

KAPPA KAPPA PSI

Creating a Recruitment Strategy

Our National Guide to Membership tells us that two basic strategies exist for recruiting new members: active and passive. **Passive recruitment**, the “King’s Throne” method, means the Chapter is waiting for the candidate to seek them out. It is problematic because it makes the Chapter seem overly exclusive and judgmental. **Active recruitment**, however, leads some brothers to feel their Chapter is being pushy or desperate. It also might leave prospective members with the idea that Kappa Kappa Psi is primarily a self-promoting organization.

Progressive Recruitment

Why not do both? Create a “progressive” recruiting plan that combines the best of both strategies. You can divide a progressive recruiting plan into three distinct parts:

- **Part One** – Brothers befriend new band members in their section without publicizing the fraternity.
 - *Timeline:* The first few days of band camp or the first few rehearsals of an ensemble.
- **Part Two** – The Chapter and its brothers makes itself known to new band members through service and band events, but do not publicize recruitment.
 - *Timeline:* Later in band camp, or after the first week or two of the semester.
- **Part Three** – The Chapter holds rush events and actively seeks out prospective members.
 - *Timeline:* The conventional “rush week” or recruiting period.

By the time your recruiting events are happening, brothers are benefiting from the personal relationships they established in **Part One** and candidates are making an informed decision based on the service they witnessed in **Part Two**. This strategy also allows for your band’s sections to form close bonds without the fraternity intervening. Remember that the college band is almost a fraternity in itself!

Active Recruitment

Active recruitment means more than publicizing Chapter rush events. It’s about using personal relationships while making a case for the fraternity. When you speak to a prospective, let them know that the fraternity recognizes and appreciates the work they do in the band. Let them know that if they respect and appreciate the fraternity’s work, it is their responsibility to become a part of it. Don’t let potential brothers fall through the cracks on account of your Chapter being too proud to admit that they need someone!

The Omega Omega Chapter's Recruiting Outline

DAYS 1-3 OF BAND CAMP (FALL) / WEEK ONE OF ENSEMBLES (SPRING)

- No letters!
- Make sure you introduce yourself to everyone in the section!
- Don't go out of your way to talk about the fraternity, but answer questions if it comes up.

DAY 4, 5 OF BAND CAMP (FALL) / WEEK TWO OF ENSEMBLES (SPRING)

- Letter Days!
- Host/announce dinner, a dance, or a game night for the band.
- Host/announce service events to the band, open invite for others to help out.
- Answer any questions new band members might have.
- Mention the upcoming rush if anyone asks.

CHAPTER MEETING

- Discuss upcoming rush events
- Read "Active Recruitment" passage aloud to the Chapter.
- Brothers announce band members they're planning on talking to.

NEXT WEEK'S REHEARSALS

- Brothers seek out prospective members, talk about the fraternity.
- Brothers introduce band members to brother drum majors and section leaders.
- Notify prospective members of upcoming rush events!

RUSH EVENTS

Activity Name: "Kappa Kappa Bowling Night"

Date of Activity: TBD

Description: Meet after rehearsal, clean up the band room/field, head out for bowling and pizza! (Chapter drives/pays)

Type of Activity

- Social
- Service
- Music
- Info

Activity Name: "KKPsi loves the librarians!"

Date of Activity: TBD

Description: Meet at band office, help librarians prepare music, head over to cafeteria to hang out afterwards!

Type of Activity

- Social
- Service
- Music
- Info

Activity Name: Sectional/Informational

Date of Activity: TBD

Description: Meet after rehearsal, 20 minute spot check for each Section, Chapter officers present different aspects of the fraternity. (Brothers dress up!)

Type of Activity

- Social
- Service
- Music
- Info