

# RECRUITING NEW MEMBERSHIP

In any given city, the makeup of the Phi Gam population is going to vary by chapter and class year. No two brothers had the same experience in Phi Gamma Delta, therefore their point of reference is different. Understanding these differences will help when recruiting new members and maintaining your membership.

Some brothers may not understand the purpose of the graduate chapter. They think it is the same as an undergraduate chapter, or maybe that it holds no relevance or value. For graduates who do understand the purpose of graduate chapters, there still may be the issue of “time vs. money.”

Graduates often have hectic work or family schedules, which preclude them from attending every function. Acknowledge this, and keep the brother informed. It is also important to let graduates know about specific functions well in advance if you want them to attend.

Most brothers had a good experience with Phi Gamma Delta. And, if contacted properly will want to maintain their fraternal ties.

## **Some recruiting ideas to consider:**

- Get brothers to contact and recruit brothers from their chapters.
- Think undergraduate recruitment. Encourage brothers to bring their Phi Gam friends to graduate chapter events.
- Have blank name tags available at all functions. Brothers can fill out their own name tags. This is a good ice-breaker for those who are new or for those who do not recall the name of a new/recent member.
- Use a different color name badge for all guests. Make it a point to acknowledge their participation and follow up to specifically invite them to future events.
- Invite brothers who have moved into the area. They are looking to make friends and to get to know the area.
- If an undergraduate chapter is nearby, invite undergraduates, especially seniors and chapter presidents to every meeting. If necessary, offer to pay their way. This is your new pool of recruits. Get them comfortable with graduate activities early in their fraternity involvement.
- Invite undergraduates who live in your town, but go elsewhere to school, to meetings during holidays and over the summer. When they move home, they will be excellent new prospects.
- Send out invites to all area brothers asking them to participate. Give them your scheduled meeting times with upcoming activities and any existing way to connect with the graduate chapter (ex: websites, social media, etc.). Share names, schools and years of the brothers involved in chapter leadership. They may recognize a name and make a call.
- Keep the meeting time and location consistent once they are scheduled, as this aids in repeat attendance. For example, hosting a happy hour on the second Tuesday each month.
- Be cognizant of event costs and hold some that are free or low cost. This reduces the barrier to entry for recent graduates.