

# KAPPA KAPPA PSI

Diversifying your Recruitment Strategies

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## Active Recruitment & Personal Recognition

Active recruitment means more than publicizing Chapter rush events; every brother should be participating in coordinated recruiting efforts. “Honoring outstanding band members” is one of the fraternity’s primary missions. Incorporating this into recruitment can sometimes be challenging, but there are ways to do so.

Start off by discussing potential band members for targeted recruitment in a chapter meeting. Try to create a “Dream Team” of band members for your next membership class. Don’t place unnecessary limitations on the band members you are considering – age/seniority, section in the band, or even a lack of interest in the fraternity are not obstacles at this stage. During the conversation, have someone take good notes on what makes each outstanding band member so outstanding.

From that meeting onward, every active member should be doing their part to recruit for the chapter. When you are speaking to a prospective member, let them know that the fraternity recognizes and appreciates their work. If meeting one of the “Dream Team” for the very first time, introduce yourself let them know that a brother in their section had good things to say about them. Inform the prospective member that their attitude and work ethic is exactly what Kappa Kappa Psi is all about.

In the final stages of recruitment, there should come a moment where a written invitation is extended to your prospective members. This may be a “bid” to join the fraternity or an invitation to an exclusive recruiting event. At this time, use those notes from your “Dream Team” meeting to personalize the letter. Explain the reasons why you are recognizing the prospective member, providing specific evidence as you do so.

We all like to be complimented and recognized for our work, and for this reason personal recognition can create a win-win situation for the chapter. Ideally, you’ll have added a great brother to your ranks. If it doesn’t work out, though, you’ll still have gained a new ally and performed a service in honoring an outstanding band member.

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## Progressive Recruitment

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, has the Chapter waiting for the candidate to seek them out. A passively recruiting Chapter appears overly exclusive and judgmental. **Active recruitment**, however, is not without its own problems. One occasional risk is occasionally misleading prospective members into believe that Kappa Kappa Psi is primarily an organization of self-promotion.

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.
- **Part Two** – The Chapter makes itself known to new band members through service and band events, but do not publicize recruitment.
- **Part Three** – The Chapter holds rush events and actively seeks out prospective members.

By the time your recruiting events are happening, brothers are benefiting from the personal relationships they established in **Part One**. Additionally, 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!

### The Omega Omega Chapter’s Recruiting Outline

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#### 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.

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#### 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 recruiting events
- Vice President of Membership outlines recruiting strategy and membership selection.
- Vice President of Membership leads “Dream Team” discussion (see other side of page).

## 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 recruiting events!

## RUSH EVENTS

Activity Name: ”F. Lee Bowling Night”

Type of Activity

Date of Activity: TBD

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

- Social  
 Service  
 Music  
 Info

Activity Name: Library Clean-up & Junk Food

Type of Activity

Date of Activity: TBD

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

- Social  
 Service  
 Music  
 Info

Activity Name: Conducting Band/Informational

Type of Activity

Date of Activity: TBD

Description: Chapter and prospectives form a reading band for some of the conducting students to practice with. Afterwards, brothers lead presentation on fraternity and the requirements of the membership education process.

- Social  
 Service  
 Music  
 Info