

## UNDERSTANDING THE RUSHEE

- IN ORDER TO RUSH SUCCESSFULLY,  
WE MUST FIRST UNDERSTAND THE RUSHEE -
  - *what does he want ?*
  - *what are his interests ?*
  - *what does he expect of us ?*
  - *why join a fraternity ?*
- IN ORDER TO SUCCESSFULLY PLEDGE MEN,  
WE MUST SATISFY THEIR NEEDS
- THE 1990 ASTIN SURVEY OF INCOMING FRESHMEN MEN  
STATES THAT OVER 50% OF THEM WERE:
  - *concerned about fitting in, making friends*
  - *concerned about making good grades*
  - *planned on attending graduate school*
  - *wanted to do something to help others*
- AREN'T ALL OF THESE THINGS THAT WE CAN OFFER THEM ? ? ?
- WHAT DO WE OFFER TO THE NEW MEMBER ? ? ?
- OPPORTUNITIES TO . . . . .
  - *develop brotherhood: friendship*
  - *develop leadership skills: chapter and campus*
  - *enhance their scholastic experience*
  - *become involved in helping others: service projects, etc.*

- *manage "a small business"*
- *enjoy the camaraderie in social, athletic events, service projects, etc.*
- *share in a life-long experience*
- **AND WHAT DO WE EXPECT OF A PROSPECTIVE MEMBER ?**
- **A GOOD PROSPECTIVE MEMBER MUST BE ABLE TO:**
  - *meet chapter standards*
  - *fit in: make friends easily*
  - *add or offer something to the chapter*
  - *get involved*
  - *make the time commitment*
  - *meet the financial obligations*
  - *demonstrate leadership potential*
- **WE ARE AN ORGANIZATION WITH COMMON INTERESTS AND COMMON GOALS WHO WANT TO OFFER AN OPPORTUNITY FOR OTHERS TO SHARE THESE INTERESTS AND GOALS WITH US**
- **WHERE DO WE FIND THESE QUALITY PROSPECTIVE NEW MEMBERS ? ? ?**
  - *in the dorms*
  - *in class*
  - *in the cafeteria*
  - *in the campus center*
  - *on teams*

➤ *in clubs*

- TO SUM IT UP . . . . .

. . . . . **EVERYWHERE !!!**

- DON'T WAIT FOR THEM TO COME TO YOU . . . . .

. . . . . **GET OUT AND FIND THEM !!!**

- ASK THEM TO ATTEND A CHAPTER FUNCTION:

➤ *a study session*

➤ *an athletic event*

➤ *a service project*

➤ *a social event*

➤ *a dinner*

➤ *a just-sit-around-the-house-and-talk-session*

. . . . . **ANYTHING and EVERYTHING !!!**

- HOW DO YOU TALK TO THE PROSPECTIVE NEW MEMBER ???

- YOU DON'T

. . . . . **YOU LISTEN !!!**

*FIND OUT WHAT THE RUSHEE IS THINKING*

- ASK QUESTIONS THAT WILL ALLOW THE PROSPECTIVE NEW MEMBER TO TELL YOU ABOUT THEIR INTERESTS (NEEDS).

. . . . . **USE OPEN-ENDED QUESTIONS**

- THEN, AND ONLY THEN, CAN YOU DESCRIBE YOUR CHAPTER WITH

**EMPHASIS ON THOSE AREAS THAT WILL MOST LIKELY SATISFY THE**

PROSPECTIVE NEW MEMBER'S INTERESTS (their needs)

- AND WHEN DO WE RUSH ???

. . . . . EVERY DAY!!!

- RUSH IS A YEAR-ROUND JOB . . . . .

. . . . . IT INVOLVES ALL MEMBERS OF THE CHAPTER!!!

RUSHEE - .5/01/96  
Revision 1