



COVID Recruitment - Ideas for Fall 2020

**Zoom/FaceTime Events:** video

conversations/events

- Edited Pi Kapp presentation template with zoom breakout groups or individual follow up conversations
- Games: poker, Jackbox, Cards Against Humanity, House Party, Trivia Nights, Jeopardy, Bingo, etc.
- Sporting event watch party, video chat during and discuss OR hop on a chat 30 minutes before to make predictions and then discuss 30-45 minutes after the game is over
- PowerPoint Parties: similar to a podcast, put debatable/discussion-based topics and questions on a PowerPoint related to trivia, professional sports (trades, COVID changes, drafts, games, etc.), hunting, hiking, video games, music/artists, etc.
- Virtual Ability Experience events with a volunteer partner or with chapter streamed live on Twitch, Instagram, Facebook, etc.

**Bid/Closing Conversations:** discuss joining

- One-on-one closing conversations on FaceTime/Zoom using DocuSign, Preview (Mac), iPhone app scan, to sign PDF and mail one to them physically
- Based on ability to interact in person, take a PNM to coffee, lunch, dinner, etc. and discuss joining/hard sell

**Zoom Chapter Introductions or IFC Info Night:**

events in the beginning of the recruitment process that IFC may organize that must be virtual/distant

- Pi Kapp presentation template with zoom breakout groups or individual conversations over the phone
- Chapter specific or HQ recruitment video with zoom breakout groups or follow up conversations
- Virtual house tours (on or off campus) that showcase inside and outside the house (maybe with mock event/tailgate setup to paint a picture of what in person events look like)
- Send follow up email with a brochure/typed out info about your chapter with contact information for Vice Archon and recruitment committee (Not just a schedule of events!!!)
- Guest speakers: alumni, advisors, older members, etc. with stories or life impacting fraternity experiences

**Console/PC Gaming:** PS4, Xbox, PC, Discord, Twitch

- Plan questions or conversation topics for to keep the conversation going
- Have someone gather usernames, add everyone, and plan game/platform/time (think timezones)
- Warzone, Rocket League, Fortnite, Halo, Borderlands, Mario Kart, any co-op games, etc.
- Host a tournament that brothers and PNMs are placed on teams together to compete to win a small prize (gift cards, "rush" or event shirts, etc.)
- Host a tournament to fundraise for The Ability Experience and invite PNMs to participate

**Social Media Usage:**

- Search for "Class of '21 - '24" Facebook pages, "Class of" hashtags/posts/bios, send out a google or ChapterBuilder referral form via email
- Start with text/direct message, lead to a 15-30-minute phone call/FaceTime. Get to know them, ask what they think fraternities are like
- Campus Involvement posts: post about what your chapter members do/contribute to campus and other orgs
- Ability Experience Virtual event/awareness posts

**Limited Capacity Events:**

- Host multiple simultaneous events at once at different in/outside venues, on & off campus houses, campus facilities and strategically send recruiters and PNMs with similar interests to the same events
- Add "rounds" to your recruitment events: different groups of PNMs come during specific time slots based on capacity
- Host multiple events in a day to make up for the limited capacity
- Theme or categorize each event based on interests of the PNMs or aspects of fraternity: professional development events, sports focused events, gaming events, etc.



**Welcome to College Calls:** recruitment committee member phone calls

- Recruitment committee members reach out to PNMs in texts/DMs/email, offer support or help as they come to campus, then setup 15-30-minute call

**PNMs Help Recruit PNMs:** schedule PNMs virtual group hangouts with a few brothers and other recruits

- Answer questions/concerns and have discussion topics/expectations about New Member Education
- Ask them about other PNMs/recruits you should talk to, get them to help your recruitment
- Maybe Warden/Chaplain involvement to cover NME
- Build image of what your chapter and AME experience looks like (value)

**Chapter Regional Recruiting:** hometowns & high schools

- Identify chapter members that are back home that may be able to meet with PNMs in small groups from hometowns/high schools in close proximity for coffee/food/etc.

**Name Generation:** different ways to find PNM contact information and generate interest

- Student org leaders, friends in sororities/SGA/orientation/residential life, Multi-Cultural groups, International centers, Black Student Union, etc.
- High school teachers or counselors from hometowns of brothers
- ORR (Open Records Request), admissions/registrar/orientation to request for information of incoming male students to offer scholarships or assistance

**Chapter Regional Recruiting:** hometowns, high schools, & areas that people are from that attend your university

- Identify chapter members that are back home that may be able to meet with PNMs in small groups from hometowns/high schools in close proximity for coffee/food/etc.
- Ask old high school friends, parents, or people in the community if they know anyone that is attending your school in the fall and offer some support during these “uncertain times”

**Physical Distancing Events Considerations:**

- Will everyone be required to wear masks?
- If no masks, do we ask PNMs if they want us to wear masks for them to be comfortable?
- What kind of sanitation practices do we have? Hand sanitizer at entrances/exits? What are our washing hands and event preparation/cleaning best practices?
- If your first conversation is through a mask, wouldn't that be awkward? Start building relationships and having conversations now!

**Social (Physical) Distancing Tabling:**

- Don't make anyone uncomfortable, so follow rules/guidelines set for social distancing
- Be prepared to write down/type in phone numbers and names to limit physical touch
- Have visuals for people to look at (recruitment video/presentation/pictures, Pi Kapp branded attire, etc.)
- “Sanitation Stations” will be key!
- Confirm that any brother that is in attendance is not considered “high risk” from a health or COVID perspective