



Tau Kappa Epsilon International Fraternity

Rush is the Lifeblood of a Fraternity

We've all heard that RUSH is the lifeblood of a fraternity, but what is rush?

Several aspects of Fraternity operation benefit from a sound business approach. Rush is one of these areas. By utilizing basic marketing and sales concepts, a chapter can maximize its potential to recruit new members. In fact, whether you know it or not, you really have had the marketing concept in mind all the time -- you just haven't looked at it that way.

From a marketing standpoint, rush would produce the following framework: the Fraternity is your product, uncommitted male students are your target consumers, the Fraters are the salesmen, and rush is the campaign in which you sell your product. Before the product is sold, you yourselves have to be sold on it, believe in it, and translate this feeling to the customer. This is the area for marketing research: how can you sell a product if you do not know your customer - who he is, what his needs are, and how your product can meet his needs?

Suppose you have followed the steps this far. You know your product, you are sold on it, and you know your consumer population. You are now ready to begin selling (rushing). You can advertise to attract the consumer by creating a need for your product. During initial contact with the consumer, this need is expanded upon. If you have done a good job, the customer will try your product.

In the past, it has been assumed that the bid was a signal that the customer had accepted the product. However, this is not really the case. The customer is only sampling the product during pledging and, therefore, you must keep rushing (or selling) the Fraternity to him -- assuring him that he has made the right choice, satisfying his changing needs through the flexibility of the product, and making sure he is getting satisfaction out of using the product.

If you do all of this, the customer may finally be ready to buy the product. This occurs at initiation time. The sale has been made -- but don't let it end here.

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What is Rush?

Making new friends.

Your first impression of people.

Meeting new members -- men you will call Fraters during your college days and throughout life -
- your closest friends.

Relating opportunities and involvement offered by the Fraternity experience to interested men.

A process of promoting and selling your ideas and experiences.

A genuine interest in another individual.

Emphasizing the Fraternity's concern for the needs of it's members, their campus, and their community.

365 days a year.