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**(Chapter Designation)**

Chapter Recruitment Plan

**\*\*Instructions: fill in as much detail as possible in the red bullets. Attach additional documents and pages as needed\*\***

1. **Recruitment Committee structure and meeting schedule**
* By geographic region or city
* Roles and responsibilities of each member of the committee
1. **Goals**
* How many bids extended per semester
* How many bids accepted per semester
* How many members initiated per semester (retention rate)
* How many potential members on the names generation list
1. **Campus policies related to recruitment**
* IFC recruitment policies ex. differed recruitment, mandatory events, registration process ect.
1. **Recruitment event schedule**
* How many chapter recruitment events per semester (both formal rush and informal year round events)
* Description, budget, date and location of each event
* IFC recruitment event schedule
1. **Budget**
* Cost of each event, marketing, 1on1 meetings, incentives, scholarship
1. **Marketing Plan**
* Fliers, banners, email blasts, mailchimp, tableting, social media, chapter website, tee shirts, giveaways, recruitment videos
1. **Names Generation**
* Chapter Builder
* Incoming freshman list, transfer student list, alumni recommendations, sorority recommendations, member recommendations, IFC recruitment registration list
1. **Summer Recruitment**
* Attend summer orientation
* Summer recruitment events
* Cold calling
1. **Incentives**
* How will you incentivize your members to actively recruit year-round ex. recognition, gift cards, allowance for 1 on 1’s, parking space ect.
1. **Recruitment Workshop**
* Plan, schedule and create agenda for the chapter’s recruitment training/workshop

**KA Laws and policies related to recruitment**

**Induction (R8-121)**

* Induction must be held within 7 days of extending a bid for membership
* If a bid for membership is extended outside of a regular term or semester or near the end of a regular term or semester, induction must be held with 10 days of the beginning of the next regular term or semester
* Must complete Report 2 within 48 hours of the Induction Ceremony

**Bid session (8-113, 8-114, 8-115)**

* By secret ballot (ballot box preferred)
* 100% vote of acceptance from eligible members
* If a member in good standing is absent from the bid session, he may give his vote privately to the Number I
* Can only vote for a candidate 4 times within a 24 hour period

**GPA requirements (R9-271)**

* Incoming freshmen must have at least a 2.8 high school GPA
* Potential members with college credit must have a 2.8 GPA from the previous term or semester.

**Recruitment recommendations (8-112)**

“acknowledge all recommendations made by alumni members and contact every individual so recommended for purposes of his consideration by the chapter”

**Recruiting with Alcohol and Risk Management**

“All recruitment or rush activities associated with any chapter will be non-alcoholic. No recruitment or rush activities associated with any chapter may be held at or in conjunction with a tavern or alcohol distributor as defined in this policy.”