

TKE Summer Rush Guide

Summer rush is the ART of getting to know incoming freshmen, making friends, communicating the benefits of TKE, and "signing-up" friends now. This is the easiest and most successful of any rush program ever devised by any university, international or national fraternity.

DID YOU KNOW . . .

Some chapters actually recruit incoming freshmen in the spring and during the summer?

A great time to make friends!

Some chapters actually have freshmen living in the house once they have agreed to join?

Contracts are signed upon joining!

Other chapters cannot formally accept a new member during the summer (due to rules of the school administration or IFC), but they can make FRIENDS! No rule stops you from making friends and contacts during the summer. Get a head start on fall rush!

ONE THING TO REMEMBER

SUMMER RUSH IN SOME FORM WILL WORK ON YOUR CAMPUS NO MATTER WHAT THE SITUATION.

If the other fraternities on your campus conduct a year-around rush and if you want your chapter to compete successfully against them this summer, NOW is the time to start.

If no one on your campus conducts a year-around rush, NOW is an excellent time for your chapter to get the jump on everyone.

THE RUSH CHAIRMAN

The single most important ingredient in summer rush is the SUMMER RUSH CHAIRMAN.

The Summer Rush Chairman . . .

... alone is in charge, with full authority for the program and full responsibility for its results. His success will depend on: the number of contacts made by himself and other members, the organization of his program, motivation of himself and members of the chapter, and the number of qualified men associated by the chapter.

The Rush Chairman should be appointed. His qualifications are: (1) an expert rusher, (2) an organizer, and (3) a motivator. It is important that the Rush Chairman be an individual the chapter can look up to, respect, and follow. He should also be knowledgeable about the International Fraternity and the chapter and the Member Education/Development Program.

Does This Sound Like Your Summer Rush Chairman?

The Summer Rush Chairman must:

Organize the program.

Set up area Rush Chairmen.

Train fraters in the techniques of rush.

Ask qualified men to join.

Orient chapter members in becoming involved in summer rush.

Communicate regularly with members of the chapter, Board of Advisors, Chapter Advisor, and the Offices of the Grand Chapter.

Attend a Rush Clinic whenever and wherever possible.

The Summer Rush Chairman is like a general.

He will be the chapter's rush commander. He is the leader; the man who plans the battle. He should plan well, using inventive ideas and techniques. The good Summer Rush Chairman will create a climate for innovation, and follow-up on ideas skillfully and aggressively. He is not afraid to try something different.

Remember, if this is the Rush Chairman's summer job, most fraters cannot afford to work for free. But if a chapter is so lucky to have a Rush Chairman who does not need to be paid, all the better. In either case, there should be a written contract between the Rush Chairman and the chapter. The contract should be clear as to what is expected of the Rush Chairman, and the chapter's obligations. Of course, this contract should be approved by the chapter's Board of Trustees.

How to Reimburse A Full-Time Summer Rush Chairman:

The following are several examples. Be sure to adapt facts and figures to your chapter situation, financial conditions, past programs, locations of rushees, and any other local factors.

EXAMPLE 1: Rush Chairman gets free board first term for the first 20 men initiated. He gets one month's additional free room for every two men initiated over 20 .

Therefore, if the chapter initiated 26 new members, the Rush Chair man would get:

For the first 20 men initiated - free board one term

For the next 6 initiated - 3 months additional free board

EXAMPLE 2: Rush Chairman gets a salary of \$1000 for the summer, plus: \$20 per every man initiated, 15 cents per mile driven, and meals and lodging.

Therefore, if the chapter initiated 26 new members, the Rush Chair man would get:

Regular Salary - \$1000.00

For 26 initiates, \$20.00 per man - \$ 520.00

For 5,000 miles @ 15 cents per mile - \$ 750.00

For itemized meals and lodging - \$ 400.00

(hypothetical)

Total\$2,670.00

Use any combination of these programs in designing one that you feel is best. But, do not forget that it must be possible for the Rush Chairman to make a reasonable amount of money during the summer. One nice thing about giving the Rush Chairman free room or free board is that the chapter does not have to come up with capital, but instead is reimbursing its Rush Chairman with a service.

How to Reimburse a Part-Time Summer Rush Chairman or Rush Assistant

EXAMPLE 1: The part-time Chairman gets \$20.00 per man initiated and pays his own expenses. He will be rushing in his own community and therefore will have little expense.

EXAMPLE 2: The part-time Summer Rush Chairman is totally a volunteer. The chapter reimburses him for long distance telephone calls and postage only.

In either case, the part-time or full-time Chairman should keep clear and accurate records of all expenditures. These records should be given to the Crysohylos and the Board of Trustees at the end of the summer. Also, the Chairman should prepare a RUSH BUDGET so he can plan his money and time. The budget should be approved by the chapter and Board of Trustees. One must never forget that being Rush Chairman is a job, and summer rush is a business.

The chapter must understand that they are not paying the Rush Chairman to do it for them. It is a team effort! Members are paying for the Rush Chairman's talent and time.

A general is only as good as the army he leads. He cannot win the war alone. Likewise with the Rush Chairman; he will be only as good as the members of the chapter make him.

Remember that it is the team effort that creates success.

GOOD PLANNING

The second most important ingredient in summer rush is GOOD PLANNING.

PEOPLE DON'T PLAN TO FAIL;

THEY FAIL TO PLAN.

To plan ahead, here's what you need to prepare:

From the College or University

A college or university catalogue. (Incoming freshmen are interested in what you may take for granted;

this is a new experience for them.)

College department brochures.

Map of the campus and community.

IFC rush materials. (These materials can usually be obtained from the Admissions Office or IFC Office.)

From the Chapter

Written New Member Policies and Programs.
(Ample copies should be made and passed out to rushees.)

A financial fact sheet.

Rush Brochure. Many chapters print their own rush brochure. If your chapter does not, make a fact sheet as to why your chapter is different from other fraternities on campus.

Proposed Social Calendar. It is important to remember that most incoming freshmen know little about fraternities and what they do. Never assume too much.

House Contracts. Many parents like the idea of knowing their son is guaranteed a place to live.

Chapter Bylaws and Policies. It is good business to be honest, and it is always best in the long run to let the rushee know exactly what is expected of him.

List of chapter members, their addresses, email addresses, and phone numbers.

Materials from the chapter must be prepared by the chapter members. It is important that all members of the chapter are rushing with the same facts. Nothing will confuse a rushee more than two different stories from members of the same chapter.

From the Offices of the Grand Chapter

(Tau Kappa Epsilon, 8645 Founders Road, Indianapolis,

Indiana 46268, 317/872-6533 or Fax 317/875-8353)

Information for Parents Brochure. (This is ideal to include in a mailing to the rushee's home; his parents may look at it.)

Fraternity for Life," "Five Fraternity Facts," " "What Do I Get for My Money?"
brochures.

THE TEKE Magazine. These are inexpensive and nice to leave at a rushee's home.

New member pins and registration cards.

The Teke Guide. This is ideal to leave at a rushee's home. It makes a good excuse for you to return to his house in a few days following initial contact and pick it up. And it will not look like you are being too pushy.

TKE matches, TKE bumper stickers, TKE buttons, and TKE pencils. These are all good to have at a rush party. TKE T-shirts and sweatshirts can also be put to effective use.

TKE posters. These make perfect signs, directing members of the chapter and rushees to parties, or freshmen during summer orientation, to the chapter house.

The names and addresses of your Grand Province Advisor and Teke alumni in the area who can assist the chapter with names of rushees or possibly host a summer rush party.

To speed up receiving these materials from the Offices of the Grand Chapter, call the TKE Outfitters direct toll-free hotline at 1-888-TKE-RUSH.

An attractive way to present information to a prospective member is to make up rush packets. A rush packet contains an assortment of information about TKE and the school, including items mentioned above. A TKE pencil and/or button can also be included. These packets can be simple cardboard folders or fancy vinyl slipcases, describing on how much you wish to spend. They can be preprinted with your chapter name and address, or whatever you wish. The cost is usually less than one dollar each. A good Rush Packet can be an impressive rush tool.

The Summer Rush Chairman will only be successful if the rush program is well planned and thought through. Like any general, he needs ammunition before going into battle.

Where Do You Find the Names of Good Prospects?

University administration.

The college registrar, Dean's Office, or IFC. Many schools will provide an incoming freshmen list.

High school and hometown friends.

Rush is making friends, so start at a very easy point

RUSH FRIENDS.

Parents, Parents' personal contacts, and sons of their friends.

Alumni recommendations.

Mail an alumni newsletter in March asking your chapter's alumni to make recommendations of summer rushees.

Men already rushed...Each rushee has friends and this can be a gold mine. People like doing things together such as rushing and joining a fraternity.

High school guidance counselors. - Return to your high school alma mater and ask your old guidance counselor for names of those who are planning to attend the college or university.

Chapter members.

Have those in the chapter, especially younger members, investigate, when they go home, friends who plan on attending the college or university.

Offices of the Grand Chapter and other chapters. - occasionally, although not terribly often, alumni will contact HQ to let staff members know of a son going to be a freshman, so a referral can be made. If this occurs, your chapter Prytanis will be notified in writing of the 'legacy'.

Contact other chapters in your state and make arrangements to exchange names of those men who have decided to go to a school other than your own. The Offices of the Grand Chapter will also send to your chapter whatever rushee names it receives.

High school teachers, principals, and coaches.

As with your high school counselor, if you are on good terms with these contacts, they should give you names of prospects and provide an opening during your initial contact with the rushee on common ground.

City and state newspapers.

Many newspapers list scholarship winners. Also, many small town newspapers have graduation notices from local high schools informing their readers of the college the student will be attending.

It is easy to lose interest, or just plain forget to do the job you set out to do.

The answer? . . .

SELF-MOTIVATION

The most important aspect of self-motivation is a positive attitude. With confidence, it's easy to persuade the rushee that TKE is the greatest thing going on the college campus. It is this same confidence and positive attitude that will keep chapter members psyched. Even if the Rush Chairman becomes discouraged, he should never let this show to members of the chapter. Your team depends on you. If you wish, call your Grand Province Advisor - he is always willing to listen and offer possible solutions to your rush problems. Positive thinking always wins out!

Other Pitfalls

A girlfriend. Don't spend too much time with one; your job is RUSH.

Having fun with active Tekes. It is easy to spend important time with your friends in the chapter and kid yourself into believing that this time is necessary because of rush.

Remember, time is money. Treat it as such.

Car trouble. Before starting the summer, have your car checked. A little attention will prevent the loss of valuable rush time.

Failing to sell parents. The time to know your material is before you meet the rushee's parents. Try to anticipate the questions they might ask.

Being too selective. It is easy to think that you have the entire summer. But it will go by faster than you can imagine. If you are not careful, you may wake up to find it being August and you have been shopping too long and the bargains are all gone. The other fraternities will have already recruited them.

Non-Rush activity. Do not get bogged down with insignificant details. For example: spending a day mowing the chapter house lawn. Ask someone else to handle this; your time is valuable.

Spending all of your time on a couple of rushees. It is better to keep moving rather than spending half of the time on just a few. Remember, there are plenty of good rushees out there. It is better to lose two good rushees and gain five great ones.

Poor planning. This can be corrected by thinking ahead. Spend a half hour before sleep at night evaluating the day's effort. Be sure to contact prospective members at least two weeks before visiting them. The prospective member may need to arrange time off from work.

General Points to Remember

For summer rush, weekends are most fruitful. This is the time that most of the chapter is free to attend rush functions. During the week visit rushees at home and build their interest. On the weekends they can meet the entire chapter, and the chapter can become involved with the rush program.

Be optimistic. Point out to the chapter that this is the year to make it big!

Use the telephone effectively. Good communication is the key to success with summer rush.

Knowledge is another key ingredient. Plan to be well versed in the university's program offerings and chapter operations. Do not knock other fraternities on campus. It is often useful to have a fact sheet on the competition listing costs, policies, and so forth.

Talk about the future. Where the chapter is going and how the rushee with his college and career goals can go with the chapter. Again, more positive thinking.

Man-to-Man rush. No matter how organized a program you may have, the key to summer rush is man-to-man personal contact. You will not recruit men by newsletters, handwritten letters, or telephone conversations under most circumstances. The personal approach is your objective. Other items will help, but are only vehicles, not producers of success.

New student orientation. On some campuses student orientation is held during the summer months. This is a great opportunity for a major rush function. Set up an information booth.

Sporting events or sporting weekends. This is a good time to get persons involved in the fun side of chapter activities. Don't have women at rush parties. Just think for a moment. Will your members be rushing them or the rushees?

Making friends. Summer rush provides the opportunity of really making friends on a true basis without the hypocrisy of a formal rush schedule, house visits, and rules and regulations imposed by the IFC or school administration.

The early bird gets the worm. By far the best way to beat the competition is to get there FIRST, yet don't forget to follow-up. Continue to show interest in each man, or you might lose him to another fraternity.

It should be clear now, that summer rush is no small task if done right. The Summer Rush Chairman has a great deal to do. But this is a team effort. NOW the rest of the chapter comes in.

TKE RUSH SQUADS

One of the best ways to start a summer rush program with a bang is to use TKE Rush Squads.

Immediately following the end of classes, five or six two-man teams spend seven days covering the state and contacting rushees.

The major advantages of early contact by the TKE Rush Squads are:

1. Many of the fraters will not be working the first week after school and find it easier to rush at this time.
- 2 . The rushees are usually still in high school and are easier to contact.
3. The contact is made before the other fraternities are on the road.

Remember what we said about the early bird?

In addition, the chapter has a great psychological advantage of realizing good early results. The major purpose of TKE Rush Squads is to make as many contacts with as many rushees as possible. The teams try to answer all questions about the college or university and the fraternity system. Then they arrange for rushees to attend parties later in the summer where they will be given more detailed information about the fraternity. The idea is to whet their appetite.

IMPORTANT: All information and names should be given to the Rush Chairman. He should keep good records of all contacts, so as to break ground for future effective FOLLOW-UP.

SQUAD LEADERS

Squad Leaders should be appointed by the Summer Rush Chair man. They should be members of the chapter with whom the Rush Chair man can work well.

A Squad Leader is a member of the chapter who is put in charge of a certain geographical region. For example, the Squad Leader may have an area 50 miles in diameter for which he is responsible. He is in charge of the members in that area, calling them concerning parties, lining up appointments with the Rush Chairman when he is in town, coordinating information, and so forth.

The system of Rush Chairman with Squad Leaders is a great organizational step in building a successful summer rush program.

Effective Squad Leaders can insure the success of a summer program. The Squad Leader should be responsible for initial contact, follow-up with the rushee, and setting up small

and large parties, all under the Rush Chairman's guidance. The Squad Leader will have a copy of all records which pertain to his area. It is his responsibility to keep them up-dated and to forward all new information on prospective members to the Rush Chairman. The Squad Leader will need to contact the Rush Chairman at least once a week.

He will also be in charge of contact with all local fraters and Candidates, making sure they are informed and communicating their duties.

1. The success or failure of rush in each Squad Leader's area depends on HIM.
2. He and his team members should be making at least five calls per week each to rushees, and at least three personal contacts a week. Once again, good records are important.
3. When the Rush Chairman arrives, it is the Squad Leader's duty to have appointments already lined up. This will allow the Rush Chairman to see as many rushees as possible.
4. The Squad Leader should have small area get-togethers, which he sees are properly planned and successfully carried out. No weekend should go by without something being planned.
5. The Squad Leader should see that each team member in his area reports to him at least once a week. The Squad Leader should report to the Rush Chairman once a week also. Important information should be passed on to the Rush Chairman AT ONCE!
6. The Squad Leader should see that each of his team members have enough supplies and rush materials

plus keep them motivated.
7. If you have a problem, check with the Rush Chairman immediately.

IMPORTANT: June is the best month for initial contact

do not let it slide.

Every successful area Squad Leader should practice P O M C E.

Plan: Your contacts, small parties, phone calls.

Organize: Regional President, alumni, new members, and fraters.

Motivate: Undergraduate fraters and new members.

Communicate: The Offices of the Grand Chapter, Rush Chairman.

Evaluate: Are you doing your job? Others?

THE RUSH SECRETARY

Another idea used by some chapters is to hire a secretary. The rush secretary can be an undergraduate member of the chapter who is attending summer school or lives in the university/college. This works best if he can work out of the chapter house. Reimbursement could include free rent during the summer, or one free month's rent during the first semester.

The rush secretary's duties include:

1. Receive mail coming to the chapter house, or to its central summer address.
2. Keep the Rush Chairman and Squad Leader informed of new developments and information.
3. Obtain additional prospect lists from the Dean's Office or the IFC.
4. Acknowledge rushee recommendations from alumni and other sources, and pass these names along to the men who will be making the contacts.
5. Mail the weekly newsletter to all fraters.
6. Handle all correspondence and messages.
7. If the Rush Chairman is traveling into areas where there are no active members, the rush secretary can call rushees and make appointments.

The rush secretary has minimal authority, being responsible only to the Summer Rush Chairman.

IMPORTANT: Organize the summer rush program on a team basis. However, never forget that **YOU**, the **RUSH CHAIRMAN**, are the one responsible for results.

It will do little good to contact all the people in the world unless we have records of who was contacted and by whom, when they were contacted, how successful the rusher was in getting the man to join, and what follow-up should be done.

The records kept will help determine the success of the summer rush efforts. The best and most simple way of keeping track of those visited, is to keep a separate index card in a card file for each rushee.

Here is an example:

Sample Rushee Data Card

Name:

Address:

City-State-Zip:

Phone No.: /

E-mail address:

Interests:

Proposed Major:

Comments:

Rushed by:

Date:

You may wish to hold onto these cards, if the rushee joins another fraternity, then you can fill in that information as well. This will help the chapter better understand the type of people the other fraternities on campus are attracting. On the back of the card, list the date he was first contacted, whether or not he came to a rush function, his reactions to such functions, and what follow-up is required, and by whom.

Two complete sets of cards should be prepared; a master file for the Summer Rush Chairman and a set for the respective Squad Leaders for their records. If there are faculty members on campus who are Tekes or highly involved in Tau Kappa Epsilon, have them write a letter to the rushee encouraging him to join or welcoming him as a new member. This is especially great if the faculty member is in the same field of study as the rushee.

Does your chapter have access to a personal computer? This can be an invaluable tool for record keeping and mailing. There are several database programs on the market that can keep all your rush records organized. Customized letters and labels can be easily generated. Be sure to back up the files, and keep a hard copy of each record.

Now that you have found the Rushee, Plan Your Attack!

As with any general before an attack, you must first count your forces.

The Squad Leaders and their area teams are set up. The rush secretary is arranged. And the alumni are wired into the program. You have also written the Offices of the Grand Chapter informing them of your plans and program. So, what have you forgotten?

Has the Grand Province Advisor been contacted? Remember, he will be happy to help if he is asked.

APRIL

1. The total program, including rush function dates and places, has been planned and Squad Leaders have been named.
2. A list of rushees and their addresses has been started.
3. An introductory letter concerning the college and chapter has been sent already to some rushees; includes rush functions and dates and the name and telephone number of Rush Committee Members.
4. Members' summer addresses have been compiled and handed out.
5. Copies of the new member program have been made and handed out.
6. Rush supplies have been ordered from the Offices of the Grand Chapter.
7. Send a newsletter out to chapter alumni asking for recommendations if this has not already been done.
8. Invite incoming students to the campus for a weekend. You might have them spend a night in the chapter house.

MAY

1. Rush local incoming students.

2. Prepare the first summer rush chapter newsletter.
3. Plan travel...remember time and money. Answer these questions. Where can you rush the most men for the least amount of money? Where do you think the competition is the strongest? And how can you counteract it?
4. The Summer Rush Chairman and the Squad Leaders should attend one or two rush clinics

JUNE

1. Travel - visit as many rushees as possible in their homes.
 2. Conduct a major rush party, with between 20 to 25 fraters (not forgetting chapter alumni), with a minimum of 20 to 25 prospective fraters attending.
- Area get-togethers or small parties "one on one" with four or five rushees.
4. Achieve the first half of your goal by the end of June get commitments for at least one half of your fall prospects.
 5. Have a Board of Trustees meeting to bring them current on the chapter's rush progress.

Do not forget to keep those newsletters going out. A single sheet sent weekly can do much to motivate and inform your troops in the field.

JULY

1. This month is a continuation of June, with the completion of 100 percent + of the chapter's new member goal signed and registered with the Offices of the Grand Chapter.

AUGUST

1. Complete final plans for on campus fall rush.

In some areas of the country where school adjourns late, you will be forced to run one month later than this example schedule.

IMPORTANT: Follow-up during the entire summer on those already committed to join and those you missed the first time, this is vital. All of the hard work and intense effort the rush team has made during the summer in coning prospective members will be in vain if this is not done.

You are ready to hit the road and recruit good quality men. The time you spend in a particular area depends upon many factors:

The number of fraters in the area. It is important that you have the time to hit areas where there may not be a sufficient number of team members.

The number of new members gained and rushees committed. If you are being successful don't stop!

The number of rushees in the area. Do not waste time in a weak area if you can move onto one with more solid prospects.

The types of activities planned for the area. In a high population area, you may want to spend a week have a party on the weekend and follow-up with prospects on weekdays while at the same time gaining fresh contacts. Then end up with another weekend party.

It is important to inform the area Squad Leaders, far in advance, of when the Summer Rush Chairman plans to arrive in their respective areas. Before he arrives, the Squad Leader should have already completed the following:

1. Contacted all fraters, and the Province Officer in the area, making sure they know when the Rush Chairman is due to arrive.
2. Organized a rush party in the area. During the week, small cookouts and get-togethers work best.
3. Provide lodging and perhaps a meal for the Rush Chairman at no cost. (Save is the password.)
4. Let rushees know the Chairman is coming, and make appointments; at least two weeks in advance.
5. Make sure that all items needed for the area rush party have been taken care of such as, refreshments and rush materials.

Points to Remember

1. Inspire fraters and newly recruited members. Do not give the impression that the Rush Chairman is going to get the chapter new members. Make sure that everyone feels that this is a chapter effort. Motivation is the key.
 2. Have a sufficiently detailed map of the area so that it will be easy to locate addresses. Also, if planning a party, use brightly colored TKE posters as signs.
 3. Have the Squad Leader set up a headquarters for the Rush Chairman while he visits. Be sure to let everyone in the area know where and when the Chairman can be reached. It is a good idea to have certain times set aside when he will be near a telephone during office hours.
 4. It is probably best that the Rush Chairman work in an area for two weeks, especially if the chapter is planning a major event in the middle of his visit.
 - a) Arrive in the area Sunday evening.
 - b) Travel the area, contacting rushees and inviting them to the event Saturday. (Offer them rides! As in any successful rush, you should pick them up.)
 - c) Use the interview system, as outlined in the Rush Chairman's Manual.
 - d) Unless unavoidable, do not leave the area until all possibilities have been exhausted.
 - e) Most important: Get commitment from the rushees in the form of housing contracts, bids, consent to come to a future party, the new member fee, or a \$50.00 house deposit.
 5. On many campuses, new student and freshmen orientation is held throughout the summer months. As already mentioned, this is a great opportunity for a major rush party. Many parents will accompany their sons during the first part of orientation. This makes a perfect time to have a parent over to the fraternity house for coffee and donuts. Remember, in rush, you rush the parent also. If your chapter has no house, set up a room at the Student Union with refreshments. Strategically place your signs and have a table in the Union with TKE rush material on it. Invitations should go out to the rushees inviting them to this function.
- Suggestion: You may want to have a competition between area Squad Leaders and teams to provide added incentive and motion. A plaque can go to the best Squad Leader and certificates to his team members.

Again, be sure to complete a record card for each and every contact with a rushee. Keep a copy for follow-up and forward the card to the rush secretary.

THE SUMMER RUSH NEWSLETTER

The summer rush newsletter is another important part of the record keeping system. These newsletters should go out every week, or every couple of weeks, and are a means of keeping key members posted on progress made.

The newsletter should go out to all members of the chapter, (including those men joining during the summer), Chapter Advisor, Board of Trustees members, Alumni Association President, Province Officers, and the Offices of the Grand Chapter.

Inform everyone about those who joined the chapter during the summer. Everyone likes to see their name in print, so say something complimentary about the men who have joined and about the fraters who are doing a good job.

Make the newsletter "newsy".

Tell about who has been dating whom, summer events, strategies that have worked and those that haven't, stories about those in the field, and so on.

If alumni have assisted in any way, make sure a copy goes to them with the mention of their name and what they did.

Have the newsletter arrive in a particular area about a week prior to the arrival of the Summer Rush Chairman. This is so he can be available for follow-up on information that is presented in the newsletter.

Publish an itinerary or schedule of your program, including the dates the chapter house will be open for a party, visits, or orientation.

If a summer retreat is being planned, let it be known where and when it will be held. Include with this issue of the newsletter necessary evaluation forms and a list of potential topics to be discussed. Invite all receiving the newsletter to your retreat.

Chapters that send newsletters, rush letters, Christmas cards, and so forth, and have a mailing list of 200 or more pieces and make several mailings a year, can enjoy a considerable savings by using bulk mailing privileges. The postal service defines Tau Kappa Epsilon as a fraternal and non-profit organization within the meaning of Section 134.51 of the Postal Service Manual. With this information, and a printed letter showing that TKE and all its chapters are tax exempt (available from the Offices of the Grand Chapter), arrange for bulk mailing privileges in person with the postmaster at your local post office.

The Offices of the Grand Chapter, through special arrangement with TKE Press, can design, print, and mail your newsletters at a fraction of the cost of local printers. Prices are low for 300 four-page newsletters, postage included! Contact the Vice President & General Manager, Joe Straughan, at the Offices of the Grand Chapter for complete details. The print shop needs AT LEAST 6 weeks "lead time" to ensure on-time delivery, since part-time employees are operating the printing facility.

Note: Included with this summer rush supplement are two examples of good chapter summer newsletters

MAIL CONTACT

In many schools the incoming freshmen mailing list is made available to all fraternities. This is the easiest way for chapters to obtain the names of prospective members. If you cannot obtain this list, you then must depend upon other contacts for rushee recommendations.

When you finally have the list of incoming students, the first task is to break it down into those who are interested in fraternities and those who are not. Chapters that have access to ACT scores and its survey will find in it a space for the incoming student to mark whether or not he is interested in joining a fraternity. If this is not the case, the easiest way to break down a large and unwieldy freshmen list is to send them all a letter. Welcome each man to your college, and tell him a little about yourself. Examples of good intention letters are included herein.

Letters can be inexpensively made at the college or local print shop. Enclosed in each letter should be one piece of rush material, like the "Information for Parents" brochure (available from the Offices of The Grand Chapter and a business reply card. This BUSINESS REPLY CARD is the KEY to the entire mailing.

(There may be a 6-8 week turn-around time for the return of the reply card.)

The three possible replies on the card are all in the form of positive statements it is not wise to give them the option to respond negatively.

Returned business reply cards should be kept in a second file box. It is important that the information on the return cards be sent to the Squad Leader immediately for follow-up.

Now that you have a preferred mailing list, another letter can be sent out inviting them to a rush function. These invitations should be mailed out two or three weeks before the function with another business reply card.

Notice again that you only have positive replies possible.

These responses will make it possible to plan a little better on how many rushees will be attending the party. It is important to keep these cards for your records, for this will allow you to determine how many rides you will need to give in a certain area.

The nice thing about business reply cards is that you pay only for those used.

This method for inviting rushees to a party can be used approximately three times during the summer

but only for those larger parties. Remember, this mailing method is an AID you can use in increasing your attendance at a party. It should not be used alone. You will still need the personal contact and phone calls to insure attendance at any function.

And, in the case of any function, always offer rides to rushees.

TELEPHONE CONTACT

Another method of making initial rushee contact is with the telephone. In many cases, this will be the best way to conserve both time and money.

Here is an example of a sample phone call:

RUSHEE : Hello?

RUSHER: Rushee, this is Scott Rusher. I'm a junior at State University and I understand that you will be attending here this fall.

RUSHEE: That's right.

RUSHER: Great. How would it be if I stopped by your house sometime this week and answered whatever questions you may have about State University, and fill you in on campus activities?

RUSHEE: Yeah, that would be okay.

RUSHER: Which is better for you, Tuesday or Wednesday evening?

RUSHEE: I'm busy Tuesday; how about Wednesday?

RUSHER: Fine. Would 7:00 p.m. be okay?

RUSHEE: Sure . . . say, how'd you get my name?

RUSHER: The university prints out a list and we do this as a service for all incoming students. By the way, if your parents have questions, I'd be happy to talk with them too. Will they be home?

RUSHEE: Yes.

RUSHER: Good. I'll look forward to meeting you on Wednesday at 7:00 p.m. See you then. 'Bye.

RUSHEE: 'Bye.

Do not ask if he has any questions, because, he will ask them over the phone and you will be forced to answer them. You are looking for personal contact.

Do not lie to him or be mysterious; tell it like it is...

Delayed (deferred) joining because of school or university regulations. In spite of these regulations, you can still get a commitment from the rushee to associate at a later date. Make a gentleman's agreement with him and be certain to keep in close contact with him in the weeks to come.

Follow-up is an essential part of Summer Rush. Yet this is the area that is the downfall of many chapters. Getting a lot of record cards filled is not an example of a good rush. It is the follow-up, the personal contact, that converts a prospective member into a new member. Even after you get a commitment, you must continue to keep in touch with all rushees, even if you just call to say Hi!. If you've managed to get a rushee to a function, don't let him slip away. Call him the next day to say Thanks for coming; will you come to our meeting/party/activity next Friday?

1. Keep current a list of all rushees contacted so that you may (a) publish these names with the newsletter, (b) follow-up on the contact, and (c) engage fraters and new members to make additional visits.
2. Within a few days of your initial visit with the rushee, no matter what his commitment or non-commitment, follow-up with a letter or telephone call.
3. Again, rush is making friends. Do not forget to be friendly to those already committed to the chapter. When we fail in rush, it is usually due to our lack of follow-up with the individual.
4. It takes only eight to ten psyched guys in your chapter to get to 20 or 30 new members. So, do not scream at those who do not do anything. You can spend your time more wisely by calling another prospect. This does not rule out quiet and constructive criticism, or positive motivation and inspiration.
5. Be certain you get back to a rushee when you have promised him that you would so do. Again, personal follow-up is most important.
6. Lead the rushee as far toward a bid as possible every time he is contacted. The right time to bid is when the rushee is ready. If it is against the rules of the IFC or administration to bid a man at any time, get an oral commitment from him and continue to follow-up.
7. Always be a good listener. Not only does this indicate to the rushee that you are taking a genuine interest in him, but also will give you clues on how to best present the invitation to join. The rushee will not realize that you are rushing him if you work your selling points into the conversation, while letting him do the major share of the talking.
8. Always rush man-to-man, one-on-one. Your goal is to sell yourself and your ideas to the rushee. If you give him the facts, show an interest in him as a person, and are sincere, he will like you as a person and as a result will join the chapter.
9. Keep a list of men who joined other fraternities. Follow-up to see why they did not accept our invitation-this may be a guide to help improve your rush techniques.
10. The summer is over. Call upon each new member just before school starts and offer to meet and help him when he arrives on campus. Remember the VIP treatment. He desires and deserves it; he is a new TKE member.

APPENDIX A

(Sample Letter to Freshmen)

Dear Future State U. Student,

Congratulations on your admittance to Interstate University. The most important and rewarding part of your life is before you. You will undoubtedly have many questions to ask pertaining to college life. We, the men of Tau Kappa Epsilon, hope that we may assist you with any problems or questions you may have concerning university living. At this time, we would like to invite you to the Tau Kappa Epsilon Fraternity House on the weekend of June 9 and 10. On this weekend, my fraternity brothers and I will be on hand to answer any questions you may have.

We sincerely hope that you will be able to attend at this time. A schedule of activities for the weekend follows:

Please fill out and return the enclosed card by June 6, so that we can arrange proper accommodations. Also include on the card your name, address, phone number, e-mail address, and the name of your high school. If there are any questions, please call or write:

Chris Sargent or Roger Schenewerk

2516 North Avenue

Maintown, Ohio 66502

Phone: 913/539-7434

Sincerely,

Chris Sargent

Roger Schenewerk

Membership Chairmen

Tau Kappa Epsilon International Fraternity Omega-Omega Chapter

Podunk University

ACTIVITIES SCHEDULE

Saturday, June 9

Meet at the TKE House, 2516 North Avenue, at 12:00 noon. From there we will go to Turtle Creek Lake for a cookout and swimming, boating, football, etc.

Saturday evening

We will eat supper at the TKE House about 6:30. After supper we will go to the sorority mixer.

Sunday, June 10

Tours of campus and church for those interested. At 12:30 we will have a barbecue followed by a football or softball game. The party will be over by 3:00 p.m.

P.S. If you cannot make it by 12:00 Saturday and would like to attend, simply indicate what time we may expect you Saturday afternoon or evening. Also, in case of bad weather, we will stay at the fraternity house.

(Sample Letter to Freshmen)

CHAPTER LETTERHEAD

Mr... Joseph H. Straughan III

1349 Omicron Parkway

Houston, TX 24651

Congratulations, Joe...

...on your acceptance to Pigsknuckle State University. We at Tau Kappa Epsilon hope you will take advantage of the many opportunities this fine campus has to offer.

At TKE, we realize the uncertainties that you may have at this time, and would like to offer our assistance in clearing up some of these difficulties that you may encounter as an incoming freshman student. We would like to offer our years of experience in helping you become adjusted to university life.

TKE extends to you the opportunity to get acquainted with fellow members of the class of 2002 in your area, to explore the many facets of life at Pigsknuckle State, and to examine the many benefits of fraternal living. We have set up many "get-acquainted" parties throughout the state of Texas and would like to invite you and your parents to attend the one in your area. If it is impossible for you to attend the gatherings, we would like to invite you to visit the TKE Fraternity House during your orientation visit or during the fall.

The party in your area will be organized by a local member of the fraternity. At the party we would like to discuss with you the many and varied living situations that are available at the University. These will include the dormitory, co-ops, apartments, and fraternities. We will also answer other questions that you may have concerning your classes and campus activities.

Listed on the attached sheet is the schedule of parties that will be conducted this summer. If you are in the area of one of these parties and would like to attend, please feel free to contact the TKE representative in your area by returning the enclosed post card.

You made a wise decision in choosing Pigsknuckle State University . I now invite you to explore the seemingly boundless opportunities for academic success, campus life, and camaraderie.

I look forward to seeing you very soon! Until then, I remain...

Yours most sincerely,

Jim

James T. Kane

TKE Chapter President

Get Acquainted Parties

Date City Host Address

May 7 Muskegon, Michigan Marty Terrien 2211 Fox Road, 49441

Phone (616) 555-3474

May 14 Allen Park, Michigan Henry Smith 15576 McLain, 48105

Bob Carter 9864 Park Avenue, 48101

Phone (313) 555-3964

May 20 Harper Woods, Michigan Mark Fultz 20911 Beafait, 48225

Phone (313) 555-3775

May 21 Livonia, Michigan John Becker 19499 Kinloch, 48240

Phone (313) 555-0989

June 4 Lincoln Park, Michigan Rick Wakow 470 Moran, 48146

Phone (313) 555-2993

June 4 Livonia, Michigan Tim Shawnessy 13968 Ellen Drive, 48240

Phone (313) 555-9689

(Sample Letter)

CHAPTER LETTERHEAD

Mr.. Peter Schmoerkel

1867 Maple Street

Salem, OH 44460

Dear Peter,

Coming to the campus of the University of Louisville for the first time? If you are coming for Placement Tests, a first visit, or a return exploration, we, the members of Tau Kappa Epsilon Fraternity, invite you to spend some time with us. We have all been through the hassle of the CLEP test, Placement Tests, first registration (shudder!), etc., and can help you avoid many of the problems a new student faces.

As a way of showing what a friendly, welcoming university we have here in Louisville, we are offering several services, such as transportation between U of L and the airport or bus station, a comfortable room to relax in before tests, and experienced guides to help you get acquainted with the campus, who can also furnish information about college life from an "insider's" perspective.

Aside from the information and help we can supply, we also ensure that you are properly hosted. The recreational and social aspects in and around the Fraternity are excellent, not to mention the many fun spots in Louisville.

We hope you will accept our invitation. Please drop us a line telling us when and how you are coming to Louisville. We look forward to meeting you in person! Use either address:

Rush Chairman William F. Barnes

Tau Kappa Epsilon 2411 Ashwood Drive

c/o Dean of Students Office Louisville, Kentucky 40205

University of Louisville Barnes@tekes.com

Louisville, Kentucky 40208

Tekes@louisville.edu

I look forward to getting to know you better.

Sincerely,

Bill

William F. Barnes

Tau Kappa Epsilon Fraternity

Rush Chairman

Tau Kappa Epsilon Fraternity

Gamma-Psi Chapter

Butler University

Greg Landry

306 Hilltop Drive

South Bend, IN 46614

Dear Greg,

This letter is designed to introduce you to Tau Kappa Epsilon Fraternity and our rush (recruitment) philosophy. I'm sure you've already received letters from the other fraternities inviting you to rush parties, etc. But at TKE we do not have any rush parties, per se, because we feel they are not purposeful. We feel you don't get to know new students very well and don't get a true image of what things are like in the fraternity at such an event. Living in a fraternity is much more than a big part-time.

There are Tekes (members of Tau Kappa Epsilon) who live in or near your area and hope they will have the opportunity to meet you and answer any questions you might have about Butler, fraternity life, and TKE. If time and circumstances permit this summer, one of our members or myself will contact you by phone or with a personal visit to see if you have any questions and talk about TKE, campus life, and Butler University opportunities. We think you can learn more from a personal contact than by attending a rush party.

We hope that when a Teke contacts you it will be a genuine opportunity for you to get to know someone from your area at Butler who you can count on for help when you get there next fall.

If you get the chance this summer, we invite you to visit Butler's campus and take a look at the TKE House; you are always welcome. Write a note or give me a call and a fellow fraternity brother or I will be glad to show you around B.U. and our chapter home.

Here's a quick word of advice that can't wait... Butler offers credit for CLEP (College Level Examination Program) tests for up to 20 hours' credit. If you don't know about CLEP, check into it. Too many of my friends could have gotten credit but never knew about these tests which one must take during the summer. You don't have to be on

academic scholarship to get some early credit. I think they're well worth the effort and money. For more information, contact the Butler University Admissions Office at (317) 466-0156, and ask for Mary Smith. Of course, you're welcome to contact me at any time at (317) 872-1267, and I will be glad to assist you in this endeavor.

I hope the Tekes can help you make an easier landing at Butler next fall. If, by chance, we don't make contact between now and August 25, please feel free to come to the TKE House when you arrive and we'll enjoy getting to know you.

We all look forward to meeting you soon! Until then, I remain...

Sincerely,

George B. Kirk

Rush (Recruitment) Chairman

(Sample Newsletter) -2

TAU KAPPA EPSILON FRATERNITY

July 2000

Dear Fraters and Alumni,

This is a combination progress report and newsletter. It will cover the progress of summer rush thus far and detail information of upcoming rush events that were not scheduled earlier.

First, the bad news . . . the following fraters did not bring rushees to the party at Fremont: Stan Fortkamp, Doug Foss, Lynn Fisher, Mel Thursby, Jeff Crabtree, Steve Hensil, Larry Irons, Bert Kollars, Joe Miller, Jeff Minchow, Mick Minchow, Steve Petersen, Tad Smith, Jim Weiman, and Larry Austin.

Rush Chairman Steve Tines commented that there were about 40 rushees in attendance at Fremont. Only 15 of that number were the result of rushing by fraters. The remainder were there as a consequence of a very large (unnecessarily so) phone bill and a lot of work and contacts by the Rush Chairman. Undergrads, I will not tell you to rise off your posteriors; rather, I shall remind you that rush is everyone's job and concern, not just the

Rush Chairman's! With the lists made available to you and the gentlemen you know in high school or should be getting to know, you have plenty of contacts to make.

Remember, you will be lucky to get a third to a half of the people you contact to our rush parties. Of that number about 25% will join. Consider also that it will be tougher from here on in as many fraternities will have made contacts and had parties, too. We are recruiting and will continue to recruit only sharp men. Accordingly, we must ALL bring rushees to rush parties in order that we may meet our goal of 35 new members while retaining selectivity and high standards!

On the brighter side, the following fraters are listed with the amount of rushees they brought and the number they recruited: Madison Casey, 2-0; Tom Henning 2-1; Bruce Larson 1-0; Randy Nielsen, 2-1; George Miller 1-1; Gale Lush, 1-1; Jim Robinson, 1-1; Randy Neubauer and Terry Wostrel, 2-0; and yours truly, 3-1.

Comments from the Rush Chairman:

You guys did a good job meeting rushees; they were impressed with your friendliness. However, don't let rushees sit around. If they're not skiing, playing volleyball or football, eating or doing something to have fun, then find or make something to do or offer to take them around and introduce them to anyone they haven't met yet. Don't leave a rushee idle!

You guys with girlfriends, you are not at the parties to show your girl a good time . . . you're there to rush. Too many men were guilty of either spending time alone with their girls or standing around talking with each other. Rushees are bored to death hearing you chat among yourselves. In the future, use the girls to help you rush and include rushees in the conversation. They will be impressed as you stand there selling TKE, with your arm around that beautiful woman! You will get to know them better and they you, if you fire questions at them about their summer job, etc. as you cover similar trivia among yourselves.

Finally, scuba gear and anything else that can't involve rushees or that takes you away from rushing can be left home next time. You are at the parties to rush and to sell TKE; you can do the other stuff at a more appropriate time. At the end of the Fremont party, we had signed-up 15 men. That's great! Only three weeks into summer and we're over a fourth of the way to our goal of 55! You're natural rushers and naturals at making friends . . . keep making lots of contacts and getting plenty of rushees to parties . . . we've only got 40 more to go! This is but a sample of the success we're capable of, but it should

make thinking 55 new members this summer and being number one on campus next fall very real to you!

Many others are deserving of thanks . . . a special thanks goes out to Madison Casey and his parents for the great party they threw May 30th. Fantastic barbecue chicken! Thanks to immediate past Prytanis Leo Potter for the great job he did rushing at Fremont . . . the ole' man ain't lost his touch! Thanks to George Miller for the great help he's been to the Rush Chairman working in Omaha. Final thanks goes to our Chapter Advisor, Bob Richeson, the prima donna hamburger flipper and food preparation artist of the Fremont party. Bob advises all those aspiring similar fame, that it's all in the wrist!

Think 35,

and don't tell me I didn't tell you so!

Yours in the bond,

Fred Hakes

Histor/Assistant Rush Chairman

VERBAL COMMITMENTS TO JOIN SO FAR...

Bill Jenkins Hattiesburg, MS 405-987-0979

Oscar Hoose Peoria, IL 321-895-6548

Art Daniels Brooklyn, NY 821-895-7412

Bill Schwartz Cleveland, OH 216-253-6500

Jack Rhodes Berea, OH 330-678-5623

Adam Rapp Oil City, PA 412-895-2387

Richard L. Schramko Pittsburgh, PA 412-123-4567

Alanson Vogan Erie, PA 812-895-2522

Jim Andreyo Pittsburgh, PA 412-555-8989

Darren Ludington Pittsburgh, PA 412-456-8970

Mike Moxley Yadkin, NC 458-752-9520

Sam Farmer Backwoods, GA 404-557-2551

Joe Straughan St. Louis, MO 813-852-9547

Sample A - Rush Function

Cards like these are simple to make with desktop publishing!

Yes, I am interested in attending one of your get acquainted parties.

I will be attending the _____ party
on _____ (city) (date)

___I will be in need of transportation to and from this event. Please pick me up at the address below.

I'm sorry I will not be able to attend any of the get acquainted parties, but send me more information about TKE.

Name:

Address:

Phone:

E-mail: