

The Rush Chairman's Manual

Rush Leadership

The Membership Committee

As Rush Chairman, it is your responsibility to appoint and organize a Membership Committee. This group should be small enough to be workable, yet large enough to get a big job done. The majority of the committee should be new initiates, for they are usually more enthusiastic and have closer ties with new students.

The rush committee must serve in two main areas. The first area, and often the most neglected, is the organization and training of the chapter membership. You'll want to do this by conducting a rush seminar to discuss and review the basics of "how to rush."

The second main area of responsibility for the Membership Committee deals with the actual program and procedures for rushing potential members. Your committee will want to develop a recruitment strategy and plan a program of events and functions which will attract new members to your chapter.

In addition, the Rush Chairman should delegate certain functions to the various members of his committee. The sub-committees may be as follows:

Clerical:

responsible for letter writing, keeping records on all rushees, filling out invitation lists, and keeping the national offices informed.

Transportation:

responsible for seeing that individual chapter members are assigned to individual rushees to bring them to rush functions and to take them home.

Refreshments:

responsible for having refreshments at rush functions.

Program/Event Chairman:

responsible for outlining the framework of each function and seeing that the separate phases of the party go as scheduled.

Rush Leadership

An important part of the rush function is the ability of the Chair to lead the chapter members in developing loyalty, interest and hard work from each member. Therefore, as the Rush Chair, follow these nine steps of being a leader, and you will be on your way to a well supported rush.

Give each member a sense of belonging, make each person feel that he is honestly needed for himself, not just his hands, money or time.

Share the planning of group goals, let everyone air their ideas and weigh each one equally.

Reachable goals - the membership must be convinced that the goals are attainable and sensible.

Objectives of Rush - let each member help decide what objectives the group as a whole will use to work towards the goals.

Expectations - let each individual know clearly what will be expected of him.

Challenging responsibility - the members receive certain tasks that contribute toward reaching the rush goals.

Show progress - let all members know through reports and announcements how far the group has to go before reaching chapter goals.

Keep members informed.

Always give recognition to those who are deserving, be fair in your treatment of members and show that loyalty will bring increased security.

Rush Orientation

Nine Commandments of Rushing:

Think like a rushee: and you'll act like a good rusher. Remember, he is probably a graduated high school senior and leaving home for the first time, knows nothing about college and especially fraternities. Make him feel at home!

Assume that a rushee knows nothing, because he doesn't know any more than he's read in the papers and been told by "somebody who knows" who's given him a list of the best fraternities on campus (probably invalid). He doesn't know the terms you use and he doesn't know the greek alphabet. Explain everything.

Sell the fraternity system first. He has to sold on the idea of a fraternity before you can sell him on your chapter.

Spectacle is cheap. Not cheap in cost, but cheap in effect. Personal contact is paramount; spectacle can supplement it, but cannot replace it. (In other words, spending a "King's Ransom" on rush may not be the best way to make personal contacts.)

Keep in mind what you are selling. You're selling a group of friends. Diverse and varied in interests, but who share the same values.

Make friends. Most rushees tend to join where they have the most friends and believe the other brothers to be the best group they can find. Be yourself, put your best foot forward and try to present yourself as a good example of your chapter, but be honest, straight-forward, and friendly.

You get what you rush. The trouble with most rushing techniques is that they attract the more casual, insincere types, and worse, they frighten away or disgust the highly motivated men who will do something for the chapter and in return improve themselves.

What's the competition? Is it other fraternities or other clubs and organizations? In either case, do not knock the competition. You should explain why you have so much more to offer.

Keep good records. If you talk to a great guy, it is to your advantage to be sure he doesn't get lost in the "rush." If you find a successful rushing approach, give it to the rush chairman. Don't trust your own memory, write it down?

Ten Responsibilities of the Rush Chairman

Appoint the rush chairman immediately after the election of the president. This makes the Rush chairman the second most important position in the chapter. Plan for top leaders to fill this position.

The rush chairman should teach the recruitment process to all members of the committee. Order supplies two months in advance to make sure everything you need will be on hand.

Send the rush chairman and all assistant rush chairmen to National and Regional Leadership Conferences to help give them the skills they'll need to design and execute a top notch program.

Conduct a chapter rush seminar to teach chapter members the skills of rush and inform them on the details of the rush program.

Keep a written file of rushees. Keep all quality prospects on 3 x 5 cards with name, address, phone number, and other pertinent information.

Appoint an "event chairman" for each rush function who is in charge of its planning and execution. This man should be a member of the rush committee.

Have a financial incentive for the rush chairman based on results. The chapter must meet minimum goals.

Written copies of all committee plans are passed on to the next rush chairman.. get better every year.

The rush chairman should distribute rush calendars to all chapter members.

Fifteen Ways to Improve The Rush Committee

Insure that rush is organized and your results are organized.

Establish "Assistant Chairman" positions within the chapter which include specific and unique duties.

Pick three to four younger chapter members to serve on the committee. Harness the enthusiasm of new chapter members for a top effort on rush.

Rush committee should meet every week of the year, there is always work to be done on membership recruitment.

The rush committee should develop specific goals for each term and for the entire year.

The rush committee should develop a written plan on how these goals will be achieved.

This plan should include a publicity strategy, a calendar of events, and a budget.

Every member of the rush committee should read the Rush Chairman's Manual, get copies for everyone on the committee.

Ask older, more experienced rushers in the chapter to speak on effective rush techniques.

Prepare a "fact sheet" for distribution at the Rush Seminar which lists all the chapter and international information members need to know. Chapter history, costs, structure, New Member program, and general chapter facts.

Develop charts for use at rush functions: cost charts, giant activities calendar, athletics program, etc.

Organize a telephone crew, call back prospects after each rush event to invite them to the next rush activity.

Design and print a chapter rush poster for distribution around campus.

Design and print a chapter rush brochure, tell all local chapter facts and always list important contacts within the chapter with phone numbers.

Organize and plan a personalized written invitation to all rush functions, not necessarily fancy, it's the idea that's important.

Hand deliver invitations to all prospectives at their home if possible.

Use function sheets for all events, use a checklist so things are organized and thought out.

Plan for Success.

Twelve Key Elements of Successful Recruiting

Be Organized: Assign specific duties and have a written function sheet and schedule.

Prepare a Fact Sheet: Distribute a fact sheet which outlines the benefits of membership, cost of membership, etc. so that all members know the details of the organizations and can answer questions.

Post a Calendar: Prepare a calendar which lists all the events for the entire term so that prospective members get a good understanding of the activities of the organization.

Conduct a "Rush" Clinic: Before your "rush" function, hold a meeting of the organization to practice selling the benefits of membership.

Have a sign-in book: As prospectives enter the party or function, get their names, addresses, phone numbers, etc. so you can follow up.

Develop a Slide Show: This will give each prospective a first hand view of all of the organizations activities. Remember the old saying... "a picture is worth a thousand words."

Have a scrapbook and awards, trophies, etc. on display at each event.

Publish a brochure and distribute it at all events, prospective members will look these over when they get home.

Use Name Tags: When prospectives enter, have someone provide them with name tags. This will make conversation and interaction easier. Organization members should wear name tags which distinguish them from prospectives.

Have a written budget to plan for expenditures for each function.

Have copies of your organization's long range plan on hand and show each prospect what the organization will be like three years from now.

Have members on hand thirty minutes before the event to put the finishing touches on the function and so that there are plenty of members available when prospects arrive.

Thirty Rush Event Tips

Display good manners and common courtesy.

Dress properly.

Do not congregate in large groups by the entrance to the event.

Welcome each guest, register them, and introduce them to others.

Use a firm handshake and maintain eye contact.

Do not release handshake until you are sure of the guest's name.

Use the guest's first name at least three times during a conversation (opening, middle, and closing.)

Make sure each guest signs in, use a guest book or some other device.

Do not use the expression: "I don't believe we've met..." you may have!

Do not refer to a potential member as a "rushee," he is a guest.

Make sure the guest meets as many members as possible.

Encourage every guest to join, regardless of other organizations that they may belong to.

Make the guest feel comfortable.

Get every guest involved.

Show genuine interest in the guest as a member.

Use name tags.

Bring the guest into conversations.

Members should not gather in groups together, involve guests.
Each member should find one guest and put out a special effort to recruit that person.
Have guests "talk up" your organization to others.
Give your guest a publication or favor to take home.
Try to view the events from the guest's point of view.
Do not let a good prospect leave without a return invitation.
Be positive when asking a prospect to return: "I'll see you tomorrow" rather than "I hope to see you tomorrow."
Remember that guests like to:
feel important
be complimented
be asked for advice
talk about himself
hear his name
grant favors
relax
be appreciated
Discover all mutual interests
Answer all questions honestly and sincerely.
Make mental notes for future discussions.
Ask the guest to express his opinion.
Thank the guest for coming.
Rush Chairman's Workshop, Evaluating Problems in Rush

"Scapegoats" vs. "Real Problems"

Are you using scapegoats?

we're looking for quality, not quantity
the Interfraternity Council didn't help us
so and so fraternity dirty rushed
we have too many legacies
headquarters didn't send us any help
our best rushers graduated
rushees aren't the quality they were last year
with deferred rush, so many that we wanted didn't make grades for rush.
the rush chairman didn't do his job, he just wasn't organized.
all the other groups are talking against us, our new house and high bills scare the rushees
we can't drink in the house
the alumni messed up our bid session
the seniors didn't like the top rushees and we couldn't bid the ones we knew well
we worked on campus activities and scholarships this year, not rush
our goal was too high
Are these real problems?

rush philosophy was not well defined

weak planning in less structured rush
total membership wasn't involved in the planning and activities
little interest in open rush
no plan for catch-up rush
little concern for recruiting commuter students
poorly organized and executed selection sessions
no understanding of decision making process for rushees and chapter (mutual selection)
poor image and self concept on part of members of the chapter
little alumni support..in recommendations, local resources, leadership
poor use of headquarters resources, manuals, procedures
little creativity in activities, leadership, communication of "why fraternity?"
members didn't know how to make a commitment without oral bidding, felt the rushees
didn't know they liked them.
did things just like last year because they worked so well
Rush Chairman's Checklist

Appoint Membership Committee

Get IFC Rules and Dates

Set a GOAL

Committee plans strategy and programs

Budget

Calendar

Check and order supplies from National Headquarters

Obtain a list of rushees -- start file

Prepare a Rush manual

New Member education program

Financial breakdown

Social Calendar

Prepare a "fact sheet" and conduct a chapter Rush seminar

Appoint event chairman for each Rush function

Execute the program

Sell Greek

Sell your fraternity

Ask him to join

Conduct an evaluation of the Rush program

Prepare materials for the next Rush Chairman

Be sure to inform all members of your chapter and your Alumni, Chapter Adviser,
District Volunteers, Regional Director, and your National Headquarters about your Rush
activities.

CHAPTER 2

Marketing Rush

Planning A Successful Recruitment Program

As Rush Chairman, you'll want to meet with the membership committee long before recruitment actually begins to develop a rush program for your chapter. The committee should compare the activities of other fraternities on your campus with your own chapter's activities. What are the most successful chapters doing? What are the least successful doing? What has worked for your chapter in the past? What didn't? These are just a few of the questions your committee should consider as it maps out this year's rush program.

Good chapters are innovative. They develop new programs and ideas each year to meet a challenging campus environment. It is important that your committee work together to develop these new ideas and plans since a group will generate more than the ideas of one individual. Fresh party themes, new activities, and rush "gimmicks" will give your chapter an edge over other chapters on campus who are using outdated ideas and programs. Be creative!!

All good rush programs are specific and well planned. Remember, your program should include:

a goal: the number of new members your chapter is seeking

a strategy: a specific action plan to achieve your chapter's goals

a schedule: including the date, time and location of all activities which are a part of your chapter's program.

a budget: what your chapter intends to spend on its programs.

Carefully consider all the activities which will be included in the rush program. As you develop your plans, you must remember to include a great deal of personal attention. People don't join fraternities because of personal attention from chapter members. Men join fraternities because they are interested in them, in what they have to say, and what they can contribute as new chapter members. Good chapters know that every rush is important.

Remember, even if you don't think a man will join, he will return to the dorm and tell others his impression of your chapter. Give every prospective new member personal attention. It will pay off for your chapter in the long run.

Fifteen Ways to Locate Quality Men

Residence list: an excellent resource bank for names and information

Student Directories: may also contain home address for locating possible rushees over summer.

Brainstorming: have chapter members sit down and develop a list of names.

Alumni referrals: ask chapter alumni to submit names of topnotch incoming students.

Activities on campus: welcome fest, opening kick-off celebrations, etc. Have chapter members attend and meet prospective new men.

Classes: all members attend classes with numbers of quality men who are unaffiliated with fraternities..get their names.

IFC List: usually overworked, use as a last resort, has a list of men who are interested in joining a fraternity.

Parents: send a letter to the parents of all chapter members asking them to check with their friends and get the names of quality freshmen who will be attending your university.

Women on campus: always happy to suggest names, perhaps they have a brother who will be attending school.

High School newspaper: usually publish senior plans. Get papers from schools which send a lot of grads to your school.

Other chapters: write to ask for names of men attending your school that they might recommend. Many of you know men at other schools.

High School teachers: might suggest names of outstanding seniors headed for your school.

Membership lists: from clubs or other campus organizations.

Campus Survey: conduct a survey for an unrelated purpose...get to meet a number of quality men.

New Associates or Pledges: one of the very best sources. Each new man is good for several.

Ideas to build public relations

Newspaper ad - publish an ad in the campus paper. Print it white, black or upside down.

Develop and Distribute Rush flyers - change the colors each time. Place the flyers on residence hall bulletin boards - with hall manager approval.

Slide show - customized chapter slide show. Place in the Student Union on a carousel project. Continuous playing.

Poster Board Display - Pictures of the house and chapter activities depicting life in the chapter. Make several copies, place in residence halls (get residence hall manager approval), etc.

Posters - place in residence halls, cafeteria, Student Union, etc. (get residence hall or building deputy approval).

Place Personal Ads in the campus newspaper - ask a question in the ad one day, follow with the answer next.

Tree and Pole Ties - get sheets from discount store. Cut these into neat strips and put a message on each. Place on poles and trees all about campus. (One idea is to check local hotels for old bed sheets, this will save on cost.).

Buttons - passed out going into the student center or classroom buildings.

Shirts - locally made with your chapter logo. Nice to wear on campus for publicity.

Business Cards - cards with chapter name, address, and telephone number.

Written Invitations - personalize and distribute to invite prospect to all Rush functions.

Prepare a Personalized Information Folder - give to each prospect - great publicity when he takes it home.

Large Banner Behind Plane over Football Game - large banner with fraternity slogan.

Balloons (with letters) - fill with helium and sell at the beginning of the football and basketball games, etc. Money collected given to charity.

Fraternity Magazines - lay out in the Student Union and in campus buildings (with appropriate approval).

Information Packet to Residence Hall Advisors - explain the Fraternity and tell how your chapter can benefit residents

Ten Characteristics of A Quality Recruit

Does the individual seem like a man who will fit in with the other members of the chapter?

Does the individual have academic potential?

Does the individual have the ability to work as part of a team?

Is the individual capable of meeting various financial obligations?

Does the individual have the talents or skills that could directly benefit the chapter?

Was the individual active in high school activities?

Are any of the individual's immediate relatives (father, brother, etc.) members of your fraternity?

Can the Associate Member/Pledge pay his Associate Member/Pledge fees on time once he joins?

Does the individual show interest in other campus organizations?

Will the individual put forth his best effort as an Associate Member/Pledge, and as an initiated member?

Six Key Points to Make when Marketing Greeks

Fraternalties encourage superior scholarship - supervised study programs, test files, and Big Brother activities help to emphasize scholastic excellence.

Fraternalties increase a student's chance of graduating - a study by the U. S. Department of Education indicated that members of fraternalties and sororities had a record of 71% in persistence to graduation as opposed to 50% for non-members.

Fraternalties inspire high standards of conduct - the fundamental principles upon which a fraternity is established teaches a respect for others, self discipline, loyalty, and sense of brotherhood.

Fraternalties create a sense of "belonging" - the campus environment can be cold and impersonal but the fraternity can provide a warm, close knit group of friends with similar interests and ambitions.

Fraternalties develop leadership ability and responsibility - fraternalties train men to meet the challenges of management. Within the chapter, goals are set, plans made, responsibility assigned and assumed. Decisions made, and activities evaluated. Men are able to see and experience the results of their decisions.

Fraternalties instill a spirit of concern for others - many service projects from clearing the local park to aiding in a charity drive are undertaken. Members gain experience while working together for unselfish goals.

Selling Points for Your Fraternity

Scholastically

Built in tutoring system

Advice on courses, professors

Faculty advisor, Alumni on faculty

Study skills

Speakers

Incentives and awards

Good atmosphere for study

Scholarships available

Loans available to students

Personality Development

(Personality) Sum total of one's characteristics and experiences: constantly developing

Living together with men whose fellowship one enjoys

Potpourri of backgrounds, personalities

Enriches college experience by filling a gap in lives of students that colleges cannot

Enjoying counsel of older men; those that have experienced similar problems personally, academically and otherwise.

Experiencing problems with one's contemporaries

Opportunity to meet and work with many outside Fraternity:

Alumni - businessmen, professional men, etc.

College personnel

Other Fraternity men

Other college students

A home-away-from-home

Lifelong friendships formed and tightened through a bond of brotherhood

Contacts - Alumni

Something in common with all fraternity men

Fraternity guides and helps stimulate extracurricular interests

Opportunity to identify with a group; develop spirit, pride

Quick group identity (particularly good for students at big schools)

Important Points to Make When Marketing Your Chapter

Point out how many national chapters your fraternity includes.

Mention the number of men actively involved in your chapter across the nation.

Tell prospect of prominent men from your fraternity.

Number of Alumni

Sell your chapter's social program - if your chapter is large, stress that this indicates strength. If your chapter is small, tell the prospect that he can become involved in leadership roles right away. Show him your plan for quality growth.

Outline your chapter's social program - show how the program is well balanced and offers activities in which one can participate and have fun.

Point out that your chapter is actively involved in intramurals - last year we won.. show the prospect how there are opportunities for him to participate.

Tell the prospect exactly what it costs - explain what he gets for his money and the cost effective "economics of scale" offered in fraternities.

Let the prospect know the details of your chapter's Associate Member Pledge Program - explain that this is a positive program designed to educate and develop new members - not humiliate them.

Your chapter has a number of men active in campus leadership positions - explain that you encourage members to be involved in campus affairs, and activities.

BE PERSONAL ... Tell the Rushee why YOU joined a particular Fraternity. This is the most convincing point you can make !!!!

Developing Organization and Leadership Abilities

Opportunity to serve in leadership capacity learning to work with people and situations in handling problems.

Excellent opportunity to gain organizational experience.

Learn parliamentary procedure.

Improve speaking ability.

On-the-job experience (financial - a chapter is a big business).

Resident Counselor program provides grants-in-aid for further Fraternity work.

A Fraternity is a democracy (representative government) in action.

Start of a lifelong process of associating and working with men of like interests.

Since we are working for good, we work toward an ideal ... ever striving.

Establishing competing spirit which is valuable in later life as a stimulus to succeed.

Learning to accept responsibility.

Opportunity to put into practice classroom theory.

Social Development

Learn social graces.

Develop social confidence, poise.

Benefit from fraternity social functions, parties, socials, teas, receptions, well-planned social calendars.

Learn how to get along with people.

As a melting pot, it eliminates snobbery.

In our community and philanthropic works, we are ever concerned with helping those less fortunate.

A Fraternity teaches men that they have, as responsible men, a responsibility which is larger than themselves and that they must realize their potential.

The experience of good times unique to Fraternity.

CHAPTER 3

Preparation for Rush

Setting A Goal, Strategy

All good rush programs include a goal - the specific number of new members that the chapter is looking for and a specific deadline for their recruitment. Before setting a goal for your chapter, your committee should consider a number of things.

First, you need to ask, "How many new members do we need?" Perhaps your chapter has a number of seniors who are graduating this year who must be replaced. Or the chapter may need more men to fill a new house. To be a campus leader, your chapter will need plenty of members with a wide variety of talents, skills, and interests. As you set your goal, think carefully about how it will affect your chapter's size in relation to the other fraternities on campus.

Finally, your committee should set a goal which is both challenging and realistic. How many men did your chapter initiate last year? How many men did the largest fraternity on

campus recruit last year? Set your sights high, but remain realistic. Make sure that your goal can be achieved with hard work on the part of all chapter members.

Once you have decided on a goal, your chapter will need a specific plan of action, a strategy, to achieve your recruitment goal. To ensure a successful rush program for your chapter, you'll need to work with all the members of your committee in developing plans and making assignments. Your strategy will serve as your battle plan and direct all chapter efforts.

Creativity is important in any rush strategy. New ideas and activities will give your chapter an advantage over others on the campus. The best strategy will include a variety of activities to give each perspective member a good idea of what "fraternity" is all about. And, of course, it should include a great deal of personal attention for each rushee.

What Are We Looking for in a Rushee?

Interested members of Fraternities are always discussing the Rushing process. There are a number of qualities we would like our prospective members to possess. Some of them obviously are more important than others. Rank order what you have finished in your group, reach consensus on a group rank order of the top ten and be ready to explain your choices to all the participants.

Your Order: Group Order:

- _____ a. Creativity _____
- _____ b. Self discipline _____
- _____ c. Honesty _____
- _____ d. Enthusiasm _____
- _____ e. Initiative _____
- _____ f. Interest in joining _____
- _____ g. Leadership ability _____
- _____ h. Self respect _____
- _____ i. Sense of humor _____
- _____ j. Pride in appearance _____
- _____ k. Academic pursuits _____

_____l. Athletic ability _____

_____m. Compassion _____

_____n. Desire to serve _____

_____o. Self motivation _____

_____p. Individuality _____

_____q. Integrity _____

_____r. High ideals/ personal standards _____

_____s. Other _____

The Proper Preparation for an Enthusiastic Fraternity Rush
(adapted from exercises created at Bowling Green State University)

Why I like (name of your Fraternity).

Materials needed: magic marker, a large piece of paper and tape.

Purpose: to focus on the positive points which are reasons why a potential Rushee should join your Fraternity.

Instructions: the Rush chairman will stand at one end of the circle. He will listen to all of the comments suggested from his brothers. He will write down every comment until the paper is filled.

Results: the chapter will begin to feel good about themselves. They will be able to focus on what they are about to sell (which is their chapter).

Time: twenty minutes.

Most embarrassing Questions (Rushee questions that every member should be able to answer)

How much does it cost to become a member?

Are you "really" close to every brother in your chapter?

My parents believe that all fraternities do is party...how can I convince them differently?

Why is your chapter so (small/large)?

What do you think of _____ (another fraternity on campus)? (never knock other fraternities!!)

What do you do for service projects? Do you like putting time and effort into these projects?

What is required of me during my member education period?
My sister is in _____ sorority, what do you think of them?
What emphasis does your fraternity put on scholastics?
What activities do you do besides socialize?
What awards have you won in the last two years?
Have you noticed changes in the house since you joined?
What activities do you do to involve alumni?
What does your national headquarters do with the money I pay them when I join?
My brother was a member of this fraternity at another university--does that mean I automatically get in?
What is your National Philanthropy?

What parties were your favorites that you've attended?

Instructions: Write all of these questions down on a small piece of paper. Put them into a large envelope. Have the members select a question randomly from the envelope. Then, have them read the question out loud and be prepared to answer it.

Be open to other suggestions for possible answers. There is not always one right answer. Your chapter should spend at least thirty minutes on this exercise.

The Ideal Class and Your Goal for Rush

Materials needed: index card for every member in your chapter, pencils, a large piece of paper entitled "The Ideal Pledge Class", magic markers, and tape.

Purpose: to understand who the chapter is looking for as a potential member and to understand that it is necessary for each member to have a goal - everyone is important during Rush.

Instructions:

Hand out an index card and pencil to every member.

Instruct them to write their goal for Rush (either their own or what they want for the chapter), i.e., I want to feel more a part of the chapter, I want us to bid 18 new members, I want the chapter to share their experience and support with others, etc.

On the other side of the index card, instruct them to write down the adjectives to describe the "Ideal Pledge Class".

Then, have them toss their card in the center of the circle.

Next, ask them to select a new card from the pile.

Go around the room, listening to each member saying the goal. Make sure they read the goal as though it was their own.

After the first person says the goal - then have them read the three adjectives.

Upon hearing the adjectives - the Rush Chairman will write them down on the large piece of paper. This will emphasize all the qualities we think are important for a strong class.

Utilize this list during membership selections. It will emphasize new words to describe potential members versus the common descriptive words (i.e.: nice, good guy, etc.).

Role Playing

One young man interested in your fraternity, is also quite concerned about the financial obligation. He is on scholarship with the university, working part-time, and very academically oriented, is it feasible for him to become a member of your chapter?

Another man enters the Rush party - he is very concerned about the partying that takes place in a fraternity. He is an "active party-er" himself. In fact, his grades are close to a 2.0. He is only interested in the social aspects of the fraternity. How do you handle this situation?

A young man enters truly interested in academics. He is a sharp guy - great personality, well-rounded, and has a 3.8 GPA. He is worried that his grades will drop due to his involvement with the fraternity. How will you handle this situation, knowing that your fraternity is scholastically oriented? What do you say to this young man to convince him to join?

Another man enters the Rush party. He is bored to death. You know he would be happier elsewhere. In fact, he is being very rude to you. He thinks he would be happier in another fraternity and tells you this. His roommate comes to the party and he is a great guy who is truly interested in joining your fraternity. You must remember that you have got to be nice to the first man because if you are not, he may convince his roommate (the great guy) not to join your fraternity. How do you handle this situation?

"Joe-Jock" comes through your Rush party. He is only interested in the athletic aspects of your fraternity. He is one who has some hazing ideas for your chapter (although you know your National Office prohibits these ideas) due to his experiences with another team. What do you do to convince him to look at other fraternities?

A young man enters the Rush party whom you knew from last quarter's classes. He was never caught cheating on his exams, although you know he did cheat. What do you do in this case?

A young man confides in you that he's interested in joining your fraternity...yet, he is also seriously considering looking at another chapter. It is a toss up between your fraternity and another. How do you convince him to join yours without being negative about another fraternity?

A legacy walks through the door who is the son of a well-known alum on your Alum Advisory Board. The alum has helped your chapter a ton! His son is bad news. He is boring, will offer nothing to your fraternity. He also is expecting a bid from your chapter. He wants to be a member of your chapter and tells you this. How do you handle this situation?

A great guy walks in and confides in you that his parents do not want him to join a fraternity. They think all a fraternity does is party. He asks you for advice on how to talk to his parents. You don't want to lose him. What do you do? How do you handle this situation?

PRACTICE

MAKES

PERFECT!!

CHAPTER 4

Mistakes to Avoid

13 Common Mistakes to Avoid

- Don't make sarcastic statements about your brothers, your chapter, or your alumni.
 - Don't down grade other fraternities.
 - Don't dominate the conversation - learn how to get the Rushee involved.
 - Don't be rude - even to Rushees you have no interest in.
 - Don't act bored - even if you are tired, psych yourself up!
 - Don't bunch up with other active chapter members and leave Rushees unattended.
 - Watch your language - foul language never helps and can be offensive.
 - Don't give up if the Rushee wants to wait. Good salesmanship can change his mind.
 - Keep the house wide open for inspection. Don't close off areas or rooms; it will appear that you are hiding something.
 - Don't let first impressions turn you off. Give each prospect a chance to prove his worth or lack thereof.
 - Don't assume that the Rushee understands Greek organizations. You may need to explain many of the details of fraternity operation that you take for granted.
 - Don't be phony. Rushees always spot a faker.
 - Don't apologize for the weak points of your chapter - stress how they are being improved.
- Rush DO's

The best way to Rush is person to person.

Encourage the Rushee to talk freely. Ask his opinion about matters.

Speak frankly about finances and all obligations that the Rushee will have if he pledges.

Eye contact is critical. Don't lose it until you are sure of his name.

Create a congenial atmosphere for your friend, the Rushee.

Be cheerful, honest, and enthusiastic.

Take advantage of all displays and conversation pieces.

Give him information before he leaves so that he will remember your name.

Ask alumni to help.

Sell the Greek system first, then your chapter.

Use a positive approach (say, "I'll see you tomorrow," not, "I hope to see you.")

Synchronize your mouth with your brain.

Eliminate negative attitudes in your conversation.

Make him feel at home.

Find common ground for discussion.

Discuss your future plans as well as your past history.

Remember that the Rushee is not stupid. Treat him as a colleague.

Be well informed about your product. You can't sell it if you don't know what it is.

Put yourself in the place of the Rushee.

Obey all university and IFC rules. If you don't like them - change or eliminate them.

Keep the premises and the people as classy as you contend the organization is.

If things go wrong, be a good loser.

Things to Consider Not Doing, Some Alternatives

DO NOT show a man around the house unless he asked to see it.

Ask if he would like to see the house...give him the choice.

DO NOT use the expression, "I don't believe I've met you before."

Be informal. Say "Hi, my name is _____" Either wait for him to say his name or ask, "What's yours?"

DO NOT release the handshake until you are sure of a Rushee's name.

Listen to his name while looking at his name tag.. concentrate.

DO NOT forget transfers and upperclassmen.

Even though they may not live in the house as long, their age and experience are invaluable.

DO NOT talk about yourself.

Listen to the guest and talk about what interests him..not necessarily you. Satisfy his ego needs.

DO NOT stay with someone you are not interested in for any lengths of time.

Introduce him to someone else and then move on.

DO NOT criticize any other fraternity or individual.

It is much more impressive to say good things about your fellow Greeks.

DO NOT leave any Rushee by himself for any reason.

There is nothing more uncomfortable than being alone among strangers. Make them feel natural.

DO NOT refer to a man who is Rushing the chapter as a "Rushee."

He is a guest of the chapter.

DO NOT congregate in large groups at the entrance to the house.

All the brothers should be on the first floor, but spaced about. There will always be early and late comers.

DO NOT try to put on a phony appearance for prospects.

You should be as natural as possible. You will attract what you appear to be.

DO NOT lie to a Rushee about your fraternity status (scholarship, IM's, and finances).

It is ridiculous to do so, and your respect and credibility will drop to zero.

DO NOT criticize brothers in your own chapter for their weaknesses and yours as well. Speak, rather, of their personal accomplishments and goals attained.

DO NOT act bored regardless of how tired you are.

This not only affects the guests, but the effect on the chapter is devastating. Maintain your enthusiasm.

DO NOT attempt to convince a man to pledge if he can't afford it.

The pressures on him and the problems created for the chapter are simply not worth it.

DO NOT be rude to anyone.

It will merely alienate the guest and he may react by verbally running down your chapter later among other Rushees.

DO NOT rush to the refreshment line; guests go first.

But not all first - mix up guests and brothers.

DO NOT congregate with other groups of brothers or pledges (we have plenty of time to talk after the party).

They may get the impression that no one is interested in them. Remember to individualize Rush as much as possible.

DO NOT use foul language around a Rushee.

It really accomplishes nothing, and it may very well offend someone.

DO NOT maintain a sloppy appearance.

Dress appropriately for the occasion and ask everyone else to do the same.

DO NOT criticize a Rushee in the presence of another Rushee.

It may be a friend of his that you are talking about.

DO NOT give up if a Rushee wants to wait to pledge.

A continued effort and personal interest shown in him will almost always end in his pledging.

DO NOT apologize for your weak points.

Discuss further plans for reinforcement and also those areas where you are particularly strong.

DO NOT talk about sterile subjects (hometowns, majors, etc.)

Remember: listen to what the guest has to say, and then discuss his interest.

DO NOT lock off the brothers' rooms during Rush.

Especially keep ones of interest open for Rushees to see and ask questions about.

CHAPTER 5

Talking with the Rushee

Talking To The Rushee About Fraternities

Our Rush activities allow us the chance to get to know individuals. Because we think of Rush as making friends, it is important to be a true friend of the Rushee by helping him discover whether or not fraternity life will enhance his personal development and fulfill lifelong needs. This involves three steps:

1. Find out what the Rushee hopes to gain from college and from life by asking questions and listening.
2. For each of the Rushee's expectations and goals, offer specific examples of fraternity life that will contribute to his individual growth and fulfillment in these areas. (What a fraternity has to offer should be dealt with thoroughly in the Rush Workshop beforehand.)
3. Ask the Rushee if your thoughts need clarification or expansion, and also if they are realistic. After feedback, continue your conversation in the same manner.

We are interested in what is best for this person, not in just chalking up another member for our chapter. We are sincerely trying to show the Rushee how fraternity life will benefit him.

Although we believe fraternity life has something to offer everyone, we also recognize that some men would be better off not joining. Finding out together whether fraternity life is right or not is the basis for a friendship. This is why we say RUSH IS MAKING FRIENDS. We care, and are helping him make the right decision, even if that means he doesn't join.

If you take the time to follow this procedure one-on-one with your friend, the Rushee, you won't be disappointed. Either you have gained a new friend, or you have gained a new friend AND a new brother. You cannot lose.

Each member of the chapter should make an effort to make one good friend, one he wants to see bid above all the rest. He should see to it that this same friend meets all the brothers.

Talk with Rushees about...

- The Rushee's background
- His view on fraternities
- His interests and activities
- His friends
- His future plans
- Current events
- Upcoming college activities
- Upcoming house functions
- Fraternities
 - their advantages
 - selling points
 - why you joined
 - what you've gained
 - What he's looking for
- Things of common interest
- How fraternities encourage scholarship
- How fraternities provide leadership training
- How fraternities serve the campus and the community
- How fraternities provide experience in group dynamics and working with people
- How fraternities provide avenues for individual expression
- What the obligations of membership are

The socially oriented student will be interested in your social events.

The vocationally oriented student will be interested in the avenue your chapter provides for meeting alumni in the business world who can advise him on job opportunities and the manner in which the chapter can increase his leadership skills.

The activity oriented student will be interested in the opportunity your chapter provides for giving information on how to participate in campus activities, information on participation in service projects, and opportunity to meet both independents and fraternity members.

Initial impressions are important. Each prospect should be greeted with a firm handshake and a smile.

CHAPTER 6

Bidding and the Art of Conversation

Preparing to Bid

In preparing to bid a rushee, the attitude of the rusher is very important. You should be friendly, while maintaining an attitude of confidence. You should be honest with the rushee and expect him to be honest with you. Try to be natural and convey the feeling that you are sincerely interested in the man you are rushing.

Try to get the rushee to do a lot of the talking. Be interested in him and relate his personal interests. In talking with a rushee use the word "why." Asking the question "why" always requires a response and explanation. And that's what the rusher wants the rushee to do - explain himself and his interests.

Get the rushee in a positive mood. Do this by asking questions which he will answer "yes." Such questions could be: "Do you like our varied social program?" "Did you enjoy the party?" "Do you like the guys you've met?" From earlier association with the rushee you will know what he's interested in and what he will answer yes to.

All aspects of rush revolve around the idea that rush is a very personal thing.. man-to-man friendship. Keeping this basic thought in mind, the question "who decides to bid whom?" should automatically be answered-the personal friend of the rushee. The man who has spent the most time with the rushee should know if he will contribute to the chapter in a positive way.

When the chapter member has performed his portion of the rush effort..man-to-man friendship, he is the only one in the chapter who knows enough about the prospective member to make an accurate evaluation. For this reason, it should be up to that individual to offer the bid.

Introduction and the Art of Conversation

To be effective in Rush, you must not only be knowledgeable and believe in the Fraternity, you must also have the ability to sell yourself. Obviously, selling yourself demands self confidence and a healthy self-image. Confidence is developed by establishing consistent success at small routine relationships, as well as larger career goals. But success also requires that you have the courage to risk rejection. As you put your fear in a realistic perspective by asking yourself what you are realistically risking, you can then begin to function in spite of risk.

All acquaintances were once strangers, and every new contact is a kind of test and challenge. You may be rejected, and you may learn how to reject gracefully. It is probably easy to think back to the time and place where you were reluctant to introduce yourself to someone, and that moment was lost. Your fears, for whatever reason, may be stronger than your eagerness to make contact.

BUT REMEMBER, the worst you can fear when a self-introduction does not come off is temporarily injured pride, or a minor dent in your self-esteem. The most realistic attitude for you to have toward future self-introduction is: it will be interesting to see what happens.

The following are a number of items to help you apply your built-in do-it-yourself introduction kit. You are free to rearrange and modify them in order of personal importance.

- Talk - it is the most important rule of self-introduction.
- Shake hands firmly and smile.
- Other people are more likely to respond favorably when you approach them directly and honestly.
- The best conversationalists have a knack of ignoring the clock or outside pressures, at least for the initial few minutes. Even a dull person who introduces himself may take on a different aura in the spotlight of your total audience.
- Make an effort to avoid stock questions such as high school attended, college major, hometown - find out what he likes to talk about, and discuss his interests.
- Say or ask something that will protect some aspect of your personality, and provide response. Aware conversationalists leave an opening for you to expose yourself. In four minutes, two people can make each other feel comfortable and accepted, even without ulterior motives. Try to avoid questions that can be answered yes or no. Phrase your

- questions to give the other person a greater freedom of response. For example, contrast, "Do you like Chicago?" with "What do you like about living in Chicago?"
- Be a good listener! Keep the other person talking about himself, and asking questions in which he needs to clarify.
 - If you use compliments, be sincere and try to find something to praise which a person may not have heard innumerable times. Look for an emotional crisis you have in common, and offer understanding. When you reach out to give, chances are you will also receive.
 - Always give a friendly goodbye.

Almost everything of importance in life involves taking risks. If a contact is disappointing or boring, the experience of self-introduction that did not work out is unlikely to determine your whole life. You will still be alive and will, hopefully, be ready to make new contacts..rejection is transient.

In loneliness you are not alone. Everyone is looking for involvement and friendship. I have rarely met a person who does not have room for another good friend. Have you?

Handling Objections

The Rushee has been introduced to the brothers and the benefits of fraternity life but has some objections to joining. You will hear the objections, then answer appropriately:

REMEMBER:

1. Listen carefully to the objection.
2. Before answering the objections, lower the Rushee's resistance with a softening up statement such as, "I can understand that; I had the same problem before I decided to join."
3. Convert the objection to a question which can be answered.
4. Answer the questions.

The Rushee's Objection is:

- "What about the dorms? They're pretty nice."
- "Don't fraternities hurt your academic career?"
- "I've been told that fraternities promote snobbery and mold their brothers into stereotypes."
- "Well, if it's not hazing or anything like that, what is pledging?"
- "I've heard that fraternities demand that their brothers participate in sports and activities and that they have fines for not attending parties and social functions."
- "The fraternity requires too much time."
- "Why should I have to pay to have friends?"

Overcoming Objections

Objection:

"I don't think I can afford the fraternity."

Response:

"Yes, I can understand your concern for the cost. I had the same problem. If I can show you that the cost really isn't that great, would you consider joining?" (This is easy to me, because a fraternity is a co-op, and you can prove it is less expensive to be in a fraternity

than it is to be independent simply by listing all the things you get for the money and the intangibles obtained.)

Objection:

"I am afraid the fraternity will hurt my grades."

Response:

"I can understand that, I had the same thought when I joined my freshman year. If I can show you how we will help you improve and get top grades by joining, would you consider joining?" (Explain your scholarship programs, GPA statistics, etc. Show the Rushee exactly how much time it takes, and that being a fraternity man does not take away from your study time. Did you know that being in a national fraternity adds about 50% to your chances of graduating?)

Again, the simple facts are the best answer. Statistically, a greater percentage of entering freshmen who join a fraternity graduate from college than do non-fraternity men. Also, the all-fraternity average is higher than the all-men's average in the vast majority of colleges.

It is good to cite specific scholarship programs that the National Office offers and that your chapter engages in. Speaker's programs, study hours, and chapter libraries fall into this category.

Objection:

"My parents don't want me to pledge a fraternity."

Response:

"That is easy to understand. At first, my parents felt the same way. If your parents agree, would you consider joining?" (Many parents have no idea what a fraternity is and for this reason may object. You must talk to the parents and make them aware of all of the benefits of joining a fraternity - scholarship, friendship, leadership, etc. A personal visit is best in the home or chapter house. In many cases, a phone call will do the job.)

If the parents are present at this visit, you have taken the first step to meeting their objections. Ask them what their specific objections are and answer them honestly. If they are not present, offer to meet with them at their convenience or by phone. Again, answer the objections honestly.

Objection:

"But, I am interested in leadership, and your house isn't one of the very political houses on campus."

Response:

"I can understand how you think that, but if I show you how you will have a better chance to develop your leadership potential in our house, will you consider joining?" (He will have more of an opportunity to be an officer in this chapter than in a big chapter. Work him in as a leader who can really benefit from working from this group.)

Objection:

"I heard that you have the worst fraternity on campus!"

Response:

"I realize that we are not the #1 fraternity on campus, but if I show you how we are going to become #1 with your help, will you consider joining?" (Show him the goals that have been set. Offer the Rushee a challenge, let him be a part of the team!)

Turn this into a challenge! Offer him the chance to be one of the members

who will make the chapter strong again. Tell him that his chance to make his influence felt is great in your chapter. If he is a strong individual this benefits the chapter and him.

Objection:

"But I like living in the dorm."

Response:

"At first I felt the same way. If I can show you the benefits of living in a house, would you consider joining?" (Answer this by asking questions you know will get a negative response. Are you able to pick the people you live with in the dorm? Do the guys in the dorm get you dates with good-looking sorority women? Do the guys in the dorm help you with your studies?)

Brotherhood is the key concept here. Show him it is nice to have people who care for you and are around when you need them. Invite him to your house. It is probably much more attractive than the dorm. Tell him about the chance for individuality in the room he chooses, the decor and other places where he can make himself feel comfortable. In addition to that, discuss the advantages of having all the friends he made in the dorms along with the new ones he will make here.

Objection:

"It looks good, but I think I will wait."

Response:

"You are right. You should be sure when you join a fraternity. If I can show you the benefits of joining how, will you consider joining? (Explain the activities that he may miss out on if he waits.)

A quarter of semester of fraternity experience, which you know to be good is a great loss. Also, show him that he will be part of a great new member class (if you have already bid some people). Have him talk with one or two guys who joined but waited for a term or two. Have them point out what they felt left out on.

Objection:

"My friend is going to join another fraternity, and we want to be in the same one."

Response:

"One of my best friends is a member of a different fraternity, so I know how you feel. But, if I can show you the advantages of joining different fraternities, will you consider joining?" (By joining different fraternities, you both will increase your acquaintances and friends. Our fraternity has many good friends in other fraternities, but we do not let them influence our actions to the point of conformity.)

Bidding

As in sales, you may have the greatest Rush program in the world, but it is worthless if you don't "make the sale." In Rush, making the sale is bidding. Before sitting down to talk with a Rushee, you will need to make sure you know about the man you're going to bid - some of his needs, desires, what he is looking for in the fraternity. Find a common topic of interest. For instance, you should know if the man has an interest in sports. From there you could talk about intramurals and then the intramural program of the chapter.

There are three major steps to be aware of when bidding the Rushee. First, assume the man will join. Second, summarize the benefits of the chapter that are important to the man, and third, bid the man - get the commitment.

Summarize the benefits of the chapter. You need to stress the benefits of the fraternity that are important to the man. Some of the areas you may cover are the financial commitment, new member education commitment, scholastic help, leadership skills development, and the social benefits.

Finally, you must consider getting down to the nitty-gritty and getting the commitment from the Rushee. During your talk, you should have been looking for some feedback from him, such as the Rushee's nodding during a particular benefit or just an interest in your whole presentation. If he hasn't given you any indication how he feels, ask him, "What do you think of our campus involvement?" When you feel you have some reaction, ask his reaction what he would do if a bid were extended to him. In essence, you are asking him to join but you are not committing yourself. If he answers uncertainly, you can find out why. If he is positive, then extend him a formal invitation to join.

If you get a negative reaction, it is probably because the Rushee has some objections and you must find out what they are and deal with them. If the objection is a misunderstanding, just clarify it for him. If it is not a misunderstanding (ie, the chapter house is next to the airport), minimize it and give an offsetting benefit. For example, if the Rushee objects to the house being next to the airport, tell him that it is close to shopping, movie theatres, and very convenient to the express bus to campus.

After covering the objections, ask for his reaction if a bid were extended to him. You want to get a commitment from him either way, yes or no. If he is thinking of another fraternity (which is usually true of his "not sure"), you will need to make up his mind for him, which is what you need to do when answering his objections. You must convince him that this chapter must be his choice.

A few things to keep in mind during this talk: Make it interesting for the Rushee by getting the man involved. Don't lecture the guy - make a conversation out of it. Get his reaction from time to time by having him answer a question. This way, you will both become involved.

Also try to keep the talk fairly short - from five to ten minutes. It shouldn't take very long because you should just be summarizing benefits for him. In summary, you will need to find out about the man you're going to bid. Then assume he will accept the bid. Summarize the benefits of the chapter, particularly those important to him, and ask him how he would react to being extended a bid. If he answers no, find out what and deal with it, and try again. If positive, then extend the man a formal invitation to join.

12 Critical Points when bidding to increase the percentage of prospects who say YES

1. Control the environment - comfortable atmosphere, without interruptions or distractions.
2. Have a plan on how you will ask him to join - bidding is a skill, practice it in advance.
3. Remain confident and control the conversation - adopt a friendly, somewhat serious attitude.
4. Tell the prospect why you think he is important - be sincere and tell the man exactly why the chapter wants him.
5. Show the prospect why you think he is important - what his role will be if he joins; leader of the football team, scholastic achiever, etc.
6. Stress how he will benefit - show how the chapter can benefit him in his interest areas.
7. Tell your own personal story of what you've gained from the chapter - don't spend a great deal of time talking about yourself however.
8. Get him to say yes - ask a number of questions that are guaranteed to bring a positive response to get him "warmed up" for the big yes. (ie: Do you like the men here? Have you enjoyed yourself: You seem very interested in sports.)
9. Give him a written bid - along with your verbal invitation to join. This will add importance and credibility.
10. Ask if he has questions - clear up any doubts or uncertainties.
11. Let him know that the chapter wants him - "The men here would really like to see you as part of our chapter."

12. BE PERSONAL AND SHOW THAT YOU CARE!!

CHAPTER 7

Ideas for Rush Activities

The following represents a list of activities that can be used during the recruitment period. Note that none of these activities revolve around the use of alcohol. Groups with imagination can come up with a wide variety of additional ideas as well. One of the recurring elements involved with these activities is getting the prospect involved and participating with chapter members.

Casino Night

Issue play money to prospects, have roulette wheels, blackjack tables, crap layouts, etc. Have brothers act as dealers or bankers.

Night at the Races

If your chapter is near a horse track, see if they have films of races available for rental. Issue play money, set up betters' booths and have the prospects bet on their favorite horse. After bets have been placed, show the film. Serve chicken and soft drinks with a sprig of mint.

Game in Every Room Party

This is a nice informal activity which keeps the prospects busy and still gives you the opportunity to talk with them. Set up games like Risk, Backgammon, Monopoly, Trivial Pursuit, Poker, Life, etc.

Cookouts/Barbecues

This is a simple function to set up. It can be held either at the house or at another location. Serve burgers, hot dogs, chicken, ribs, etc. You can precede this with a sports activity or another event if you wish. Get the prospects involved by getting them behind a grill.

Chili Night

Have a Wild West Party - serve chili, salad, and bread. Make a special pot of extra hot chili for those who dare.

Pizza Night

Order pizzas from a local business. Have a pizza eating contest. This can be held by itself or along with another function.

Mardi Gras with Dixieland Band

Decorate the house to look like the French Quarter of New Orleans. Have a Dixieland Jazz Band provide the music. Serve shrimp and a non-alcohol tropical punch. If you desire, dress up in costumes or wear masks to make the party complete.

Poker Party

Break out the cards and set up different games. Use play money as barter. Offer prizes for those with the most money at the end of the night.

Coffee Shop with Entertainment

Serve coffee, tea, and "mocktails" with hors d'oeuvres. Have a folk or jazz band or a speaker from campus. Set tables up around your main room to look like a coffee shop.

Sand Sculpture Party

Have a contest to see who can make the most creative sculpture. You can serve coffee with doughnuts or hot dogs, chips and pop.

Pumpkin Carving

Set up teams of brothers and prospects - provide pumpkins. Set your watches and have a times contest to see who has the best, worst, and wildest pumpkins.

Graffiti Party

- Cover the walls with paper and provide either magic markers or tempera paint and let guests write their favorite graffiti. Set up music and serve snacks and soft drinks.
- Air Band Competition**
You can open this up to the entire campus in conjunction with your Rush party. All you need is a stage, a sound system and a group of judges.
- Film Festival**
Show Three Stooges, Bugs Bunny, Monty Python, or other college favorites. Serve popcorn, pretzels and soft drinks.
- Steak and Shake Party**
Grill some steaks with corn on the cob and bread. Invite over some women and after dinner, crank up the music and hit the dance floor.
- Collegiate Feud**
This is based on the TV show Family Feud. Split up the brothers and prospects into teams and have your emcee ask questions relating to college life. Beforehand, poll residence halls or sororities to find out what the answers will be.
- Cajun Night**
Serve catfish, shrimp and crayfish. Have a Dixieland band as entertainment.
- Fireside Chat with University President**
Invite over the President of the university: serve coffee, tea, or hot chocolate and hors d'oeuvres. This is a great opportunity to meet the President, hear what he has to say and ask questions.
- Swimming Pool Party**
This can be held at a brother's or alumni's home or at a school community pool. Food and beverages can be served.
- Gourmet Popcorn Party**
Offer a variety of popcorn styles: cheddar, regular, caramel, parmesan, etc.
- Hiking**
This can be done with small groups. If you are near a state park or wooded area, you're in luck! This sort of activity can be done at any time of the year.
- Rent a Bus for Away Game**
Reserve a bus and take your prospects to an away basketball or football game (only when there is no "tailgating")
- Brunches**
For a change of pace, have an early weekend brunch. It is a great way to start a day with the prospects.
- D-J Parties**
Hire a DJ and set up a good stereo system: invite over a sorority and have a party.
- Hawaiian Luau**
Decorate the house in a tropical motif. Roast a pig, serve pineapple and coconuts. Have a non-alcoholic punch.
- Golf Outing**
Make arrangements with a local golf course for group rates. Invite prospects and local alumni and hit the links! This can be fun for everyone - even those that aren't expert golfers.
- Exchange Suppers**
Invite the prospects over for dinner, split up the group so that the prospects are seated with various members of your chapter. Brothers exchange seats when dessert is served.
- Win, Lose, or Draw**
Set up easel, large paper and markers. Set up teams, just like the TV game show and draw the clues.
- Study Tables/Sessions**
Have a speaker talk about study skills and time management, or set up quiet study tables for brothers and prospects. Offer tutoring in certain freshmen-level classes. Show the prospect the academic side of fraternity life.
- Ultimate Frisbee or Ultimate Capture the Flag**

- Come up with your own rules to these classic games. Split brothers and prospects up into teams. After this is over, return to the house for a cookout.
- Grand Prix Race**
Set up a course and have a Grand Prix race using tricycles or scooters. Follow this with a barbecue or cookout.
- Goofy Games**
You could combine the above with a whole series of games such as a sack race, pyramid building, egg toss, etc.
- Carnival**
Set up a carnival in an open field and let brothers and prospects try their luck in a variety of carnival events such as ring toss, basketball shoot, basketball toss, etc.
- Greek for a Day**
Let prospects see what it is like first-hand to be a Greek. Have them spend a day and night in the house as your guests (open Rush only).
- Jeopardy**
Rent or buy the Nintendo home version of the popular game show. Set up teams of brothers and prospective members (combining both).
- Trivial Pursuit Party**
This can be a fun small group event. All you need is a few Trivial Pursuit boards and a group of prospects - get set to test your knowledge!
- Around the World**
Instead of a different drink in every room, set up different fondue pots. Have each room serve soft drinks and hors d'oeuvres, and decorate to represent a country.
- Mexican South of the Border Party**
Serve tacos and other Mexican food. Break out the cowboy hats and boots for this popular theme part.
- Tradition Night**
Show the prospects a part of your heritage, tradition and pride. Set up tables of chapter memorabilia, pictures, scrapbooks, trophies, etc. Invite alumni over and sing fraternity songs. Either dress formal or have the whole chapter wear letter shirts.
- Car Show**
Check with a local dealership to see if you can have a sports car display at your house. Park the cars in your parking lot or driveway. Have in conjunction with a cookout.
- New Year's Eve Party**
This can be held any time of the year. Serve food and non-alcoholic champagne. Put up paper on the walls and have guests write their resolutions. Hand out noisemakers, etc.
- Movies Night**
Show a film after dinner one evening. Serve soft drinks and munchies.
- Guest Speakers**
The possibilities are limitless here. Invite an outstanding alumnus, a member of the faculty or administration, sports coach, politician, etc. to speak after dinner or during an evening reception. Try to find an upbeat topic that will hold the prospects' interest. Coffee, soft drinks, and light snacks can be served.
- Dessert Night**
Set up a dessert table with cookies, cakes, pies, ice cream, etc. Serve coffee, tea, and punch.
- Build your own Sundaes**
Buy plenty of ice cream and let prospects choose their own toppings such as nuts, fudge, butterscotch, caramel, and strawberries.
- Hypnotists or Magical**
Either of these types of performances make for an enjoyable evening. Serve soft drinks and munchies.
- Monday Night Football**
A favorite for the fall. All you need is a large TV, snack and soft drinks. You might even set up a friendly football pool with prizes.
- Go as a Group to School**

Invite prospects over for dinner, then go as a group to a school athletic event. Have a section blocked off for the group if possible and show your school spirit.

Balloons N' Tunes

Decorate with an overabundance of helium balloons and dance the night away.

Go Greek Party

Decorate the room with Romanesque pillars made from cardboard and construction paper. Everyone dresses in togas and enjoys grape juice punch and spritzers.

Chicken Fry

Excellent event for not only prospects but also alumni, parents and faculty. An outside affair to include fried chicken and a Bluegrass band.

Premiere

Brothers use portable recorder or home movie camera to create a fraternal film complete with plot, characters, and a director. After the film is completed, a gala premiere is held with autograph signing by the "stars." This has proven to be a classic not soon forgotten.

Study Buddy

Provide prospects with study kits that include snacks, fruit, aspirin, study supplies, etc. Deliver kits to the prospects' rooms with note wishing them best of luck with tests, and inviting them to study break one night.

Night of the Gypsies

An evening of fortune telling complete with palmists, tarot card readings, and Gypsies with crystal balls. Obviously, fraternity membership could be in everyone's future!

Round-Robins

A weekend round-robin tournament for any athletic activity can be held for all fraternities and residence halls. All contestants must receive an invitation to participate and the chapter provides rules, umpires, and trophies. Make arrangements for ample publicity.

Food Festivals

Chapter-sponsored booths offering samples of various ethnic foods such as egg rolls, tacos, pizza bread, Greek salad, etc. Local restaurants should be solicited for their involvement and the event could be campus-wide.

Sports Activities

Offer any of the following events and activities that can be done with large or small groups of prospects.

- Soccer
- Horseback riding
- Basketball
- Pool
- Football
- Darts
- Broomball
- Sailing
- Bowling
- Volleyball