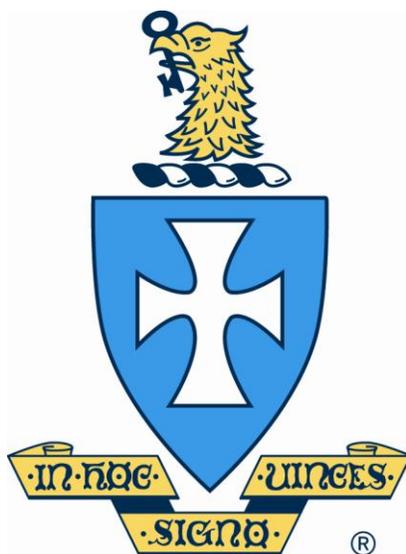


SIGMA CHI FRATERNITY

Friendship, Justice and Learning since 1855



Recruitment Manual

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The Purpose of Recruitment

Recruitment is the lifeblood of Sigma Chi. The process of selecting future members ensures that Sigma Chi continues to be the preeminent collegiate leadership development organization. If you can select values-based leaders committed to Sigma Chi's ideals, they will flourish throughout their time as a pledge, undergraduate and alumnus member and add value to Sigma Chi, to their campus, and to their community.

Conversely, poor recruitment practices can ruin a chapter. People seek the company of those with similar values. If you are hasty in your selection process and neglect the responsibility of seeking out and recruiting men of character, these recruits will perpetuate that cycle, and the quality of the membership in your chapter will diminish quickly.

By the use of the Jordan Standard, you and your chapter should be evaluating each recruit you meet by these standards and selecting new brothers who uphold all of these characteristics.

This manual provides you and your chapter with additional tools and techniques that will reinforce the lessons learned during your last Mission 365 retreat. Practicing these techniques will improve your chapter's recruitment practices and ensure that the members who are joining Sigma Chi at your college or university are going to align themselves with Sigma Chi's core values and commit themselves to the betterment of character, campus and community.

The Jordan Standard



The confidence of the Founders of Sigma Chi was based upon a belief that the principles which they professed and the ideal of the Fraternity which they sought were but imperfectly realized in the organizations by which they were surrounded.

The standard with which the Fraternity started was declared by Isaac M. Jordan to be that of admitting no man to membership in Sigma Chi who is not believed to be:

- A Man of Good Character.
- A Student of Fair Ability.
- With Ambitious Purposes.
- A Congenial Disposition
- Possessed of Good Morals.
- Having a High Sense of Honor *and*
- A Deep Sense of Personal Responsibility



The Recruitment Chairman

Officer Responsibilities

- Ensure that the chapter adheres to the established membership selection criteria based on the Jordan Standard, the Ritual, and chapter by-laws.
- Hold every brother accountable for membership recruitment.
- Coordinate all communication with recruits, recruitment publications, and printed recruitment material.
- Engage and include alumni in the recruitment process.
- Ensure the chapter's adherence to the Fraternity and campus recruiting regulations.
- Effectively interview all men recommended to the chapter by fellow Sigma Chis, University officials, or parents, and to acknowledge and to thank any individual making such recommendations.
- Inform potential members of the academic standards, financial obligations, and the ideals of Sigma Chi.
- Coordinate the extension of membership invitations to all potential new members.
- Hold yourself and every member of the Fraternity accountable to the Sigma Chi Voluntary Obligation of Membership and to continue the practices by which each was selected—the Jordan Standard.
- Schedule and enact recruitment sessions to encourage all brothers in recruiting and to enhance the social skills & capabilities of each brother in achieving recruitment goals.

The Active Brother

A successful recruitment program relies on every active brother. While the Recruitment Chairman is responsible for the planning and execution of a successful recruitment program, it is each brother's responsibility to proactively seek out and recruit qualified and values-based members of Sigma Chi.

Section 1:

Individual Recruitment Skills

Mission 365 – Year-Round Recruitment

Chapters who participate in the Mission 365 program can expect to learn how to increase both the quality and quantity of their new members by employing a 365 day recruitment process based on Sigma Chi values and ideals.

Sigma Chi's *Mission 365* program is provided to all Sigma Chi chapters who request it. This program teaches communication skills, social dynamics, organizational planning, values-based leadership development, chapter assessment, peer analysis, strategic marketing, and coordinated chapter involvement.

Mission 365 teaches a philosophy that our chapters can increase both the quality and quantity of their new members by employing a 365-day recruitment process based on Sigma Chi values and ideals. The Mission 365 retreat is not a lecture; rather, it is an experiential learning process that actively engages chapter members in the retreat. Every day is an opportunity to meet qualified recruits. Brothers should be forming personal relationships on a daily basis as a way to identify the future leaders of Sigma Chi.

A chapter can recruit year-round without violating any university policies. By acting as gentlemen and embodying Sigma Chi's values, potential recruits will see Sigma Chi as an organization that adds value in their community. Brothers are strongly encouraged to view every day as a day to recruit.

The mission of Mission 365 is:

- To teach all undergraduate Brothers and Alumni Advisors a recruitment process and techniques guided by Sigma Chi values and ideals.
- To introduce a strategic planning process for a Chapter-wide 365-day recruitment approach integrating all available Sigma Chi resources.
- To provide essential recruitment tools which will help Chapters identify and recruit men of character.

More than 180 Mission 365 retreats have been conducted since program inception, with the average chapter showing a 40% increase in membership over the two years following the program. To request *Mission 365* at no cost to your chapter¹, contact Sigma Chi Headquarters at (847) 859-3655.



MISSION³⁶⁵

RECRUITMENT

¹ 90% Chapter attendance is required

NIC 5-Step Process

The North-American Interfraternity Conference, the trade association for 75 of the men's fraternities across North America, has identified a 5-step process for recruiting a new member of Sigma Chi.

Meet Him

The first step is to meet the potential recruit. This sounds simple, but many brothers pass up opportunities to meet new people every day.

Make Him Your Friend

After you've met your potential recruit, you need to make him your friend. Friendships are formed through trust and reciprocal respect, and this step in the process will ensure that this new recruit has faith in you and the people who surround you.

Introduce Him to Your Friends

Once you've made the recruit your friend, you should introduce him to your friends. Our recruits are looking to join a group of people, and not necessarily a specific organization. If they trust and respect the people who comprise a Fraternity, they're more likely to see the value in joining Sigma Chi.

Introduce Him to Sigma Chi

At this point in the process, you can begin to sell Sigma Chi as an organization. You've successfully built a relationship with your recruit, and you can sell the benefits of membership in Sigma Chi without violating his trust or comfort level.

Ask Him to Join

After he's met your friends and formed more friendships within your chapter, you can extend an invitation to join Sigma Chi.

This process may seem counterintuitive, but recruitment is all about relationships. In an article from 2007, Josh Orendi and Matt Mattson of Phired Up Productions wrote, "Most people can pinpoint the one person who recruited them into the organization. If we know this, we can focus our time on building one-on-one relationships, and not 'selling the organization.' People are going to join your fraternity or sorority because of their personal relationship with you, so don't spend your time, energy and money on cool t-shirts, barbecues, parties, or events; go out and make as many acquaintances and friends as possible, and watch them turn into members." (Mattson & Orendi, 2007)



Conversational Tips and Strategies

Open-Ended vs. Closed-Ended Questions

Another important conversational technique that can be used to uncover important information about a recruit is the use of open-ended questions. An open-ended question is one that requires a complex response, rather than a simple “yes” or “no.” Open-ended questions will allow recruits to clarify their feelings and explain themselves, rather than simply validating whether or not they fit a specific criteria. A closed-ended question does not encourage the recruit to elaborate on his answers, and many closed-ended questions will stall a conversation.

To utilize open-ended questions, avoid asking anything that begins with “Do you,” “Are you,” “Can you”, or “Have you.” These will lead to one-word responses and stall the momentum of your conversation. Instead, focus on questions that ask “who,” “what,” “when,” “where,” and “how.” If you don’t feel like the recruit’s answer addressed your question, you can follow up by saying, “tell me more about that.”

Example (Closed-Ended Question):

Brother: “Did you play any sports in high school?”

Recruit: “Yep”

The recruit answered your question, but you don’t have any information on what this experience meant to him or how he learned from it. Additionally, the rhythm of the conversation has been interrupted.

Example (Open-Ended Question):

Brother: “What sports did you play in high school?”

Recruit: “I played football for one season, but I quit after my freshman year”

Brother: “Tell me more about that”

Recruit: “It was just too much work. I didn’t like staying late after school; I’d rather veg out and watch tv, ya know?”

By asking an open ended question, you now know that this recruit didn’t like sacrificing his time for the good of a team, and he might be a little lazy. This is important information when you’re looking for brothers who will add value to Sigma Chi.

This isn’t a skill that can be immediately implemented. It takes practice to perfect these conversation tactics, so you should practice with your brothers on a consistent basis to ensure that open-ended questions are second-nature when it comes time to implement them in a recruitment situation.

Progressive Questioning

Progressive Questioning is a technique that will help your brothers uncover important aspects of a recruit’s character, experiences, and concerns about joining Sigma Chi.

Recruitment strategy focuses intently on asking questions that are values-based in order to uncover relevant information about a specific recruit. However, you should never open a conversation with deep and meaningful questions. Recruits need time to develop a rapport and a level of comfort with the brothers before they are ready to discuss their values and personal experiences.

Through progressive questioning, the brother can open a conversation and ask 2-3 follow-up questions that will reveal the information they're looking for without making the recruit uncomfortable.

Example (Without Progressive Questioning):

Brother: "What was the most meaningful aspect of your High School career?"

Recruit: "Wow...uh...I guess I never thought about that....uh...graduation was pretty cool, I guess."

By jumping the gun, you don't give the recruit an opportunity to consider the answer to your question. He isn't in the proper frame of mind, so he can't pinpoint anything specific, and you haven't learned anything about his experiences and how they would apply to membership in Sigma Chi.

Example 2 (With Progressive Questioning):

Brother: "What kinds of campus activities did you join in High School?"

Recruit: "I played varsity football all four years, and I volunteered with one of our campus organizations that tutored elementary school kids."

Brother: "That sounds really interesting. Tell me more about the tutoring program."

Recruit: "We met every week with a student at the local elementary school, and we tutored them in subjects they struggled with."

Brother: "What kind of value did you get out of that?"

Recruit: "Well I really liked being able to mentor someone. It felt good to help kids who were having trouble with school. I liked that I got to talk to the kids about how to practice and study."

After three brief questions, you now know that this recruit values mentorship, and he takes pride in being able to serve in that capacity for others. You've just identified a potential Magister or Community Service Chairman by asking three simple progressive questions.

Like open-ended questioning, this technique will only become second-nature if you and your brothers practice it on a consistent basis. Implement several rehearsals and practice sessions before putting these practices to use during recruitment, and never forget to contact Sigma Chi Headquarters for additional resources.

Be More Interested, Less Interesting

In the best-selling book, Good to Great, author Jim Collins recalls a conversation he had with Stanford Professor John Gardner who said, “It occurs to me, Jim, that you spend too much time trying to be interesting. Why don’t you invest more time in being interested?” (Collins, 2001)

This philosophy is incredibly relevant in the way we recruit new members of Sigma Chi. So much of a recruit’s first impression is based on how he believes he’s being received. Recruits are, by nature, curious about our organization. They will have questions, concerns, and preconceived opinions about Sigma Chi and how it relates to their own personal interests. If the brother is actively listening and addressing his questions honestly, specifically, and tailored to the recruit’s individual and unique concerns, he is going to feel more comfortable with the brother and the chapter as a whole.

If we spend too much time trying to impress our recruits with stories, statistics, and selling points, they will start to feel like they’re being sold a product. Conversely, you are trying to sell Sigma Chi as a way of life, and your pitch shouldn’t feel cheap or gimmicky. A regurgitated pitch feels forced and sends the message that the recruit is no more or less special than anyone else. Instead, listen to what the recruit has to say, and ask questions that will reveal more of the recruit’s character, questions about Sigma Chi, and objections to joining our organization.

Body Language

According to James Borg, 93 percent of human communication is delivered through body language, with the remaining seven percent being delivered through verbal communication. (Borg, 2009) This means that your body language will send messages to your potential recruits that could change the way they perceive you and your chapter.

When communicating with a recruit, your enthusiasm will be contagious. Recruits will be able to read whether or not brothers are participating out of legitimate interest, or if they feel like they’re being forced to participate in recruitment. Body language is equally important for the chapter and for each individual brother. If you show genuine passion for Sigma Chi, your recruits will notice this in your body language and mirror your enthusiasm. The same is true of body language that indicates a lack of interest. Simple cues such as folding your arms will send the message that you aren’t interested in what your recruit has to say, and he will mimic this language and lose interest in you and your chapter. You and your brothers should be extremely cognizant of your body language in any recruitment situation. The following lists will detail simple body language acts that can negatively or positively affect your conversations:

Positive Body Language

- Smile
- Open arms
- Eye Contact
- Nodding while your recruit is talking
- Mirror the recruit’s positive body language

Negative Body Language

- Frowning
- Crossing your arms
- Putting your hands in your pockets
- Checking the time/your phone
- Refraining from eye contact

Overcoming Objections

For every reason to join Sigma Chi, there's an objection as well. Objections shouldn't be seen as red flags. By presenting concerns, a recruit shows that he is a critical thinker and that he has mentally considered the benefits and drawbacks of membership in Sigma Chi. Each brother needs to be prepared to address these concerns with answers that are honest and overcome the stated objection.

It's crucial that each brother understands and anticipates common objections. These concerns are grounded in common misconceptions and should be validated. *Phired Up Productions*, a company specializing in fraternity and sorority recruitment, identifies several key steps for addressing an objection:

1. Clarify to Understand the Objection
2. Empathize with the Objection
3. Isolate the Concern
4. Quality Response

Clarify to Understand the Objection

Recruits don't always communicate their concerns clearly. Before you address a specific concern, clarify the concern with the recruit. This will communicate to the recruit that you are listening and that you care about his concerns.

Example:

Recruit: "I have too much on my plate right now."

Brother: "Ok, so you're involved with other activities that take up a lot of your free time right now?"

By asking a clarifying question, you are validating the recruit's involvement, and ensuring that your interpretation is correct.

Empathize with the Objection

Validation and empathy communicate to your recruits that you share their concerns. It's important to communicate to the recruit that his concern is legitimate, and that you can understand the reasons behind his feelings.

Example:

Brother: "I definitely know how that feels. I feel like it can be difficult to keep up with all of the opportunities on campus. It can be really overwhelming."

Isolate the Concern

After you've identified a specific objection, follow-up with a question that allows the recruit to voice any other specific concerns he may have.

Example:

Brother: "Is the time commitment the only concern that would prevent you from accepting a bid?"

Recruit: "Well, that, and I'm worried my grades would suffer"

Quality Response

After you've clarified the concern, empathized with his objection, and isolated his specific apprehensions, you can provide a quality response that addresses the recruit's concerns with honest and sincere solutions.

Example:

Brother: "Membership in Sigma Chi doesn't have to take all of your time. In many ways, it's enabled many of our brothers to balance their commitments and focus on specific areas that mean the most to them. We also have a comprehensive scholarship program that provides brothers with quiet study hours and one-on-one mentorship for their studies."

Quality Response Guide (Phired Up Productions, LLC)

| Objection | Suggested Responses |
|--|---|
| I don't have time | <ol style="list-style-type: none"> 1. How much time do you think it will take? 2. What are your other time commitments? 3. How much time could you commit? 4. Let me introduce you to _____. He works part-time, plays a sport, and has a 3.5 GPA. |
| I can't afford it | <ol style="list-style-type: none"> 1. Do you know how much it costs? 2. May I show you how much it costs and how that compares to other college expenses? 3. If we could arrange a payment plan, would that make a difference? 4. Have you heard about the scholarships that the Sigma Chi Foundation provides? |
| My mom/dad/girlfriend doesn't want me to join | <ol style="list-style-type: none"> 1. What is it that they don't approve of? 2. Why do you think they feel that way? 3. Have they met any of the members of Sigma Chi? 4. Would you be willing to help me set up an opportunity for them to meet the members/members' parents/chapter advisor? |
| I've got to focus on my grades | <ol style="list-style-type: none"> 1. What are your concerns? 2. Did you know that Sigma Chi has a scholarship program that provides quiet study hours and mentorship? 3. May I introduce you to our Scholarship Chairman? |
| Upperclassmen don't join fraternities | <ol style="list-style-type: none"> 1. What is it that you would like to get out of a fraternity? 2. Sigma Chi is a lifelong membership. Do you think two years will make a significant difference? |
| I'd just like to wait a semester or two | <ol style="list-style-type: none"> 1. What do you think will change between now and then? 2. What is the benefit of putting off the experience for a semester? 3. What would need to change for you to feel comfortable accepting a bid today? |
| I'm not the fraternity type | <ol style="list-style-type: none"> 1. What is the fraternity type? Does that describe Sigma Chi? 2. That's the reason we are interested in you 3. Would you be willing to help our chapter change the image of fraternities on this campus? |
| I don't want to get hazed | <ol style="list-style-type: none"> 1. Do you think we haze our members? 2. Hazing is unacceptable and has no place in Sigma Chi. 3. Let me introduce you to our newest initiates; they can talk about their experiences. 4. Here is a copy of our pledge education program. |
| I don't want to live in the house | <ol style="list-style-type: none"> 1. Why do you not want to live in the house? 2. Many of our members choose not to live-in. |
| I don't drink | <ol style="list-style-type: none"> 1. Do you think you have to drink to be in a fraternity? 2. We respect every member's choice, and there is no pressure to drink. 3. Are you aware that the fraternity chose to implement a substance-free recruitment and pledge program? |

Section 2:

Chapter Programming

Overview

Successful recruitment relies heavily on the individual communication skills of each individual brother, but the chapter as a whole must provide an environment for your brothers to develop these skills. Additionally, the chapter needs to provide a framework and processes that will foster the best possible recruiting environment. Needs assessment, recruitment workshops, recruitment events and activities, advertising and promotion, and proper bidding policies and procedures are crucial to a well-assembled recruitment program within your chapter.

Assessing Your Chapter's Needs

In his presentation to the expansion participants at the 2009 Balfour Leadership Training Workshop, Tony Altimore **Southern California 2001** discussed the importance of assessing your chapter's needs when recruiting new members. He stated that "long before a recruitment period, your chapter needs to conduct an extensive and honest analysis of what is needed from new recruits."

In this assessment, Altimore named the following factors that could influence the future of your chapter:

- **Age:** Do you need more younger/older members to balance out the chapter?
- **Leaders:** Do you need more campus leaders?
- **Activities:** Do you need members involved in certain activities, sports or groups on campus?
- **Financial Planning:** Do you need more members to better support the chapter's financial standing?
- **Diversity:** Do you need a more diverse chapter?
- **Academics:** Do you need better students or a wider range of academic studies & majors?
(Altimore, 2009)

By assessing the needs of your chapter, you can target individual students who fit specific gaps that exist. These students should be pursued and recruited using the individual skills discussed in Section 1 of this manual.

Recruitment Workshops

Mission 365, Sigma Chi's innovative recruitment workshop, is provided to all chapters free of cost², and Sigma Chi recommends that each chapter hold this retreat once every three years. During the program, your chapter will participate in mock-recruitment sessions and provide each brother with opportunities to role-play meaningful and relevant conversations in recruitment scenarios. Additionally, the program will provide explanations behind values-based recruitment and its importance to your success as a chapter.

During the years between Mission 365 sessions, your chapter should conduct a recruitment workshop twice a year that gives the brothers an opportunity to put their individual recruitment skills into practice. At these workshops, brothers should role-play a variety of scenarios that provide practice on open-ended questions, progressive questioning, and overcoming objections.

² 90% chapter attendance required

The following is a sample agenda for a one-day recruitment workshop

- 9:00 AM:** The chapter meets in a large meeting space with enough room to spread out and have individual conversations
- 9:15 AM:** Recruitment Chairman Presentations
- What is the purpose of recruitment?
 - What are open-ended questions?
 - What is progressive questioning?
 - What is the NIC 5-Step Model?
- 10:00 AM:** Mock Recruitment Event
- Assign 20 brothers to individual roles
 - Send these “recruits” into the room
 - Allow the rest of the chapter to practice recruiting these “recruits”
- 11:00 AM:** Mock Recruitment Event Debrief
- Discuss which “recruits” will be receiving a bid
 - Have each “recruit” reveal his individual role
 - Discuss the results
- 12:00 PM:** Lunch
- 1:00 PM:** Needs Assessment
- Distribute a survey to chapter members identifying the biggest needs
 - Discuss the most important needs
- 2:00 PM:** Generating a List of Names
- Generate a list of names
 - Assign brothers to target specific recruits
- 3:00 PM:** Recruitment Chairman Dismisses the Chapter

Branding

David Stollman, creator of *Recruitment Bootcamp*, defines branding as, “attaching desired feelings, thoughts, emotions to a product or company...Creating a visual representation for a company, product, or word.” (Stollman, 2012) The concept of branding is separate from advertising and promotion in that it establishes an image for your chapter that reflects your values. Stollman describes five aspects of branding that will distinguish your chapter from others on your campus:

1. Message – Must have something to say that is worth being heard
2. Simplicity – Must be simple enough to pass easily
3. Consistency – Must be expressed the same way over time
4. Repetition – Must be expressed through a variety of mediums
5. Integrity – Must be a true message. Alignment

Advertising

In today’s world, advertising is crucial if your chapter hopes to reach its target audience. The Recruitment Chairman and his committee should be utilizing all forms of social media (Facebook, Twitter, Foursquare, etc.) to reach potential recruits.

All advertising should comply with university and Sigma Chi policies, and it’s important to coordinate these efforts so that the same message is being communicated in every form of promotion. Your advertising should reflect the brand of your chapter, so be sure that each piece of promotion falls in line with the five aspects of branding listed above. Chapters should avoid offensive language, suggestive themes, and alcohol in all of their promotions and advertising.

The following checklist covers the most popular forms of advertising:

- Facebook Ads
- Facebook Chapter Page
- Twitter Account
- Campus/Local Newspaper Advertising
- Campus Flyers
- Campus Organization Meetings – Chapter Presentation

Check with your university or college’s office of fraternity & sorority life to ensure all advertising is in accordance with their policies, and ask for other advertising and promotional recommendations.

Recruitment Events

A successful recruitment process will focus intently on the individual interpersonal skills of your members, and less intently on recruitment events and scheduled activities. While it's important to properly train and prepare your brothers to recruit using these skills, you should not overlook opportunities to host events that will bring your recruits to you.

"Walk-in" recruits can be great future brothers, and you won't have the privilege of meeting every potential new brother without hosting events that will bring them to you.

Determining Appropriate Events

Recruitment events are extremely common on campuses that utilize formal recruitment structure. Regardless of structure, your chapter should plan several recruitment events every semester to give potential recruits an opportunity to meet a large number of brothers at once.

The chapter should avoid events that don't allow for one-on-one interaction. Group activities like paintball or laser-tag are fun, but they don't foster an environment where brothers and recruits can interact and have meaningful conversations. The purpose of these events is to get to know the men who want to join Sigma Chi, so each event should cater to that specific purpose.

Additionally, you don't want to intimidate potential recruits by fostering an environment where brothers significantly outnumber the potential recruits. Make sure that brothers are evenly disbursed around the event space and don't allow brothers to congregate in groups without inviting a recruit to join them.

Planning

The Recruitment Chairman is responsible for the planning of the recruitment calendar. The calendar of events should be agreed-upon prior to the beginning of the academic term, and all reservations and orders should be completed 1-2 months prior to the event.

Additionally, making this calendar available to the active chapter is important. College students are bombarded with more programs and commitments than ever before. If the brothers are not aware of the recruitment calendar in advance, they will be less likely to attend every event.

The following checklist will help you to ensure that all proper steps are taken to host a successful event:

- Develop a recruitment budget with the assistance of the chapter's Quaestor
- Reserve event space 1-2 months prior to the event
- Order food and beverages 1-2 months prior to the event
- Communicate event details to the chapter
- Generate invite list for the event 1 month prior to the event
- Send out invitations 1-2 weeks prior to the event
- Purchase necessary supplies 1-2 weeks prior to the event
- Double-check the space 1 week prior to the event

Making Your Decisions

Bid Sessions

An organized bid session will help streamline the bidding process and reduce the amount of contention and argument that typically coincides with these meetings. The chapter should set aside specific rules prior to any bid session. The following examples will help increase the efficiency and effectiveness of your bid sessions:

- Only one brother may speak at a time
- All feedback must pertain to one or more characteristics of the Jordan Standard
- Each brother can only speak about each recruit once, unless a second round of discussion is approved
- Brothers cannot repeat comments that have already been made

Extending a Bid

When you extend a bid to one of your recruits, you are setting a tone that will form his impressions of his future in Sigma Chi. For this reason, it's vital that your bid presentation is professional, organized, and impactful. Every college and university has different policies for the way in which bids are given, but you can focus on several key areas that will improve the bid process.

Tony Altimore **Southern California 2001** writes, "A bid offer should be expected by both parties before it happens; much like a wedding proposal. Both sides should know it's coming and know the answer in advance." (Altimore, 2009) Communicating your intentions to extend a bid to recruits does not violate any university or college policies, and it allows the recruit time to consider his choice before the invitation is extended.

Similarly, any recruit not receiving a bid should not be led to believe otherwise. This conversation can be difficult, but before bids are extended, the Recruitment Chairman or another brother must set this expectation.

The bid itself will take different forms depending on the rule structure of your host institution, but if possible, develop a bid presentation that is unique and impactful. Don't extend bids over the phone or informally if at all possible. You want your recruits to remember the bidding process fondly and as an important beginning to their Sigma Chi experience. Recruits receiving multiple bids will also likely favor a presentation that uniquely differentiates one chapter from the others.

Conclusions

This manual is intended to supplement Mission 365 and provide chapters with the resources in information to improve and perfect their recruitment practices. This information was compiled from a multitude of sources by Sigma Chi International Headquarters.

Should you have any questions about this manual or additional resources available to your chapter, contact Sigma Chi International Headquarters at (847) 869-3655

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