



**Sigma Nu Fraternity**

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# **Supporting Chapters in Recruitment**

**Alumni Engagement Webinar Series**

# Today's Presenters

**Todd Denson (Nicholls State)**

-- **Director of Alumni Advisory Programs**

**Mac McNeilly (Huntingdon)**

-- **Director of Expansion & Recruitment**



# Overview

**Values-Based Recruitment: Philosophy and Focus**

**How are our chapters supported?**

**Alumni Support**

**Review of Recruitment Resources**

**Q&A**



# Why do We Recruit?

**Recruitment is the lifeblood of our Fraternity**

**Recruitment can solve ALL of a chapter's problems**

**Recruitment today is all about seeking out the best men for your chapter, and not waiting for them to come to you**

**Recruitment should be a team effort between the alumni and the active chapter**

**A strong relationship is critical in where a chapter needs support**

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# What Are Our Students Learning?



**Values-Based  
Recruitment**



**Year-Round  
Recruitment**



**A Written  
Recruitment Plan**



**Additional  
Resources**

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# Values-Based Recruitment

**More than Love, Honor, and Truth**

**The Why, How, & What to become expert recruiters**

**We MUST find the best men on campus for our chapter based on values & principles**

**Focus to build an effective, organized, and structured recruitment program**

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# Values-Based Recruitment

What is our chapter's reputation?

What do we want to be known for as a Fraternity?

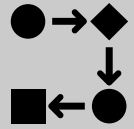
How might our answer effect:

- **Why PNMs should join?**
- **What we consider good recruitment?**
- **The traits & characteristics we look for in PNMs?**



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# NIC 5-Step Model of Recruitment



One: **Meet Him**



Two: **Make Him a Friend**



Three: **Introduce Him to Your Friends**



Four: **Introduce Him to Fraternity**



Five: **Ask Him to Join**



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# Why Won't They Commit?

- How much will it cost?
- How much time will it take?
- What about hazing?
- What about drinking?
- What value will Sigma Nu add to my life?
- What if my parents don't want me to join?
- What about my grades?
- Where will I eat/live/sleep?
- Why should I be a Sigma Nu?



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# You Can't Recruit Who You Don't Know

## Master Prospect Lists

### The Big Five

- Campus Recreation Center/Gym
- Campus Dining Hall
- Student Union
- Library
- Campus Events (sporting events or student events)

What type of man are we looking for (key traits & characteristics)?

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# Year-Round Recruitment

Every week is not “rush week”.

We are already doing things we can invite prospects to.

Proactive planning & recruitment are fundamental and will be make or break.

Late spring/early summer- GREAT time to start:

**Exposure to incoming students**

**Provides large runway for recruiting prospective members**

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# Components of a Strong Written Plan

- **Based on our Bluebook and aimed at achieving chapter recruitment goals**
- **Assists chapter in articulating what type of member they target to**
  - **Achieve their stated purpose as an organization**
  - **Where that man can be found**
- **A developed recruitment calendar for the term**
- **Facilitates, established, and evaluates realistic manpower goals each term**
- **Compared recruitment data from previous years**

# Where Can Alumni Support?



**COMMUNICATION**



**RESOURCES**



**COACHING**

# Communication

**Clear line of communication with Recruitment Committee to identify where the chapter needs support**

**Make it easy to generate names. Examples:**

- **Chapter Membership Referral (Don't have one? Use ours!)**
- **Recruitment updates in newsletter**

**Create intentional spaces for alumni engagement**

- **Examples include sporting events, barbecues, alumni speaker panels, meet & greets, etc.**



# Resources

## Tap into your networks

- **Facility/event spaces (country clubs, boardrooms, restaurants, sporting event tickets)**
- **University connections via alumni**
- **Parent connections- adds credibility to parents when alumni contact them**

## Financial assistance



# Coaching

**Appoint a Recruitment Advisor**

**Clear Understanding of  
Recruitment Tactics**

**Alumni involvement in recruiting**







# Help Grow the Legion of Honor!

Know someone who would be an  
ideal candidate for Sigma Nu?

Submit a membership referral at  
[sigmanu.org/referral](https://sigmanu.org/referral) or by  
scanning the QR code

# Staff Support

**Leadership Consultation- Semesterly meeting with each officer**

- 93% of Recruitment Chairmen trained in Spring 2024.**
- Chapters received Recruitment Skills Workshop in Spring 2024.**

**Additional Recruitment Coaching by request**

**Sigma Nu Institutes**



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# Website Resource Highlights

## For Students:

- Recruitment Chairman's Webpage
- Recruitment & Manpower Best Practices Library
- The Bluebook
- Recruitment & Manpower Action Plan

## For Alumni:

- ✓ Alumni Best Practices Library
- ✓ Recruitment Advisor Job Description
- ✓ The Bluebook for Alumni
- ✓ Alumni Recruitment Checklist



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# Key Takeaways

**Recruitment is a process - not a one-time sell and requires the effort of the entire chapter**

**Year-Round Recruitment is simply doing Fraternity and inviting others**

**You can't recruit who you don't know**

## **The NIC 5 Step Model**

1. Meet Him
2. Make Him a Friend
3. Introduce Him to Your Friends
4. Introduce Him to Fraternity
5. Ask Him to Join



# Questions?





# Sigma Nu Fraternity

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## Thank You!

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### **Resource Links:**

[Alumni Best Practices Library](#)

[Recruitment Advisor Job Description](#)

[The Bluebook for Alumni](#)

[Alumni Recruitment Checklist](#)