

## Organizing a Rush Workshop

### Organizing a Rush Workshop Table of Contents

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1. Chairman:

a. Knows the Fraternity

b. Knows the campus

c. Enthusiastic/motivated

d. Well organized

e. Not the best rusher

f. Carries influence with Fraters

g. Not a job to get someone involved

2. Committee:

a. Entire chapter - All Brothers are involved in the planning and organizing stages on a retreat long before rush begins. Group commitment to rush is obtained and every Brother receives some type of task.

b. Representatives of other offices and committees:

(1) Hegemon (3) Social chairman

(2) Hypophetes (4) House manager

c. Selecting a cross section of the entire chapter:

(1) Sophomore (3) Senior

(2) Junior (4) Freshman active member

d. Determine tasks in rush and look for volunteers to coordinate each area:

(1) Individual social (4) Rush retreat

functions

(2) Displays (5) Rush manual

(3) Mailings (6) Team captains

3. Duties of the Chairman and Committee:

a. Evaluate past program - strengths/weaknesses.

b. Budget his programs, administrative as well as social.

c. Plan and implement a rush retreat.

d. Set the rush goal.

e. Determine objectives to reach the goal.

f. Research Fraternity information and inform all Fraters.

g. Develop a rush calendar of events.

h. Coordinate publicity and displays.

i. Gather names of potential rush guests.

j. Present a rush seminar.

k. Have contingency plans for unsuccessful events.

l. Follow through on plans and programs.

m. Get as many undergraduate Fraters and Alumni involved in the above processes as possible.

n. Follow up with celebration, congratulations, and an excellent Associate Education.

#### 4. Rush Retreat:

##### a. Purpose:

(1) Early commitment to the necessary group effort for

rush.

(2) Give the members input to rush programs.

(3) Members who set goals support and work towards goals.

(4) Select a committee.

(5) Define rush policy and strategy.

(6) Come up with new rush ideas.

##### b. Retreat Schedule:

10:30 A.M. -- Arrive and organize.

11:00 A.M. -- Orientation and statement of purpose of retreat.

11:15 A.M. -- Evaluation of last year's rush.

12:00 NOON -- Lunch.

12:30 P.M. -- Discussion of rush philosophy and setting the goal.

1:00 P.M. -- Determine tasks to meet rush goal:

(a) Comprehensive yearly program

(b) Summer rush

(c) Formal rush

(d) Entertainment

(e) Follow up

(f) Administrative tasks

(g) Rush policies

(h) Committee tasks

4:30 P.M. -- Planning the calendar

Appointment of committee

5:30 P.M. -- Wrap-up - Dinner or leave

5. Rush Calendar:

a. Basic premises in all functions:

(1) Alcohol does not rush, people do.

(2) Maximum interaction is the goal (one-on-one communication).

(3) Common experiences are the basis of friendships.

b. Rush retreat.

c. Rush seminar.

d. Entertainment and Events:

(1) Show the diversity of the chapter.

(2) Get the rush guest involved.

(3) Spectacle is cheap in effect, personal contact is paramount.

(4) Techniques:

(a) Theme parties (e) Participatory events

(b) Professional (f) Get away from the

entertainment House

(c) Alternative beverages (g) Slide shows

(d) Skits (h) Dinners

e. Administrative Tasks:

(1) When are bid meetings? (5) When do mailings go out?

(2) Information meetings (6) Order education supplies

(3) Joining (7) Bid cards

(4) Re-evaluation

f. People to involve in rush:

(1) Alumni (2) Grand Officers, OGC Staff

(3) School officials/faculty (4) Parents

(5) Female hostesses

Rush is 365 days a year. Plan a calendar for the entire year. Summer programs and Fall, Winter, Spring regular rush

6. Internal Information:

a. Have the rush committee gather the following information and share it with the chapter. Know the other fraternities on campus.

(1) Find out what it costs to live in the other fraternity houses on campus, and what it costs to have dining privileges. Compare your Fraternity.

(2) Does your chapter have an active alumni board or adviser?

(3) Does your chapter have campus leaders?

(4) Does your chapter have a good cross section of members? Evaluate your members by:

(a) Year in school

(b) Major field of study

(c) Home state

- (d) Type of person (athlete, scholar, typical, etc.)
- (5) Evaluate your financial condition, results in collecting bills.
- (6) Is your chapter capable of filling the house?
- (7) What do other fraternities do to get the associate classes that you want?
- b. Rush lists updated daily or weekly.
- c. Legal aspects of rushing:
  - (1) IFC restrictions (2) City and state laws
- d. Rush Manual:
  - (1) Calendar
  - (2) Bid procedure
  - (3) Facts about Tau Kappa Epsilon
  - (4) Strengths and weaknesses about your chapter
  - (5) Rush techniques
  - (6) List of tasks and who is in charge
- 7. Publicity & Displays:
  - a. Large calendar hung in house
  - b. Individual calendars for Fraters and advisors
  - c. Map of all TKE chapters
  - d. List of famous Tekes
  - e. Posters or your own advertisements
  - f. Composite of Fraters
  - g. Business cards
  - h. Printed Tau Kappa Epsilon name tags

i. Rush brochures:

(1) From OGC

(2) Make your own

j. Welcome Brother poster

k. Posterboards of financial obligation, activities, leadership scholarship, Brotherhood, services of Tau Kappa Epsilon

l. Scrapbook

m. Newsletters

n. The Teke Guide

o. Bulk mailing

p. Mailing to parents

q. Ads in newspapers

r. Campus radio

s. Buttons

t. Bumper stickers

u. Handwritten letters

### SETTING THE RUSH GOAL

Purpose: To identify potential or actual problems in associate class imbalance and to help set specific rushing goals that will improve class balance and avoid future problems.

Prepared by: \_\_\_\_\_ Chapter:

\_\_\_\_\_ Office:

\_\_\_\_\_ Date: (A)

\_\_\_\_\_

Freshman Sophomore Junior Senior Total

1. Present Associates \_\_\_\_\_

2. +Will join yet this academic year \_\_\_\_\_

3. =Total by end of academic year \_\_\_\_\_
4. -Normal loss (\_\_\_\_\_% ) \_\_\_\_\_
5. =NET ASSOCIATES \_\_\_\_\_
6. -Those not initiated this year \_\_\_\_\_
7. =Associates to be initiated (date\_\_\_\_\_) \_\_\_\_\_
8. +PRESENT FRATERS \_\_\_\_\_
9. =TOTAL FRATERS END THIS YEAR \_\_\_\_\_
10. Compute % Fraters in each class (B) \_\_\_\_\_
11. The school's attrition rate (C) \_\_\_\_\_
12. Considering all factors, what  
is best or ideal balance (GOAL) \_\_\_\_\_
13. Balance needed for each class (D) \_\_\_\_\_
14. -Fraters and Associates returning (E) \_\_\_\_\_
15. =Need to join for class balance \_\_\_\_\_
16. +Margin for attrition=ASSOCIATE GOALS (F) \_\_\_\_\_  
\_\_\_\_\_

17. OUR GOAL FOR NEXT SCHOOL YEAR IS \_\_\_\_\_ ASSOCIATES AND FRATERS LIVING IN THE HOUSE.

18. WE ARE SETTING OUR BUDGET LEVEL AT \_\_\_\_\_ LIVE-IN ASSOCIATES AND FRATERS.

- A. The best time is mid-spring term - when you have identified graduating seniors.
- B. This tells you what your present class balance is. Comparison with #11 shows where you need to do something to get back into an ideal balance.
- C. Get figures from the Dean's office. Your attrition rate ought to be lower than the school's.

D. Multiply your associate/active GOAL (#17) by percentages in #11 above.

E. Subtract #14 from #13 to get a rough measure of associates you need in each class (#15).

F. Add a few extras in the freshman and sophomore classes for expected attrition.

#### SAMPLE LETTER TO PARENTS

Dear :

Your son has received a bid from the Tau Kappa Epsilon Fraternity. We feel it is our responsibility to clear up any misunderstandings as to what fraternity life is all about. For this reason we would like to give you an idea of what your son will gain as a member of Tau Kappa Epsilon and the education he will receive as an associate.

Your son has shown an interest in our chapter, and we feel he is of proper character to better Tau Kappa Epsilon. A bid is a formal invitation to pledge our fraternity. In order for anyone to receive a bid, he must have 100% approval from our brotherhood. If he should accept an invitation, he will begin to participate in the following associate program.

1. Study sessions are conducted during the course of the school week. Academics are TKE's first priority.
2. Associates are required to learn the history of Tau Kappa Epsilon.
3. Projects and activities are scheduled to help your son develop leadership skills along with meeting people and growing as an individual. Throughout the semester, he will be involved in community service, fundraising, alumni relations and the day-to-day operations of running a fraternity.

Tau Kappa Epsilon has a great deal to offer your son. Our fraternity sponsors a scholarship/leadership program that is one of the largest in the fraternity world. Last year thousands of dollars were presented to undergraduate members. Tau Kappa Epsilon is a secure organization. Chapters are located on over 300 campuses in the United States and Canada, with over 200,000 members since 1899. Tau Kappa Epsilon is an opportunity to take on responsibilities, learn leadership, and grow with good friends.

We realize the negative connotations the phrase "pledging a fraternity" may have. This fact may be true for some fraternities, but not for Tau Kappa Epsilon. We now run a "No Hazing and No Pledgeship" six week education program. Our International Fraternity as well as our chapter and the university strictly prohibits hazing (physical or mental harassment) of any nature. Our program is goal-oriented to constructively build better men for Tau Kappa Epsilon.

I hope this letter has given you a better idea of what Tau Kappa Epsilon and fraternity life at \_\_\_\_\_ has to offer. I also hope we have eased your mind regarding the new member education program in Tau Kappa Epsilon. Feel free to contact me at \_\_\_\_\_ should you have any further questions.

Cordially,