year or each semester (dependant on chapter), there is a period of formal recruitment which allows the chapter to formally meet potential members and determine if they should progress to become pledges. While this set period is necessary in order to commence the pledge semester, recruitment is happening constantly. What you say and do as a member of Alpha Rho Chi speaks volumes about the organization itself, and those who are not members look to you as an example of the organization.

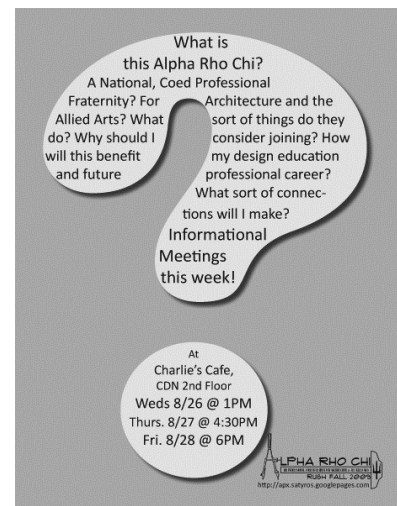
In the past, fraternities were necessary for students to bond with other students. Many had fraternity houses which gave the students a place to live and study. Now, students have social media, their own apartments and studio space, and traditional fraternities are quickly changing.

We must offer today's students new opportunities and new experiences to continue growing Alpha Rho Chi. It is no longer the standard to have a fraternity house, and those who do have different challenges. As a professional and social organization, we must look to the future and offer the students what they are looking for in an organization while maintaining our tradition and roots as an architecture and allied arts fraternity.

“Rush” used to be the go-to term for what we now call recruitment. It was the social norm, and it is still commonly used today. However, over the past few years, “recruitment” has come to be the go-to, more politically correct, term used on campus. This term is associated with professionalism, process, and excellence whereas “rush” is associated with haste, eagerness without preparation, and hurriedness.

As a professional fraternity, we should strive to represent ourselves at our best at all times. While changing the term to recruitment is not a mandate, we suggest using in place of rush to emphasize this organization's professional focus. From the very beginning, students will see us as a leader and know us to be a fraternity that values its members.

You may notice the vocabulary change in other areas as well. Many campuses no longer allow “scavenger hunts” or for fraternities to call their potential new members “pledges.” It is all a part of a shifting fraternal world, and we must be on board, or risk falling by the wayside.



Section Two:

Preparation

Early steps to a successful recruitment.

Choose the right people.

While every member should be willing to help with recruitment, your chapter needs to make sure the right people are in the right positions. Utilize everybody's strengths when deciding on positions. The recruitment chairmen should consist of at least one upperclassman and one underclassman, and depending on your chapter's size, there should probably be a team of actives dedicated to assisting the chairmen that should not be more than 20% of the chapter's total size (if you have 25 people, the team should not be more than 5 people). That being said, everyone in the chapter will be involved in recruitment, however, the decision makers will be the chairmen.

If your entire chapter is involved in the planning for recruitment, it might be beneficial to have two point people, an upperclassman and an underclassman, for the chapter and recruits to use as a point of contact.

Get on the same page.

Preparation is one of the most important things to do before attempting to hold a successful recruitment. Even though all of your members were recruited at some point and have an opinion on how it should be done, it is absolutely necessary to get the chapter on the same page prior to each recruitment period. This will allow the chapter to move smoothly through the process and create a great environment for new members.

If there are severely differing opinions, perhaps a meeting with the worthy architect or recruitment chairmen is appropriate. It is important to allow chapter members to feel comfortable discussing their opinions, however the recruitment chairmen were chosen for a reason and should be respected for their leadership and knowledge.

The best time to hold an initial meeting might be at the end of the school year, as well as when the new board members (and recruitment chairmen) are elected. Use this time to discuss recruitment goals, as well as to come up with a budget and recruitment plan.

Be sure to utilize a discussion format for the meetings, allowing everyone to express their opinions and share their ideas. Ask open ended questions. Allow discussions to progress naturally, while keeping to your agenda. Write everything down in a notebook or on large sheets of paper. Set concrete, achievable goals.

It is also important to share your personal experiences with your brothers. For example, if you are using 'networking' as a benefit of your chapter, and you have a member who has interned with an

alumni in the past, it would be beneficial to everyone to know that so they may use that example in a conversation with a recruit.

Hold a retreat.

It is suggested that every chapter hold a yearly retreat to regroup and plan for the following year. These plans should include reviewing your annual budget, mapping out events for the year (such as Homecoming, White Rose, Leadership Conference, Convention, fundraising events, or other events the chapter wishes to hold), as well as the chapter's plans for recruitment. This allows the members to see the big picture for the year and understand the commitment needed from everyone. It may be best to hold this retreat over the summer or an extended break from school. A clear mind and a vacation may be the best way to get the greatest ideas from your members.

Get the chapter on board.

While you have the executive board and the recruitment chairmen backing the recruitment program, without the buy-in of your entire chapter, the process is worthless. Be sure to keep everyone informed of the decisions that are made and what is expected of them. Also be sure to ask for their opinions and input. A successful recruitment is the product of an entire chapter working together.

Set concrete goals.

Know your recruitment needs. Beside the overall goal of perpetuating our organization, you may need to bring in a certain amount of members to pay your bills, or to sustain the chapter. Sit down with the board and figure out a concrete number. With that number in mind, decide on your plan for the semester and how you are going to achieve that goal.

Know your chapter.

Recruits are coming to you not only because they're interested in the concept of a professional, co-ed fraternity, but they're also coming to you seeking information about what makes this organization different and worth their time. The chapter must be knowledgeable about the national fraternity and must be well-versed on the chapter's and organization's history.

Below are some frequently asked questions. Be sure your chapter members have correct and consistent answers. If you do not know the answer to one of them, contact your regional director.

- When was Alpha Rho Chi founded?
- How many active chapters and colonies do we have?
- Where are they located?
- When did women first join Alpha Rho Chi? What is the history behind the decision to accept women?
- Why are you called "brothers" if you are co-ed?
- How does the pledging process work?
- How do I show I am interested in becoming a member?
- Do you have an initiation?
- How much does it cost to become a member? (This can be broken down by your pay schedule to include pledge/initiation fees, dues, event fees, etc.)
- What does "professional" mean?
- How much of a time commitment is it really?

Imagine if you were a recruit again, and you spoke to three members at an event. If you asked them all the same question and received three different answers, how would you feel about the chapter? In most cases, you'd probably feel that they were not prepared or knowledgeable about their organization, and it may turn you off altogether.

In order to be a united group, you must all recognize and agree on the same responses. For example, you will most likely be asked if there is an initiation. It may be the chapter's decision to say, "Yes we have one, however, those details will be given out at a later date," and end the conversation about initiation right there. You will be successful during event conversations as a cohesive and consistent group because the new members will know you are knowledgeable about the chapter, the fraternity, and that you share the same values and goals.

Know your chapter's style.

While planning recruitment, be sure to know what kind of chapter you are, and what kind of chapter you are trying to be. If you are trying to focus your membership in a professional direction, you may want to hold many more professional events than social events. If your chapter is a good mix, you may want to hold a combination of professional and social events.

If you are currently more of a social chapter but are trying to provide more professional resources for your members, perhaps you will need to curb the extraneous social events for a year or two so you can bring in more professionally minded members.

This may be a difficult transition to make, but for the betterment of the chapter, it may be necessary.

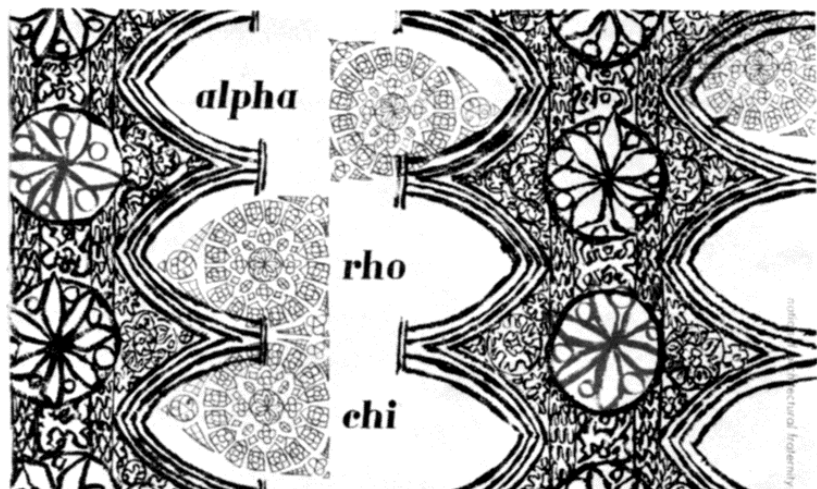
Know your brothers.

When you're speaking with a recruit, they may be into airplanes and you may be into cats. If you don't know who else in your chapter likes airplanes, you may be having a disconnect with this recruit when you could be introducing him to Andy who enjoys discussing fighter pilots. Know what your brother's interests are, who they are as a person, and utilize that knowledge when chatting with a recruit.

Practice, practice, practice.

It may seem silly to walk up to another active brother and ask them what "professional" means, however, if you don't practice with your brothers, you're going to have some awkward conversations with the potential members. As a group, you need to work through these questions above (and any others you can think of) to better verbalize your answers. The more you work on speaking the responses, the more comfortable you will be when someone new asks them at an event.

See example questions in Section Sixteen: Barriers.



Section Three:

Budget

How to stay on budget and hold a highly successful recruitment.

Having a budget for recruitment is a necessity. It should fit in with your chapter's overall budget, and you should not go overboard. You can hold a successful recruitment without spending a fortune.

First, you need to decide on the kind of events you want to hold, and how many of them are needed. If you're looking to recruit a smaller amount of members, you may only need to have two weeks of events. If you have a larger goal, you may want to hold recruitment for three to four weeks.

Not every event has to cost money, but for those events that will cost money, you need to be aware of the cost up front. (See Events for more details on the types of events to hold.) It may be very exciting to purchase new things for the events, however, be sure your emotions don't overtake the budget, or you could end up in monetary trouble for the rest of the academic year.

Work with your worthy architect and worthy estimator to come up with a budget that works with the chapter's overall budget. Not every chapter will have the funding to fully cover recruitment. You may need to ask each member for a donation to get the items you need.

(See sample budget worksheets for more information.)

Sponsorships

You may also want to look into sponsorships. Chapters have fully funded their recruitment efforts on sponsorships. Getting sponsors can be like giving a persuasive speech. You must know your audience and play to their interests. You must also be clear with what you are asking for. Simply saying, "We would appreciate a donation" is not going to get you anywhere. You must state what you want. "We would appreciate a donation of 30 tee shirts by August 15th" is going to tell the vendor what it is you are looking for and when you would like to receive it.

In addition to looking for sponsors from local clothiers or supermarkets, you may also want to look at vendors who will be especially benefited by sponsoring Alpha Rho Chi, such as an art supply store on campus, or a local architecture firm.

Explain how this will be beneficial to the sponsor. Why would they want to help you? Is there a tax deduction? Do you market to a unique group on campus? Offer the sponsor visible marketing in your recruitment efforts, such as putting their logo on your print materials or tee shirts. See if you can work out a deal where if you receive free pizzas for your event, you will make sure the chapter only orders from that pizza location for the rest of the semester. Be sure, of course, you can follow through on your promises.

Also remember to consult with your University regarding policies governing sponsorship and student organizations.

Don't give up.

Not everyone is going to be throwing donations at you with the receipt of your letter or phone call. It may be disappointing that not everyone shares your enthusiasm about your recruitment, but remember, these organizations get hit up for donations all the time.

- Be sure whoever is in charge of sponsorships is well spoken, well written, outgoing, and not afraid to push and ask questions.

Someone who takes “no” for an answer would not do well here. If someone says “no” to your initial request, ask them what they would be willing to provide. Or take your request down by half. “Instead of 30 tee shirts, would you be willing to donate 15?” This may be a more reasonable request for the vendor and they may be willing to help you.

Personal donations

You may not have a huge chapter budget, or you may have exhausted it all during one semester. It may come to the point where you need to ask your members to donate an extra amount on top of their normal dues to continue your recruitment efforts. This should not be an extravagant amount, but something that when donated by everyone will make a difference.

If you need to print out additional flyers, do it at home instead of going to a printing house. That will save you money as well, but be sure to account for the paper and ink.

Personal time

Your chapter members are talented people. Be sure to utilize these talents when doing your recruitment planning. If someone is a graphic design student, ask them to create the recruitment flyers and handouts. If someone knows how to bake, ask them to make some food for the events so you don't have to purchase it pre-made. It will be great for them to use in their resume as well. This will also save the chapter money by not having to pay someone to do things for you.



An Evening with Alpha Rho Chi

An evening of fun at the Alpha Rho Chi house often goes hand-in-hand with interesting lectures and talks to help you in your professional studies. Alpha Rho Chi, the national architectural fraternity, offers many such outstanding opportunities for students of architecture and the allied arts. If you are interested, why not talk to us about it today?

ALPHA RHO CHI

A NATIONAL PROFESSIONAL COLLEGE FRATERNITY
LIMITING ITS MEMBERSHIP TO STUDENTS OF
ARCHITECTURE AND THE ALLIED PROFESSIONS

Section Four:

Calendar

Planning for formal recruitment and beyond.

Having a calendar is absolutely necessary in order to organize planning for the year. It should include all meetings, deadlines, events, and interviews (if you have pre-arranged dates) through pin-in.

Below are some basic guidelines for planning the formal recruitment period. The length of your recruitment period will depend on your chapter's needs and academic schedule.

(See the Resource File on alpharhochi.org for more calendar examples.)

Planning for fall recruitment (based on a 9-month school-year)

Spring Semester:

- Choose your recruitment chairmen, if applicable.

April/May:

- Have a meeting with the planning committee (or entire chapter, as the case may be) to talk about your plans for the recruitment season, and what you need to accomplish prior to holding events.
- Determine the number of new members you wish to recruit.
- This will depend on many things, including the number of members graduating and the amount of money you need to bring in for the chapter to function.
- Determine the proper length of your recruitment period.
- A standard recruitment period should be two weeks.
- Be flexible – If you have not reached your goal at the end of two weeks, you may need to continue recruitment. If this occurs, extend recruitment by one week at a time.
- An extended recruitment period should last no longer than four weeks.
- Plan your budget. See BUDGET for more information.
- Plan or update your graphics package.
- Discuss the year's tagline, if applicable.
- Discuss what you would like to hand out to recruits – flyers, canvas bags, stickers, buttons, etc. – and talk about how to produce those things.
- Weigh the cost and time benefits of in-house production as opposed to using an external company.
- Look at lead time for products, as that will determine by when you need to place orders.

- Hold an all-chapter meeting (if you did not already include the entire chapter in the planning phase) and get them all on board with the recruitment plan for the fall. Everyone should be aware of the recruitment goal and what they will personally need to do to help accomplish it.
- Keep members informed over the summer months with emails detailing new information.
- Contact the admissions office for the university to see how to distribute information about Alpha Rho Chi to incoming freshmen.

August:

- Create a Facebook group to promote the chapter. Name it “Alpha Rho Chi - _____ Chapter Recruitment.” You can also add the year or semester.
- Contact your regional director and academic advisor and let them know of your plans for the fall.

Fall:

- Hold an all-chapter meeting to review the calendar for the formal recruiting period. Be sure everyone is on the same page and that any issues are resolved prior to beginning recruitment.
- Hold weekly meetings to discuss the progress of recruitment and adjust plans accordingly.

Post Recruitment:

- Hold an all-chapter meeting to discuss the recruitment process and its strengths and weaknesses. Determine what worked well, and how to improve for the next time.
- Take good notes and keep those with the recruitment chairmen’s information. Be sure to share those notes with the next chairmen.

Spring of next year:

- Start all over again, paying close attention to the notes from the post-recruitment meeting.



Section Five: Impressions

Put your best foot forward and you'll get the best members for your chapter.

During your time as a student, as a member of Alpha Rho Chi, and especially as you graduate and enter the professional world, you will find yourself in a variety of situations where you will meet many different people. You will enter into conversations regarding your life, your interests, and from here the conversation will likely lead to any activities or groups in which you are involved. When you speak the words "Alpha Rho Chi," every conclusion that person has made about you, correct or not, is now transferred onto the fraternity.

Whether their image of you is positive or negative, most people will take their idea of who they think you are and project that idea onto the organizations in which you involve yourself. This is very natural. To understand something they don't know, such as Alpha Rho Chi, they use the information they do know – what you have told them about yourself – to create their image of the fraternity.

Have you ever met someone from another organization on campus, whether a Greek organization or a student club, and based upon that experience with that person, formed an opinion about the rest of the members in that organization, and the organization itself? Did you find yourself saying, "Wow, that person was really friendly. I hope the rest of that group is like that"? Or, "Geez that person is really unpleasant. I bet the rest of his brothers are like that too."

As you can see, the image you project of yourself is crucial to maintaining not only a positive perception of you as a person, but also to projecting a positive image of the organizations in which you are involved. For those that know nothing of Alpha Rho Chi other than what they know of you, you realize how strong your personality and mannerisms can affect someone's idea of Alpha Rho Chi as an entire organization. That one encounter you have with that person may be the only encounter they ever have with someone from Alpha Rho Chi, and in that moment, you are the representative for all of us.

What does this have to do with recruitment? During all of these encounters it is very important you remember: you are always recruiting, whether it is a new member, or simply opening someone's eyes to Alpha Rho Chi. With every word, action, and deed, you are projecting an image of yourself, and therefore Alpha Rho Chi, to those around you. You must hold yourself to a high standard to maintain a positive image and perception of Alpha Rho Chi.

This is especially important while you are an active member and *are* looking for new members. A single member in your chapter can affect how multiple people, a class, or a university views your chapter and our fraternity, whether positive or negative. One can only imagine the positive effect you have on those around you and their perception of Alpha Rho Chi if you hold yourself to a high standard and are consistently at your best.

These collective perceptions about Alpha Rho Chi will assist in bringing the best people to your chapter when it comes time to recruit new members during an official recruitment period. You will attract the best members if you have been projecting your best image.

Hold yourself to a higher standard.

There are many ways to make a good impression on a new recruit, and it hinges on personal style and individual personalities. These are the basics everyone can benefit from when at a recruitment event, or when meeting new people in general.

Appearance

You are expected to dress appropriately for the occasion. Wear business attire if you are holding a professional event. Wear proper sporting attire if you are holding a sporting event. It seems simple but as lines get more blurred in terms of what is acceptable, remember two things:

- It is always better to be overdressed than underdressed; and
- Always consult with your executive board if you have questions about your chapter's version of the dress code.

Names

Remember them. People like to know that you know their name. Do whatever it takes (in your head) to remember the recruit's name. It helps to repeat their name when meeting them. Also, be sure to go into recruiting events with a mind that is clear and ready to meet new people. If you are thinking about other things such as your studio project, it will not be a surprise if you don't remember the recruit's names.

Handshake

A strong handshake is a virtue of any professional. Learn how to do this properly by practicing with your brothers. If they comment on your handshake being too weak or too strong, take heed and try to change your approach. Be sure to look the other person in the eyes when shaking their hand.

Habits

You may not notice it anymore, but perhaps when talking to people you play with your necklace? Or maybe you play with your hair? Or perhaps looking people in the eye makes you nervous, so you look around the room when talking to people? You may not notice these things about yourself, but your brothers will. Practice talking with your brothers in a recruitment scenario and see if you can help each other get over these things that may make a conversation with a recruit awkward.

Confidence

This goes a long way. Be confident in yourself, in your chapter, and in what you're talking about. The recruit will pick up on it and in turn develop their own level of confidence in the chapter. Be sure to start the year with everyone feeling confident about the direction of the chapter and the fraternity, and that energy will resonate during your events. If for some reason you are lacking confidence in your chapter, please discuss this with your chapter's worthy architect and regional director.

Section Six:

Responsibilities

How to utilize every member at an event.

Before we talk about the layout of the event, don't forget the basics:

- Arrive at least ten minutes early for every event;
- Be dressed appropriately for the type of event you are holding;
- Brief the chapter on those recruits who have previously attended an event;
- Be professional at all times.

Below is a layout of how to work a standard chapter event with all of your members. Each event may not require this layout (especially if you are doing a firm tour or a sporting event), however, it may be helpful to think about how to utilize each of these positions at each of your events.

Think of the event you want to hold in its entirety, and how you want it to feel. Is this a professional or a more social event? How many actives does the chapter have? Will there be food? Is there a program going on or is it an open house? You are going to have the basics at every event. Recruits show up. Actives greet them and integrate them into the event. Everyone has a good time. But how does it all work?

Remember also, everyone should be given the opportunity to talk with the recruits on a personal basis and learn how to set up/clean up, so be sure to rotate duties.

Legwork

These are the people who are stellar at setting up a great event. They plan the flow of the room, and place chairs, tables, food, or games strategically to keep the event moving. They make sure the drinks and refreshments are filled and that the event stays clean.

These members should also expect to participate in the event and to chat with recruits throughout the night. If they spark a conversation with a recruit, in order to continue with their duties, they may want to direct the recruit to another active who shares similar interests.

This is also an opportunity for someone with an evening class to help set up recruitment if they cannot participate in the evening's event.

Entrance

There needs to be at least one person to be at the entrance. It is helpful if they have a table so they can check-in the recruit.

These items are helpful to have:

- Sign-in book with spaces for name, email, and phone number;
- Name tags;
- Thick markers (like a Sharpie);

- Takeaway sheets with information on the fraternity (example can be found in Resource File on the website).

Those who are checking in the recruits need to be friendly, outgoing, and willing to chat with the recruit. This is not for someone who will point to the table and just say, "Please sign in." Talking to the recruit makes them feel more comfortable and that they are there as more than another body for your recruitment numbers.

If there is a lull in recruits, those at the entrance should participate in the event as well, keeping an eye on the door and on their main duty as greeter.

Transition

If the event is small, there may not be a need for members to fill this position. Understand your chapter and the flow of your events before assigning people to transition recruits.

Once recruits have checked in, there should be a few people acting as floaters who will meet the recruits, learn some information about them such as their major and their interests, and then introduce them to someone at the event.

This helps the recruits talk to someone with whom they have shared interests, and gets them involved immediately. It can be easy for the recruit to get intimidated and not break into conversations without an active integrating the recruit into the event.

There may be recruits who are comfortable going up to actives and talking to them on their own, but it is the responsibility of the members to make the recruits feel comfortable and to facilitate as much communication between recruits and actives as possible.

If a recruit has been to an event before, it is not necessary to transition them into the event. It is the responsibility of the actives to know who has been to an event before.

Event

This will be the bulk of the active members. Everyone should be actively participating in the event. If it's a game night, or a sporting event, and there are some members who don't like some of the games or the type of sport that is being played, perhaps they would feel more comfortable taking on another role for that particular recruitment event.

Members should be dressed appropriately, outgoing, and excited when participating in recruitment events. This is the time to show potential members the best of your chapter. Be present at the event, not on your cell phone. If it is necessary to answer a call, step out of the room. Show the recruits and your fellow brothers respect.

Cleanup

This may go more quickly if you utilize every active participating in the event, however, you may choose to designate specific members to clean up. Those who are chosen to clean up might also be participating in the event all evening, or they may be a member who has a night class but will come by after to help clean up.

As mentioned above, be sure to utilize every member, and to rotate the responsibilities. Everyone should get a chance to participate in each role.

Below is an example of two sign-up sheets for a chapter with ten members. In a smaller chapter, you will have people who are doubling their duties because you want to have as many members as possible at the actual event. You will notice some members are only signed up for legwork or clean up. That is to simulate what might happen if you have a member with a night class who can only participate before or after the event.

Event: Thursday 7:30PM					
Active:	Legwork	Entrance	Transition	Event	Clean Up
Kent	x			x	
Julie		x			
Damien				x	
Jeff	x				
Abby				x	x
Madison				x	
Kim				x	
Sammy					x
Chris				x	
John			x		

Event: Saturday 2:00PM					
Active:	Legwork	Entrance	Transition	Event	Clean Up
Kent		x			x
Julie				x	x
Damien	x			x	
Jeff				x	
Abby				x	
Madison				x	
Kim				x	x
Sammy			x		
Chris	x			x	
John				x	

Section Seven:

Communication/ Advertising



How to get recruits to notice you.

Advertising your chapter is an ongoing process. Besides your chapter members (and potentially your chapter house) acting as walking advertisements at all times, you also want to use other methods to get the word out.

Print advertising

Your school's local newspaper is a great place to start. Many campuses have a daily paper that is read by students of all disciplines, and getting the name out is one of the most important things. Be sure to contact your school paper to discuss ad placement and cost. You might also have a publication within the art or architecture schools themselves. Contact them as well to see how to go about placing an advertisement.

Create a simple, easy to read, but eye-catching, advertisement. Don't put your entire recruitment calendar on there, but perhaps direct them to your web site, or to flyers on campus.

Be sure to include the following information:

- Name of the fraternity – Spell it out. APX doesn't mean anything to a non-Greek.
- Contact information – Provide an email address or phone number of the recruitment chairmen.
- Upcoming events – Depending on how frequently you are advertising in the paper, you may want to put an event or two in the ad to get people interested. If you don't have much room, you can also point them to your web site where you can post your full recruitment calendar.
- "Professional co-educational fraternity for architecture and the allied arts." – If you have room, it might help to include this so that potential recruits know what we focus on.
- "Accepting of all majors." – This would also be nice to add so recruits know we don't discriminate based on major.
- Utilize all of the posting space available to you at the University. Put flyers in the architecture and art buildings, libraries, cafeterias, dorms, classrooms, and common areas. Be sure to get your flyers approved prior to posting.
- Use large, bi-fold signs (also known as sandwich boards) if there is an area available for those.
- Hand out inexpensive bags with "Alpha Rho Chi" printed on them so those can act as advertising for you.

Online advertising

This may include your school's website, the online version of the paper, the college of architecture's events page, your chapter's website, or social media.

If you have a website for your chapter, keep it up to date with your recruitment dates, events, and contacts. If you have a chapter twitter feed, put one person in charge of recruitment tweets and work with the recruitment chairmen/chapter to get content.

Facebook is a great recruitment tool. Chapters can create groups for the recruitment semester and send mass messages to the interested parties. Be sure when naming your Facebook group to start it with: "Alpha Rho Chi, ___ Chapter" and not just your chapter name.

Twitter can also be used to remind recruits of your events and let them know what is going on with the national fraternity. Have one person in charge of the account so all messages read the same way. Use the recruitment calendar and post information about the events. There are programs available that allow you to input many tweets at one time and it will automatically distribute them according to the schedule you dictate.

Physical advertising

In addition to print and online advertising, it is especially important to practice dynamic recruitment techniques in order to get the word out. Examples of these techniques are:

- Speaking with undergraduate classes in architecture, design, and other majors;
- Speaking with teachers of other classes you have taken to see if you can make an announcement, or if they will make an announcement to their classes on your behalf;
- Set up a booth and hold information sessions during high traffic periods, like in between classes;
- Talk to your friends, acquaintances, classmates, teachers, counselors to help get the word out;
- Wear your letters, or other appropriate fraternity gear, whenever possible;
- Work frequently with other student groups on campus to create a rapport with them and their group members.
- Utilizing your brothers. Some of the most enthusiastic brothers are those who have most recently been initiated.

This is not Alpha Rho Chi Rush

GM is located in central Detroit between Cass and Second Avenues. APX is located off the BT at 105 Lucas Street, Near Radford Bros on N Main.

The APX House has fewer floors than the General Motors Building.

The APX rush is Saturday, February 3 at 2 pm

General Motors Building, A. Keba, 1922 (AKA)

The GM building is located far from the river. APX has a creek running through it.

GM also doesn't have Barbecue, The APX Rush does.

GM does not have volleyball.

see your local GM dealer or call the house at 951-0750 for more information

Alpha Rho Chi - Metagenes Organization
Coed Architecture Fraternity - 105 Lucas Drive

Section Eight:

Sample Graphic Resources

Graphic examples to promote your chapter.

Please download the Resource File from alpharhochi.org to find links to samples of promotional materials created by brothers across the country.

Section Nine:

Personal Resources

Who to use and how to use them.

Make the most of the resources around you, including your professors, your chapter advisor, and your alumni. Remember to utilize your regional director, alumni association, and national resources.

People are out there to help you. You just have to know how to utilize them. When contacting people for help, be sure to remember the following things:

- Have a plan – Don't go into a professor's office and say, "So, we need some help with recruitment. Do you have any ideas?" They will respond much better if you say something like, "We are trying to find a good way to approach the local grocery store to ask for a donation of food for our bar-be-que event. Do you have any tips on how to go about that?"
- Be respectful of their time – While they are there to help you, they also have many other duties. Ask for an appointment if possible, and stick to the appointment time. If you can just drop in, try that as well but be aware that you may not get a lot of time or undivided attention.
- Keep them updated on your progress – If you ask someone for help with sponsorship but don't tell them how it turned out, they may not be as willing to help you the next time.
- Phone calls are generally best – If you are going to make initial contact with someone, please call them. Email is useful for follow-up, but it is looked highly upon in this day and age when someone makes a personal phone call.
- Give them enough lead time – When asking someone for help, remember to give them as much lead time as possible before you need their response to give them time to prepare and plan travel if necessary. It will give you time to find another source of assistance if they are not available to help you. Two weeks is a standard minimum, though more time is always appreciated.

Professors

Professors can be some of the chapter's greatest advocates. Not only do they know their students on a personal level, but if the chapter actively communicates with their professors on behalf of Alpha Rho Chi, they will be able to positively discuss the benefits of the chapter with recruits who may come to the professor for advice.

Talk to your professors outside of your classes, and not just about class. Professors are people too, and love to talk about their interests. Learning more about your professors will not only help you in communicating with them, but it will also build a stronger relationship between you, them, and the fraternity.

Chapter Advisor

The advice above applies to a chapter advisor as well. You should also speak with them about more detailed things involving Alpha Rho Chi. They may not know how everything fits together, or how the Grand Council works, or what kind of national events we provide. Be sure to let them know as much as possible about the chapter and the fraternity, and they will more than likely have some great ideas for you on how to promote the chapter.

Alumni

Alumni are unique resources as they have knowledge of fraternity history and a personal stake in the success of the chapter and the fraternity as a whole. When contacting alumni for help, be sure to include detail on the entire event you need help with, as the process may have changed from when they used to hold the same type of event as an active.

Most chapters have indicated they would like to have more alumni involvement in their recruitment process, but the important thing to remember is it is the chapter's responsibility to "recruit" their alumni for participation. They will most likely not be asking you how they can help because they may not know you are in need of help, but will likely help the chapter if you ask.

Invite your professors, chapter advisor, and alumni to participate in chapter events, such as recruitment events, a wine and cheese night, or a holiday get together with staff and students.



Section Ten:

Letters

Samples to get you started.

When recruiting new members, you have a few people you may want to contact. Your alumni can be great resources, especially if they have recently graduated or have younger siblings. You may also want to contact older alumni who may have children attending your school.

When you start getting recruits who look like they would make good members, you should also consider their parents. It is very important to let the parents in on the nature of Alpha Rho Chi so they know their child is interested in joining a professional organization (even though our name is Greek), and not an “Animal House” fraternity. Of course, only send a letter to the parents with the recruit’s approval.

You can copy, paste, and personalize the text samples below to suit your needs. Be sure to use your chapter’s letterhead or symbol of the fraternity in your correspondence.

Letter to alumni – one

Dear Brother _____,

Greetings from the actives of the _____ chapter. My name is _____ and I am one of the recruitment chairmen (or other position, such as Worthy Architect) for this semester. We have been working hard on our recruitment plans for this coming school year, and we are looking to our alumni to help us seek out students who might make great brothers of this fraternity.

Please inform us if your experience in your workplace or your activities has brought you into contact with young students who would be a good prospect for the chapter. As you know, we are always looking for quality people to speak with regarding their potential membership in Alpha Rho Chi.

Please share with us any names of students you feel might be a good fit, as well as their contact information. We would be happy to contact them regarding our recruitment plans.

We are very grateful for any assistance you are willing to provide.

Fraternally,

Recruitment Chairman (or other position)

Letter to alumni – two

Dear Brother _____,

Thank you for recommending _____ for our chapter. We have contacted him/her and look forward to meeting with them at a future recruitment event.

We appreciate your assistance very much and enjoyed hearing from you. Please continue to keep in touch.

Fraternally,

Recruitment Chairman (or other position)

Letter to parents

Alpha Rho Chi Fraternity

_____ Chapter

_____ (University name)

Parent's Name(s)

Address

City, State, Zip

Date

Dear Mr(s) _____,

On behalf of the _____ chapter of Alpha Rho Chi we are pleased to inform you that your son/daughter has shown interest in joining our organization. Alpha Rho Chi is a national, professional, co-educational fraternity rooted in architecture and the allied arts. There are _____ active chapters across the nation, and we have close ties with our members across the nation.

For over _____ years, our chapter has been active on this campus, with our national fraternity having been in existence since 1914. We have successfully created a very unique group and experience. Our chapter provides professional experiences such as alumni networking, resume and portfolio workshops, firm tours, and close connections to professors. We have a positive presence on campus and work closely with other student organizations. Within our chapter we provide leadership opportunities on our executive board and committees, as well as experience in graphic design, event planning, budgeting, and accounting.

Our members come from all over the country and we have very diverse interests, making the experience not only enjoyable, but also a great chance to learn. We are also a volunteer-based organization both locally and nationally.

Membership in Alpha Rho Chi requires regular dues payments used for chapter events, and there are special events throughout the year that have additional costs. Each year the national fraternity hosts a National Convention and Leadership Conference. These events, while not mandatory, provide exceptional programming and brotherhood events, and it is highly suggested that your son/daughter attend at least one of these events should they become a member of the fraternity. These fees are kept as low as possible so our members are able to attend, and there are possibilities for scholarships as well.

We expect our members to provide their time, talents, and loyalty to our fraternity. The strength of our chapter is determined by the abilities of each of our members to work together harmoniously and productively.

Membership in Alpha Rho Chi is a lifetime commitment, and after graduation we expect our members to actively participate as they move into their professional lives. Our alumni base is very large and spans the globe, and besides making great friends, there is are great opportunities to network and interact on a professional level.

Should you or your child have any questions, please feel free to contact us or our Alumni Association President. We would be happy to discuss any concerns or thoughts you may have regarding our organization.

Sincerely,

_____(name), (contact phone/email)

(Position title)

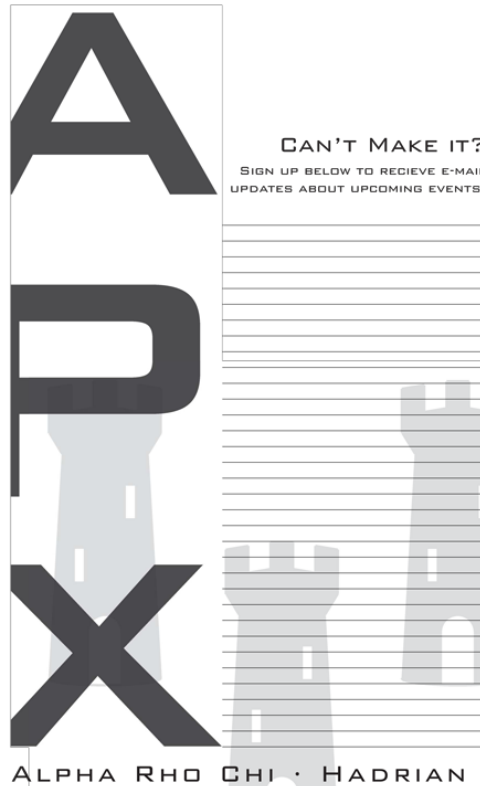
_____(name), (contact phone/email)

Alumni Association President

INFO SESSION

MONDAY OCTOBER 12 AT 5:00

MEET THE BROTHERS AND LEARN MORE ABOUT US.
FREE PIZZA!



CAN'T MAKE IT?
SIGN UP BELOW TO RECIEVE E-MAIL
UPDATES ABOUT UPCOMING EVENTS.

ALPHA RHO CHI · HADRIAN

Section Eleven: Finding New Members



Where to find the best people for your chapter.

You may think a Facebook group and posting flyers around campus will be enough to get potential members flocking to your doorstep. However, have you ever been disappointed by using this method? Your chapter holds a bar-be-que and expects 20 people to come, but only four show up?

You need to practice what is called “active recruiting.” This means not only do you need to passively and visually recruit by means of flyers and social media, but you also need to seek out and actually speak to individual people and small groups to pique their interest. People respond to personal communication, and to get people interested in you, you have to show that you’re interested in them.

Think about what made you join. Did you see a flyer, did someone approach you, or did you know someone already in the chapter? Talk to your chapter members to learn what brought them to the chapter. See what the most frequent responses are, and focus on those for your recruitment efforts.

Basic tips:

- Think of everyone as a potential member, and don’t rule out potential members based on their major.
- Talk to everyone, and not immediately about the fraternity. Learn more about them as a person before you invite them to an event.
- Be respectful of people’s choices to be interested, or not.
- Provide ample information on the chapter and fraternity.

Places to find potential members:

- Those closest to you: Talk to your neighbors, classmates, and friends to see if they know anyone who might be interested.
- Admissions departments: Talk to the admissions department in the school of architecture and the allied arts to see if they can either provide you with information for new students, or if they can distribute information you provide them to the new students.
- Other student groups on campus: Look at groups with similar interests, such as the campus chapter of AIAS, or IDSA, or other specialized interest groups.

Section Twelve:

Events

What types of events work best and how to plan for them.

As mentioned before, recruitment is a continuing process. While you will have a formal recruitment period, you should continue to invite potential members to events year round. All events below are appropriate to hold throughout the year, though not all possible events are listed.

There are many different types of events that may be of interest to your chapter. Below is a list of events that have been held at chapters across the country. If you haven't tried something before, give it a shot. It might bring in a different crop of people than you would normally attract.

Be sure to know what kind of chapter you are, and what kind of chapter you are trying to be. If you are trying to focus on being more professional, hold more professional events than social events.


If your chapter is a good mix of professional and social members, hold a combination of professional and social events.

If you are more of a social chapter but are trying to provide more professional resources for your members, curb the extraneous social events for a year or two. This may be a difficult transition to make, but for the betterment of the chapter, it may be necessary.

Remember to plan your events in compliance with all national and university policies.

For all events that include food, be sure to follow proper university procedures if applicable. Be sure to safely handle and store all food.

All events should be alcohol free.



spring
rush

ALPHA RHO CHI
COED PROFESSIONAL FRATERNITY
ARCHITECTURE and the ALLIED ARTS

friday 31 fondue/win lose or sketch 6pm apx house
wednesday 5 europe/new orleans presentation 6pm apx house
friday 7 pizza 6pm apx house
wednesday 12 int. design professor wiedegreen lecture 8pm cowgill 100

metagenes chapter 105 lucas drive
rides and information 552-3183

Event suggestions and vocabulary:

All access

An event that is open and advertised to all potential recruits.

Bar-be-que

Plan appropriately for the amount and type of food, as well as your food storage options. Plan on having food for those who do not eat meat. Be sure to reserve the BBQ pit/location if you do not have your own grill. Having a designated chef is beneficial to make sure the food is being cooked consistently and handled properly. You may want to also have some yard games like bags/cornhole, horseshoes, or Frisbee.

Events with other campus groups

Contact the leaders of the groups on campus with whom you wish to co-host an event. Talk to them about the kind of events they hold throughout the year, and propose ideas of your own. See if you can collaborate on an existing event, or see if you can create an entirely new event.

Events with other chapters

If you are fortunate enough to be physically close to another chapter, it might be fun to contact their group to see if you can either take a trip to visit them, or if they would be willing to visit your chapter. This will help not only the recruits see that there is more to the fraternity than this one chapter, but it will help the current actives strengthen their bonds with other brothers.

Firm crawl/Studio tour

Look at potential dates for the event. Come up with a list of firms you'd like to visit within a reasonable geographical area. Contact your alumni association president and inform them of the firms you wish to visit, or if you need ideas. They may be able to tell you which firms employ alumni. Contact the alumni who work at the firms to see if they can help you plan the event. If there are no alumni employed at the firms you wish to visit, find a point of contact on the firm's website, or ask the alumni if they know anyone at those firms.

Ask the contact at the firm if they provide firm tours, and if so, how to schedule one. Ask if there is a limit on the amount of people that may be on the tour. If so, you may need to split the group into smaller groups depending on how many people come along.

Plan on a meeting point, time, and method of transportation to and from the event. Create an itinerary that includes the time schedule, firm addresses, firm contact information, chapter point of contact information, and directions to each firm in the order they will be visited. If you are utilizing public transportation, be sure everyone is aware of the route and payment methods.

Be sure everyone is aware of any dress codes prior to leaving for the event. If you're not sure, dressing more professionally is always appropriate. You may also ask the firm contact if there is a dress code.

Send thank you notes to all firms visited.

Game night

Board games that keep people active are the best, like Apples to Apples. Card games are also enjoyable. Before starting, set the ground rules for the game, and if there are special rules, be sure to inform everyone. Try to hold short sessions of each game, and when they are finished, people should rotate to try a new game and to interact with a new group of people.

Sometimes, someone might not want to play on their own, so make it easy for recruits to pair up with an active. That way, they get to participate while having one-on-one time with a current member.

Ice cream social

Plan ahead for the amount of food and the setup. An ice cream social outside on a sunny day may sound like a good idea, but be sure you have the proper food storage and shade before setting up a table. Have one table with the ice cream and another for the toppings. Having a designated server of the ice cream is a good idea to keep the mess and the chaos to a minimum.

It may be fun to have yard games at this event so people can play once they are finished with their ice cream. Bags/cornhole, horseshoes, or Frisbee are good options.

Invitation only

An event that is by invitation only, and is most likely not advertised to the general student population.

Lecture series

Work with the chapter to determine a preferred calendar before contacting anyone. This way, you can give the location at which you wish to hold the event, as well as the speakers and suggested dates when contacting them. Determine if you are going to be hosting lectures on multiple days, on a weekend, or on one day. Be sure to be flexible. See if your school provides a lecture room, or use your chapter house if you have the space. Be sure to know if there is a need for audio/visual equipment, and if it is available for your use. Sometimes the school will provide the equipment.

Have a plan in mind before contacting anyone, such as how long you will want them to speak, and on what topics. They may also have ideas on what they would like to talk about. Contact professors, alumni, firms, and others of interest by telephone. Follow up with email. Ask if they would be able to hold a question-and-answer session, and if so, plan that into the lecture time.

You may want to plan a chapter dinner with the speaker prior to or after the event is held. You may also want to hold a more intimate chapter-only event with the speaker. If that is the case, ask the speaker if that would be O.K. and if they have the time. If you need to plan this with a restaurant or your chapter house, be sure to do so long before the event. Be sure to get reservations from the chapter if they are going to go to a restaurant. If you hold it at your chapter house, some members may need to stay behind to prepare the meal while others are at the lecture.

Promote the event by exercising recruitment techniques (flyers, websites, and word of mouth). Keep in contact with the speaker prior to the event to determine if there are any last minute needs or changes. Provide them with directions and campus information prior to the event if they are unfamiliar with the campus. Provide beverages for the speaker at the event. Generally, the chapter's point of contact will introduce the speaker.

It may or may not be necessary for you to book a hotel for the speaker, however, if you have the funds, it might be nice to offer. Sometimes they may not need one or will refuse your request.

Send a thank you note to the speaker after the event.

Local nights out

Determine a meeting point and time, and method of transportation to and from the event, if necessary. Inform latecomers of where you will be should they wish to join you. If you are taking public transportation, inform everyone of the method you will be using and if they need to have a pass or ticket. Inform everyone of the path as well in case anyone gets separated. Have a single point of contact.

Meet-and-greets with alumni, professors, or other professionals

Determine a location, date, and time. Determine who you want to invite. If you have specific professors or alumni you want to attend you may need to be flexible as they may have busy schedules. Promote the event by recruitment techniques (flyers, websites, and word of mouth). Provide beverages and light snacks such as cheese and crackers, grapes and other small bites of fruit, nuts, chips, and dip. Use recruitment event flow techniques to keep the event flowing.

Send thank you notes to all special guests who attended.

Movie night

This is the least “social” of all recruitment events, so if you have a short recruitment be sure to skip this one. If you are holding a longer recruitment period, this might be nice for the recruits to see how the chapter interacts during some quieter events.

This event would also be best paired with another activity, such a group dinner beforehand or going out for ice cream after.

This can be done at a theater, at a home with space and a large television, or in a room with a projector. If it’s especially long, plan for an intermission.

If you plan on doing this at a theater, determine a meeting point and time, and plan out the method of transportation to and from the event. Take reservations and purchase tickets in advance if possible. Otherwise, arrive at the theater with plenty of time for everyone to get a ticket and a seat.

If doing this at a home, be sure there is enough seating and that everyone can see the screen. Have a set start time for the movie.

If doing this with a rented room or projector, be sure to reserve the room and/or projector well ahead of time. If you need to pick it up, be sure to appoint someone to be responsible for the projector. Have a set start time.

Promote the movie while promoting the event so people know what they are coming to see. Provide drinks and light snacks.

Orchard

Determine a meeting point and time and plan out a method of transportation if necessary.

At the orchard, have a meeting point and time as this kind of event may lead itself to splitting off into smaller groups. If this happens, be sure every recruit is with at least one active.

You may want to follow this event with pumpkin carving in the afternoon, which could turn into a friendly competition.

Professional skills workshops – resume, interviewing, portfolio

Determine the kind of skills you wish to learn as a chapter. Determine who can teach those skills – current actives, alumni, professors, etc. Determine a few open calendar dates. Contact those people to see if they are interested in teaching the chapter and recruits for a few hours. Choose one date and invite the instructor. Schedule a space to hold the event.

Determine if you will need a room with A/V equipment, or if you can have a more informal gathering. Inform all attendees if they need to bring anything with them, such as their resume.

Decide if this event will be open to the school. If so, post flyers, and inform teachers, classmates, and friends.

This will be an interactive event for the chapter and presenter. For a question and answer event, see the description below.

Send thank you notes to the presenters.

Q&A session/Resume or portfolio workshop

Determine a few open calendar dates and see who is available. Gather a panel of members, professors, or other people you wish to utilize for this event. They do not need to be brothers. Ask them their areas of expertise if you do not already know. Ask them their availability for the dates chosen. Choose one date and invite the panel. Schedule a space to hold the event.

Decide on a theme, if necessary. This could be anything from tips on job interviews, resumes, portfolios, or discussing what a real work environment is like. If this is a resume or portfolio workshop, ask the panel to provide copies of their resume or portfolio for viewing.

Decide if this event will be open to the school. If so, post flyers, and inform teachers, classmates, and friends.

Introduce the panel at the beginning of the event, noting their areas of expertise, interests, and their majors. Provide the chapter with some questions to ask in case there is a lull in questions. Provide beverages and light snacks.

Send thank you notes to the panel members.

Service project

Plan a date and time for the project, most likely in accordance with the group you are serving. Determine the amount of participants needed. Plan on a meeting point, time, and method of transportation to and from the event. This may be a recurring event based on the project and chapter's level of involvement.

This could be anything from volunteering at a homeless shelter, collecting non-perishables, working with a local service group such as Habitat for Humanity, cleaning up a local park, tutoring students, or many other service based activities.

Send a thank you note to the group(s) you worked with, if applicable.

Sporting event, participatory - broomball, hiking

Reserve the location for the event. Determine how many people you need to play a game. If you have more than the necessary amount of members, rotate people in and out so everyone gets a chance to play. Plan on a meeting point, time, and method of transportation to and from the event. Go over safety rules and rules of the game prior to starting. Know what to do in case of an emergency (who to contact, basic first aid).

Sporting event, ticketed – football game

You will most likely need to purchase tickets prior to the event, so be sure to get reservations with ample time. Or, if you can guarantee attendance by a certain number of people, purchase that amount of tickets and then offer the tickets on a first come, first served manner. Plan on a meeting point, time, and method of transportation to and from the event if necessary. If the seats are not together, ensure at least one active sits with each recruit. Plan on a gathering point at the arena and a meeting place and time after the event.

Sporting event, spectator – game on television

This can be done at a home with space and a large television, or in a room with a projector.

If doing this at a home, be sure there is enough seating and that everyone can see the screen.

If doing this with a rented room or projector, be sure to reserve the room and/or projector well ahead of time. If you need to pick it up, be sure to appoint someone to be responsible for the projector.

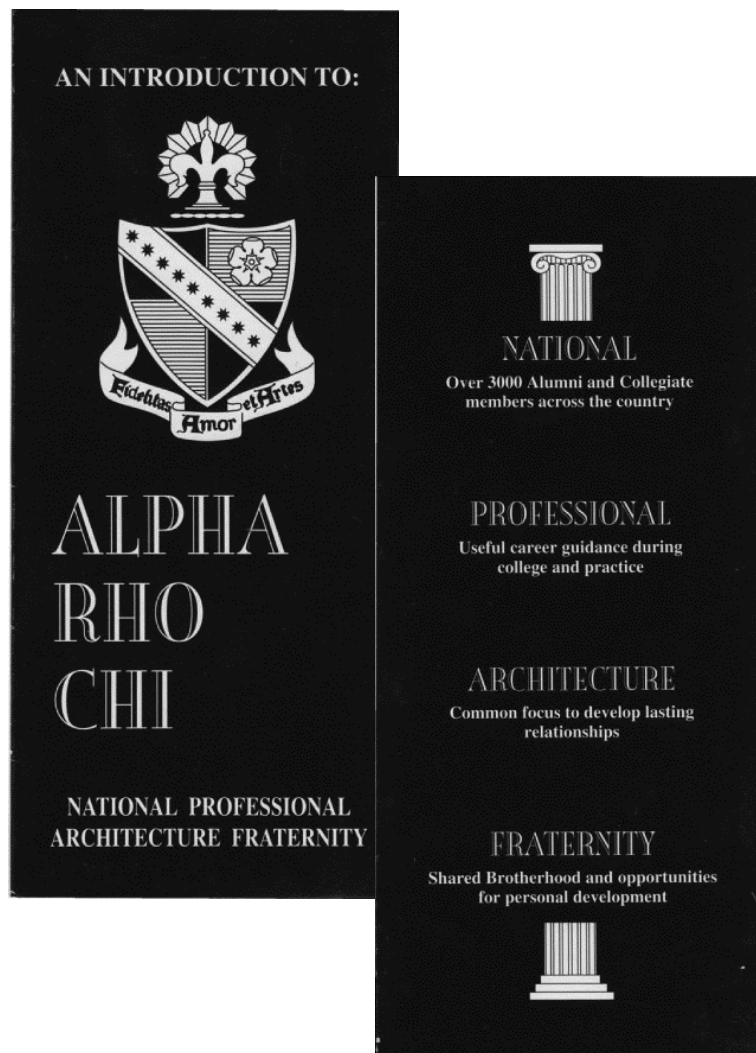
Promote the specific game while promoting the event so people know what they are coming to see. Provide drinks and light snacks. If there are breaks in the game, think about having a short board or card game to play.

If there are people who want to participate in the event but don't necessarily want to watch the game, see if it is feasible to provide another activity, such as a card game or an activity outside.

Video game tournament

Find a room on campus that has A/V capabilities, use a brother's apartment, or use your chapter house. Determine how long you would like the event to last. Determine which games you would like to play. Create a schedule for the event and ask attendees to sign up prior to the start of the event. It may be good to have a few members who are not so good at video games to play so the recruits will feel comfortable participating if they aren't so good themselves. It will be easier for them to participate if the people playing aren't masters of that particular game.

Provide activities for those not playing the games such as card or lawn games. Provide beverages and light snacks. Have prizes for the winners if appropriate.



Section Thirteen:

Membership Form

How to get the basic information you need about a recruit.

It may seem formal and somewhat out of place to ask a potential member to fill out a form to become a member of the fraternity. It is also crucial to know as much as we can about our potential brothers, and this is a simple way to get started.

(A sample application is available in the Resource File on alpharhochi.org.)

Membership form

Include the following information fields:

- Full Name
- Phone Number
- Email Address
- Campus Address
- Year In School
- Major/Minor
- Anticipated Year of Graduation
- Leadership Experience
- Extracurricular Interests
- Community Involvement
- Work Experience

You may want to also include some or all of the following questions to get a better idea of the recruit's views and expectations.

- What is your definition of fraternity?
- What is your idea of an ideal member of an organization?
- What made you come to this event?
- Why are you interested in Alpha Rho Chi?
- If you become a member, what do you hope to gain by your involvement?

Section Fourteen:

Topics of Conversation

What you should and shouldn't talk about with a recruit.

Every event requires conversation between brothers and recruits. While many sources will tell you not to discuss simple things such as the weather or personal interests, even seemingly boring topics of discussion can lead you down other paths to a great conversation.

Be sure to read your audience when asking questions and giving answers. Talk and listen in equal proportions to your guest. If they like to talk, be sure to listen and make small comments along the way. If they are quieter and more interested in learning about the fraternity, make sure to help the conversation along, discuss their questions with them, but also give them a chance to speak.

If there is a lull in the conversation and you feel it may be time to move on, offer to get the recruit a refreshment. If they say “yes,” go get one for them, or they can come with you. During this time, you can suggest another brother they may want to talk to based on your conversation topics. If they say “no,” say something to the effect of, “I’m going to go grab something to drink, but first let me introduce you to Brother Nichols. He is also interested in sky-diving.”

Some recruits are going to be quiet and have difficulties maintaining a conversation. Be sure to help them through this by asking more questions and telling some related stories. If it gets to the point where the conversation is dead, say something to the effect of, “Hey, you mentioned you played football in high school. Brother Smith was a linebacker on his high school team, and I’m sure he’d love to talk to you about your experiences.” Then bring the recruit to Brother Smith.

Topics that lead to good conversations are:

Alpha Rho Chi

The recruits will no doubt have a lot of questions, but if they don’t, be prepared with things you can tell them about your chapter. Let them know when you were founded, what kind of chapter you consider yourselves to be (professional, social, mixed), where your chapter members are from (it’s enjoyable to share the variety of locations your members are from and shows the recruits the diversity of your chapter), what kind of activities you participate in, and anything else you love about your chapter. Be sure to be knowledgeable about and discuss the national fraternity as well. We are more than our own chapters.

Art and Architecture

As an architecture and allied art-based fraternity, we should be sure to discuss those things upon which we are based. If you are in the same class as a recruit, or have taken a class they are now in, have traveled to the same site, or just really enjoy a particular building, be sure to work it into the discussion.

Hometowns

If you are familiar with where the person is from, it might be enjoyable to discuss the things you both know. If they are from an area with which you are unfamiliar, ask questions and tell them about where you're from. It is important to talk to the recruits about where they are from and their experiences. Some people are from big cities, or small towns, and view the world differently. A person's perspective on their home can give you big insight into that person. It also might make them feel more comfortable, especially if they are a freshman or transfer student.

Activities

Sports, music, and volunteering are all great things to talk about. If you find you are paired with a recruit that does not seem to have many interests in common with you, be sure to discuss them anyway so you can learn about each other. Remember it is O.K. to lead the recruit to another brother who has the same interests. This shows the recruit there are people in the chapter with whom they have similar interests, but also that the chapter is diverse.

Travel

If you and the recruit you're chatting with have traveled to the same places, it's enjoyable to discuss what your perceptions and thoughts were on the location. If you have traveled to different locations, compare and contrast your interests and relate them back to the recruit's comments.

Pets

If you have one, it's O.K. to talk about it. If you don't like a particular type of pet, however, try to keep your opinion to yourself. No one wants to be put down for their choice in furry, feathered, or gilled companion.

Topics you may want to steer away from for a first meeting:**Politics and religion**

The two big no-no's. While they can lead to some incredibly interesting discussions, they are generally too heavy for a first meeting. Also, they can lead to some very polarizing conversations, so it is best to stay away from these topics.

Who on campus you don't like

When discussing professors, students, faculty, and student groups, follow the adage: If you have nothing nice to say, don't say anything at all. You never know who is connected to whom, and insulting a new recruit, or making the chapter or yourself look bad, is never a way to recruit a new brother.

Section Fifteen:

Barriers

How to work through obstacles in a conversation.

When talking with a recruit about the chapter and fraternity, you will most likely run into some barriers. Below are a few scenarios with practice answers that will help you in working through these situations. These are only suggested responses, and it is also suggested that you come up with your own verbiage for these questions so you sound natural and not like you're reciting something.

Be sure to practice these verbally with your brothers so when the time comes to have a discussion with a recruit, you're ready to go and aren't working out the answer in your head. Some of these suggested answers may seem simple, but please go over them anyway. It's easy to freeze up when asked a difficult question and the more practice you have, the better the conversation will flow.

Below are some typical objections you will hear from recruits, and some suggested responses to help you create your own best response.

The WA or recruitment chairmen must also make sure the chapter is on the same page with responses. If someone is telling a recruit they don't have to pay a lot of money in dues to reel them in with a promise of an inexpensive experience, but someone else is being brutally honest with all of the possible costs they can incur, there will not be consistency. Talk among the chapter to determine the best way to answer these questions.

When you talk with this recruit, explain to them the purpose of Alpha Rho Chi and the opportunities the organization provides its members. You can also offer to provide information to their parents, or for the WA/alumni member/national member or appointee to contact the parents to speak with them about the organization. Be sure to discuss this with the WA/alumni member/national member or appointee before giving out their information to parents.

Obstacles you may come across:

“My parents won't let me join a fraternity.”

In this case you want to be sure to discover the root of the claim. Perhaps the student's parents do not understand what exactly Alpha Rho Chi is/does, or they just don't want their student joining a group that is titled “fraternity,” whether it is professional or not. Either way, respect the claim.

“While Alpha Rho Chi is a fraternity in name, we are much more than a traditional fraternity. What exactly do your parents dislike about the idea of a fraternity? Would it help to let them know that we have a great reputation within the school, have close ties to the professors, and provide many professional events throughout the year? If they have more questions or concerns, please let them know that our chapter president or alumni association president are more than willing to contact them.”

“How much time is it really?”

“As an organization that depends on the participation of its members to continue to thrive, we have meetings and events that are mandatory. However, as with anything, what you put into Alpha Rho Chi is what you get out of it. If you’re willing to participate and give a lot of yourself to the organization, it can be incredibly rewarding.

Or: “I definitely understand your concern about it taking up a lot of time. With work, school, and the other activities I’m involved with, I didn’t think I’d have the time either. I’ve actually found the fraternity helps me to stay better organized and balanced. The additional responsibilities help me stay motivated and involved.”

Or: “While we have a lot of activities in which we ask our members to participate, the fraternity isn’t intended to distract you from your scholastic obligations. It is meant to enhance your college and post-college career, and balancing your time is a part of that process. The time I have invested in Alpha Rho Chi has been the most rewarding of my college experience.”

“How much does it really cost?”

This is a topic in which your chapter needs to be on the same page. Discuss how much of the costs you’re going to share, as some are mandatory of membership and some are voluntary, but always be honest. Remember also, some students are paying the fees themselves and may not have had to pay a large lump sum before. Be sure to break down what they are paying for and how it benefits their membership.

“As you know, most all professional and social organizations incur a membership fee, and that’s simply to provide the members with the best programs and accommodations available. What you will gain by becoming a member of Alpha Rho Chi greatly outweighs the membership fees.”

Or: “I understand it seems like a lot of money to join an organization, however, let me explain what that money goes toward. In order to have meetings, we rent out these spaces. We also provide food at events. We have scholarships for our members, and we also donate to philanthropic organizations. If you break down the dues costs, they are really quite reasonable, and what you will gain from becoming a member of Alpha Rho Chi greatly outweighs the fees incurred.”

“I don’t like the idea of “buying” friends.”

“Becoming a member of a fraternity is not a matter of buying friends. It’s a matter of gaining experiences that would not otherwise be available. Think of it like joining a sports team or professional organization. You are joining to interact with like-minded people, and to participate in the experiences that group provides. There are fees with almost every professional or social group, and they are generally to ensure the organization can provide the very best for its members.”

“I think I’m going to wait until next semester.”

The response can differ based on how you schedule your recruitment. Look at the responses and come up with the best one for you.

“Unfortunately, we only formally recruit once a year, and it would be great for you to be able to experience the most you can out of Alpha Rho Chi before your college career ends. However, it is definitely something that is up to you, and if you’re not comfortable yet with the thought of joining, I’d be happy to talk to you some more about what we do and what we provide our members.”

“It is understandable that you’d want to get a handle on your school experience before committing yourself to an organization. We have recruitment each semester, but each class has a different vibe and personality. If you find you are really enjoying the people who are around this semester and feel you’d be a good fit now, I would highly suggest looking closer to see if you would be able

to join this semester. Otherwise, spend this semester seeing how things go with your classes and school work load, and we look forward to seeing you next semester!”

“Do you haze?”

Alpha Rho Chi does not tolerate hazing. Period. It is illegal, against university policy, and does nothing to prove commitment to APX or further the ideals of brotherhood.

“We do not haze our potential members, and don’t stand for it. Our fraternity does not tolerate hazing, nor does the University.”

“Do you have to drink?”

“No. We do not promote underage drinking, nor do we require consumption of anything by anyone at any time. It is your choice to drink or not to drink so long as you are at least 21 years of age.”

“How do I show I’m interested in joining?”

“Talk to any of the actives and let us know that you want to know more about membership, or that you are very interested in joining. We will make sure to keep you updated on future events, and let you know about the bidding process.”

“I’m graduating soon. What benefit can I get out of joining now?”

“As an upperclassman, you have a unique opportunity of being a mentor to our undergraduate members, as well as the opportunity of being an active member of the alumni association when you graduate. This membership is for life, not just for college, and once you graduate, you have an international alumni network at your fingertips. There are many opportunities in the alumni association and on the national level, and we’d be happy to put you in contact with our alumni association president/regional director if you’d like to discuss those opportunities.”

“I’m already in another fraternity/sorority. Can I join this one too?”

Alpha Rho Chi Fraternity Inc. does not bar members of other fraternities or sororities from joining Alpha Rho Chi. You may want to check both with your chapter’s constitution and by-laws, as well as the rules of the university or college to see if your individual chapter allows being a member of multiple Greek-type organizations.

“What kind of relationships do you have with professors and other student groups on campus?”

Be honest about your collaboration with other groups, and the professors you are close to. Your relationships with these people can be very important when bringing in new members as they will like to see you are interactive with other groups and respected by the professors.

“We work closely with the other architecture and art groups on campus, and have some great relationships with our professors, both in and outside of the architecture department.”

Section Sixteen:

Interviews

Getting personal with the recruits.

After a recruit has been to a few events, it is safe to say they are probably interested in joining. The best way to determine if the recruit is a good fit for the chapter (and if the chapter is a good fit for the recruit) is to sit down with them and discuss the chapter and fraternity in detail.

Interview sessions are a standard and important part of recruitment. The typical recruitment event is a great way for recruits and actives to get to know one another, however, it is imperative to meet one on one with each recruit to discuss the responsibilities, commitments, and concerns they may have regarding their potential lifetime commitment to Alpha Rho Chi.

It is good to determine whether the chapter requires one or two interviews prior to extending a bid. You may find it beneficial to break up the questions to not bombard the recruit in one interview. It may also give the recruit some time to take in the information and come up with new questions for the second interview.

Interviews are more formal than recruitment events, but the point is the same. During recruitment events, the recruits learn about the chapter, and the chapter learns about the recruit. In the interview session, the recruit and chapter members should use this time to make a final determination whether the recruit is good for the chapter, and if the chapter is good for the recruit.

Interview Team

The interview teams should be made up of two to three individuals. One person is not enough, and more than three may be intimidating. Be sure to choose good teams of members to speak to the recruits. Choose members who have a good rapport and get along with each other. Be sure the teams are varied in gender, age, and background. It is beneficial to the newer actives of the chapter to be paired with an upperclassman so they may learn the process and pass it on to younger members when they are upperclassmen.

Location

This should be a comfortable location on campus, but not at your chapter house if you have one. It may be easy to do it somewhere they have been before, but there may be too many distractions there and it may be difficult to be clear-minded. A room in a building on campus is preferable, however, you can go anywhere you will be able to have an open, honest conversation. A coffee shop is probably not the best place to go as it may be noisy and the recruit may not be comfortable expressing all their concerns in a public place.

Appearance

Be sure to be dressed in a manner your chapter deems appropriate. Professional clothing is always appropriate. Be sure your chapter is aware of the definition of “professional” clothing, and be sure to inform the recruit of any dress requirement prior to the interview.

Length

The interview should take no more than an hour, but be prepared to spend enough time to answer all of the recruit’s questions. This is, after all, a huge commitment and every detail should be discussed so the recruit is well-prepared to make a decision should they receive a bid.

What to discuss in a first interview

Discuss the recruit’s perceptions of Alpha Rho Chi and their thoughts on recruitment thus far. Many of the topics below about the national fraternity and chapter will most likely have been answered during the recruitment events, but in order to ensure consistency and clarity, run through them again in the interview. The conversations may have been at different times and the recruit may not have been able to piece it all together.

Be sure to discuss the following topics:

- Why are you considering joining Alpha Rho Chi?
- What do you wish to gain from your membership?
- What are you looking for in an organization?
- What can you bring to our organization?
- Tell us about a time in high school or college when you’ve had a challenging group situation and how you dealt with it.
- Tell us more about what role you take when in a group situation.
- How do you deal with conflict?

Be prepared with information about the chapter and national fraternity:

- Founding date;
- Notable members;
- Accomplishments;
- Chapter locations;
- Membership numbers;
- What it means to be in a national fraternity;
- Opportunities for growth (such as Leadership Conference and Convention).

Also discuss the chapter and its perks:

- Basic format of the chapter (executive board, committees);
- How it functions (chapter meetings, etc);
- Opportunities to lead their peers;
- Alumni network available;
- Events held by the chapter;
- Philanthropic opportunities;
- Affiliations with local groups, other campus groups;
- Relationships with professors;
- Appropriate chapter stories;
- Anything else that makes your chapter unique.

What can be discussed in a second interview

- Specific things about your chapter, such as:
- Pledging requirement:
- The length of the pledge semester;
- The purpose of pledge education;
- The frequency and purpose of pledge tests;
- Pledging fees;
- Interviewing the chapter and alumni.
- Benefits of pledging:
- A Big Brother to mentor them;
- Learning how to be a successful member of Alpha Rho Chi;
- Understanding Alpha Rho Chi as an organization;
- Relationships with the upperclassmen that will be useful in classes.
- Any housing requirements, if applicable

Conclusion

Be sure all of the recruit's questions are answered, and that you have gained ample information from them. Thank each recruit for meeting with you and let them know you will be contacting them shortly. Be sure to follow up.

If a recruit has a question you cannot answer, it's ok to let them know you don't know. Tell them you will find out the information and call them within 24 hours. Contact whoever you need to contact to find the answer, and if you don't know who to contact, try your RD first. Be sure to call the recruit within that time frame, even if you do not have a complete answer yet. Let them know you are working on an answer, and call them when you have it.

Discuss the interview among the chapter and determine if the recruit would be a good fit for your chapter. If the team likes the recruit, they should schedule a second interview in a few days. This does not need to be done at the end of the first meeting, but can be done that evening or next day.

If there is a recruit who is not a good fit, it would be a good time to inform them of the chapter's decision and this should be done face to face or by calling them directly.

Send all recruits a thank you card or personal email stating the chapter's appreciation of their interest in the fraternity.

Section Seventeen:

Good Fits

How to determine who is right for the chapter, and if the chapter is right for them.

Of course we want to have as many members as possible, however, is it always right to go for quantity over quality? Or do you think handpicking the “best” recruits will give you the best actives?

As you may have noticed in your own chapter, it is almost impossible to determine who will make a great brother once they become an active. Someone who was really excited and outgoing during recruitment may disappear once they initiate. Or, someone who was quiet and took a while to warm up may become one of your most determined and successful members. You generally never can tell how it’s going to end up, so learn as much as you can about each recruit, and discuss everything with the chapter.

The chapter should have an honest discussion about the kind of actives they wish to have in their chapter. These traits should be written down and visible when discussing the recruits.

Recruitment events are a good way to determine someone’s character, however, the individual interview will really give the interview team a better feeling of each recruit.

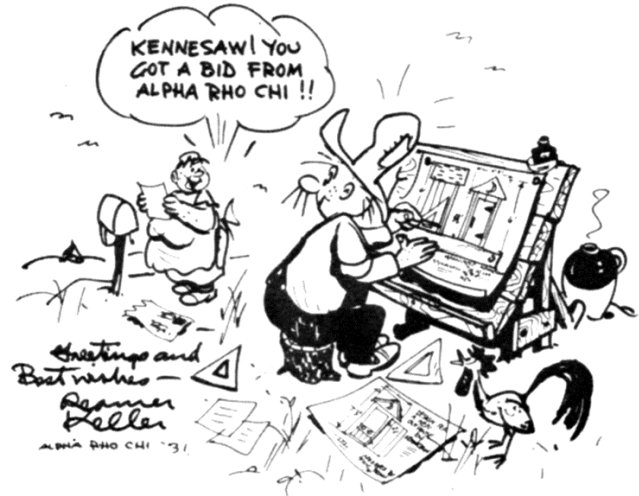
Keep in mind as well that you are building a pledge class as well as the chapter, so be sure the potential member fits well with the other recruits and the current members of the chapter.

At the end of the interview, the team should have good knowledge if the recruit will be a good fit or not. This information should be brought back to the chapter and discussed thoroughly. If the chapter feels the recruit would be a good fit, they should continue the process of extending a bid.

If the chapter does not feel the recruit would be a good fit, they should be honest with the recruit. Personal contact is best, saying “Thank you for your interest, but you were not selected at this time.” Keep it impersonal and extend the offer if they do not receive a bid to come back the next semester or year and attend recruitment events if they so choose.

There’s never an easy way to tell people they just don’t work in the chapter, but it is important to be honest when discussing recruits. It is difficult to say “no” to a recruit, but it is exponentially more detrimental to initiate a recruit who really doesn’t work well with the chapter.

Section Eighteen: Bids



Extending the invitation to join.

While you can never know who is going to be the best brother before they actually initiate, you can prepare yourself enough to be able to take some educated guesses.

When the chapter is ready to extend a bid, be sure they can answer “yes” to the following questions:

- Has the recruit received enough information to make an educated decision? The recruit should know the details of the financial and time commitments expected of brothers. All of their questions should have been answered, and all concerns or issues should be resolved.;
- Is the recruit still actively involved? Some chapters wait too long to extend a bid, and by that point the recruit may no longer be involved in the process. Be sure the recruit is given a reasonable time to learn about the fraternity but that they are given a bid while they are still involved.;
- Is the chapter confident in their choice? The chapter should not issue a bid unless the majority of members (or all members, depending on your chapter’s choice) have decided to extend a bid.

If you have an official ceremony for extending a bid, it is important to invite the recruit with enough time for them to make plans for the event. If they are unable to make the event, work with them to extend a bid in a similar fashion.

If you do not have an official ceremony, be sure the chapter is on the same page of how to extend a bid. You may send a card or make a phone call, but be consistent.

Regardless of to whom you give a bid, you should personally thank everyone who attended your chapter’s events and end the semester on a positive note. Just because they weren’t given a bid this year does not mean they may not end up being a brother in the future.

(See the Resource File on alpharhochi.org for bid card examples.)