

General Rush Organization and Responsibilities

1. Selection of the Rushing Chairman

- An upperclassman should be considered who:
 - Knows the Fraternity
 - Knows the campus
 - Has polish and tact
- He should be respected by his fellow Fraters
- He should realize the manpower needs of the chapter
- He should have a firm belief in the Fraternity system

2. Selection of the Rush Committee

- Attempt to get a yearly cross-section of the Fraternity
- Try to have all classes represented
- Select men from various geographical areas

3. Rush Committee Knowledge

- Know the history of the Fraternity
- Know the chapter organization
- Know the financial obligations
- Know both the IFC and university regulations governing rush
- Know the benefits and the achievements of your Fraternity
- Have the firm belief that your Fraternity is the best
- Have a sound background and understanding of the concept of rush

4. Responsibilities of the Rush Committee and the Chairman

- Motivating the chapter
- Preventing a small group from dominating chapter decisions
- Preventing the well-known "railroad" jobs
- Planning, organization, and follow-up of the entire rush program
- Doing everything possible to remain open-minded about the selections of other Fraters
- Keeping the chapter advised as to the progress of rush
- Keeping the chapter fully advised as to the upcoming rush events
- Organizing a rush retreat which covers the following topics:
 - How many associates are necessary for the chapter to stay the same size as last year? to grow? (Remember, two associates will approximately result in one graduating senior.)

- What are the qualities we want future members of Tau Kappa Epsilon to have?
- Review rush techniques in depth; e.g. selling points, role playing
- Review last year's program based on your evaluation and understanding of your Fraternity. Was it the best program? How can it be improved? BRAIN STORM!!!

5. Preparation of the Rush Calendar

- Summer rush parties
- House parties
- Rush guests as dinner guests
- Planned study sessions for initiates and guests
- Personal contacts

6. Legal Aspects of Rushing

- Review all rules and regulations governing rush
- Determine the pledge selection process
- Establish calendar dates for voting on pledges

7. Status Report to the Chapter

- Each week present a report on the progress of your rush
- Re-establish direction when necessary
- Review methods employed to-date and evaluate
- Determine methods being used by competition

8. Organize your Efforts

- Develop a card file
- Issue rush lists
- Keep an open rush list
- Issue a rush calendar
- Issue a Fraternity fact sheet
- Keep everyone informed
- Collect data from Brothers and rush guests
- Evaluate your prospect list each week, 52 weeks per year

The Intensive Rushing Period

1. Carefully plan your Rush Program

- Where regulations do not impose certain limits, it is wise to limit the number of hours that you will rush each day

- You need to plan to take up as much of your prospect's spare time as possible (within the limits)

2. Carefully plan your Entertainment Program in line with your goals

- Differentiate rush activities from social activities
- Rush activities can be planned with the following considerations:
 - Can the chapter afford it?
 - Can the chapter expect reasonable attendance from both members and rush guests?
 - Is the rush event necessary?
- Various types of rush activities:
 - date parties
 - parties with female hostesses
 - stag parties
 - participation vs. spectator sports
 - concerts, movies, etc.
 - orientation and tour events
 - dorm coffee or happy hours
- Program techniques:
 - sports videos
 - proper refreshments
 - sporting events
 - professional entertainment
 - music
 - decorations
- Additional guests at rush events
 - Tau Kappa Epsilon alumni
 - school officials/faculty
 - TKE volunteers
 - parents
- Logistical considerations
 - locations
 - dates
 - hours

- transportation for rush guests
- supplies

3. **Publicity**

- bulk mailing
- plan at least one mailing to parents of rush guests
- devise a means for easy response (post cards, clip offs, etc.)
- ads in newspapers (campus and hometown)
- campus radio
- buttons
- posters
- handouts
- Chapter business cards
- bumper stickers
- advertisements in complimentary campus calendars
- a common theme and/or slogan used throughout all publicity
- establish a publicity timetable
- use resource people in whatever departments are available (art, advertising, journalism, etc.)

4. **Chapter Spirit**

- Enthusiasm is absolutely essential to the chapter's success in rushing
- Utilize rush T-shirts for the members momentum
- Gradually work up to a peak by preseason progress reports
- Rush is much better if each Brother has a specific duty to perform. Give each Frater a specific responsibility in order to generate better involvement
- Remind the members that they must give the same effort to rush as was given when they were going through rush

Techniques of Actual Rushing

1. **Know your selling points**

- Tau Kappa Epsilon International Fraternity and its history
- Your chapter and its history, goals, and accomplishments
- Your university and its history
- Your Greek system

2. **Chapter House (or other designated rush locations)**

- Keep a clean house

- Make sure each rush guest signs the guest book and puts a name tag on the right side
- Avoid congregating in large groups at the entrance of a room
- See that ash trays and receptacles are cleaned at regular intervals
- See that there are towels and toilet paper in all bathrooms
- Avoid showing a guest around the House until he asks to see it
- Take advantage of displays and conversation pieces throughout the house: scrapbooks, plaques, composites, trophies, map of chapter locations, newsletters, *The Teke Guide*, rush brochures, etc.
- Treat all guests courteously
- Create a relaxed atmosphere and make the rush guest feel that he is, indeed, a guest

3. Individual techniques

- Present a neat appearance
- Wear a name tag
- Listen to the Rush Chairman
- Wear a smile
- Avoid acting tired, no matter how tired you get
- Be a gentleman
- Be cheerful and enthusiastic at all times
- Avoid criticizing or arguing with other Brothers in your Chapter in the presence of a rush guest
- Do not hide anything from a rush guest, especially financial obligations
- Stress the experiences and importance of a fraternity, not only the "good times" and parties
- Avoid stressing only your good points -- explain the weak points and how you are improving
- Do not be rude to an undesirable rush guest -- treat him courteously
- Avoid leading an undesirable rush guest on -- it wastes your time and his
- Be selective with your invitations
- Conduct yourself in such a manner that a rush guest will want to join your chapter because of your example

4. Meeting the Rush Guest

- Use a firm handshake and look the rush guest square in the eyes when introductions are made
- Do not release the handshake until you are sure of the rush guest's name
- Avoid using the expression, "I don't believe I've met you before" -- you may have! Instead, ask other Brothers for names that have slipped your mind
- Avoid referring to a man who is rushing the chapter as a "rushee" -- he is a guest
- Avoid using foul language around a rush guest
- Be natural, enthusiastic, and have a good time

5. **Suggestions for dialogue**

- General information (job, home, politics, hobbies, etc.)
- How does the rush guest view fraternities?
- Has he known anybody who has been in a fraternity?
- What does he know about TKE?
- Be as frank as possible
- Find the individual's strong points and capitalize on them
- Sell fraternities first, then sell TKE
- Point out the accomplishments of other Fraters
- Use the prestige of the International Fraternity in rush
- Does the rush guest have any ideas toward the chapter?
- Use TKE publications as stimulus for conversation

6. **Rush Guest involvement**

- Members should not rush each other
- Bring rush guests into conversations, even let them carry it out
- Avoid Fraters kidding each other too much, or openly contradicting one another too much
- Each Frater should make an effort to find one rush guest he is interested in and put out special effort in his case, i.e. find someone to fill your own shoes
- Introduce rush guests to other rush guests
- Introduce the rush guest to any alumni and women present
- Create a relaxed atmosphere and make the rush guest feel he is part of the group -- he will remember it
- If the rush guest has a date, make sure she is comfortable also
- Make sure all Fraters meet each rush guest
- Avoid leaving a rush guest standing alone for more than a short period of time

7. **The other side of the coin**

- The rush guest likes to
 - feel his own importance
 - impress his importance
 - be complimented
 - be asked for advice
 - express his opinions
 - have other people know about him
 - grant favors

- be appreciated
 - talk about his hobby
 - meet people that share his same interests
 - have his small wants studied
 - be free of obligations
 - relax
- Have in mind throughout your conversation the thought that its not so much that you want him to know you, but that you want to know him
 - Your most successful conversations, you will find, will not be those in which you are trying to get something, but those in which you are trying to make friends.
 - Realize that the rush guest will be most impressed with your showing an interest in him rather than expecting him to be impressed with you

The Closing Talk and Commitment

Before the Rush Guest leaves

- Make sure rush guests meet each other
- Encourage rush guests to give names of other men he would like to see join with him
- Encourage every rush guest to join, regardless of the fraternity
- Do not give up if a rush guest wants to wait to join -- a good follow-up could change his mind. Remember, rush is 365 days a year
- Do not let a good rush guest leave without establishing your next contact
- Use a positive approach in asking a man to return to the chapter
- Give your prospective candidates a TKE publication before they leave the house

Summary

1. Sell the Fraternity
2. Sell the fraternity system
3. Show your selectiveness
4. Explain the financial obligations
5. Express the unlimited opportunity to both give and receive in the fraternity
6. Make the rush guest feel that he is wanted will fit into the chapter

The Follow-Up

- Stay in contact with the rush guest
- Phone or visit a rush guest before each rush function or escort him to the function
- Assign Fraters to rush guests for follow-up
- Do not be afraid to bid the rush guest again

- Those who recommend a prospect should be notified immediately of the final decision concerning the rush guest
- Rush Chairman should write a transition report on rush with recommendations to future rush chairmen, including feedback from the new members

Prospect Information

The outline below includes items which are important to effective rushing. Gather as much information on each individual that you can. You can store the information on a 3 x 5 index card or in a computer. It is sometimes useful to get a print-out of all potential rush guests from the university. Use this list to organize your prospect information.

The Prospect List:

- Name of the student
- Summer mailing addresses
- Summer phone number
- Name of parents
- Special interests
- Previous contact with members
- High School activities
- High School Awards
- Special interests
- Academic majors
- High school grades
- High school activities
- Summer work schedule
- Notes on response to mailings
- Notes on response to phone contact
- Notes on response to personal contact
- Progress notes on members rushing this man
- Notes on attendance at rush activitie

The Prospect List May Be Compiled From:

- Admissions Office
- High School Guidance Counselors
- High School age interest groups
- Hometown clergymen
- Members
- IFC