



Southwest District Council Talks:
RECRUITMENT 101

KAPPA KAPPA PSI, NATIONAL HONORARY BAND FRATERNITY



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AGENDA

- I. WHAT ways to recruit
- II. WHEN & WHERE to recruit
- III. WHY we recruit
- IV. HOW to recruit
- V. Additional information & resources





WHAT WAYS TO RECRUIT

Planning successful recruitment events

WHAT WAYS TO RECRUIT

Active vs Passive Recruitment

- Active
 - Reaching out and connecting to band members
 - Brothers seek out interested members
- Passive
 - Be a good representative of your chapter
 - Interested members will seek you out



WHAT WAYS TO RECRUIT

Keep your audience big

- When you only have certain types of events, it limits the amount of people who will want to attend
- Themes for your events
 - Use the pillars!
 - Have at least one event for each pillar
- Cater to different interests
 - Outdoors/sports
 - Arts and crafts
 - Food and social



WHAT WAYS TO RECRUIT

Ideas for recruitment events

- Music Bingo
- Shadow a Brother (service)
- Karaoke Night
- Game Night
- Painting/Craft Night
- Get to Know The Brothers
- Nacho Night (cheesy questions)





WHEN & WHERE TO RECRUIT

Getting people to attend

WHEN & WHERE TO RECRUIT

When to recruit

- Have a variety of dates and times
- Everyone's schedules are different, so keeping a variety allows more people to attend

Where to recruit

- Have your events in neutral spaces
- Keep it on campus so it's accessible to everyone





WHY WE RECRUIT

Bettering our chapters to better our bands

WHY WE RECRUIT

Recruiting quality members

- The success of our chapters relies on good recruitment
- Recruitment allows the fraternity to grow even as people graduate
- We recruit to honor outstanding band members
- Seek out those who Strive for the Highest





HOW TO RECRUIT

Being efficient and effective with your recruitment

HOW TO RECRUIT

Evaluating interested band members

- Outstanding musicianship
- Leadership
- Positive Attitude
- Integrity
- Dedication
- Good worth ethic
- Service



HOW TO RECRUIT

Hosting a successful event

- Delegate tasks
 - Setting up/tearing down
 - Taking photos
 - Running the event

Make everyone feel included

- Door greeters
- Talk to everyone
- Look out for people by themselves



HOW TO RECRUIT

Keeping up with recruits

- Ongoing interest form
- Recruitment radar
- Keep in touch even after the events
- Promote events on social media



HOW HAVE YOU RECRUITED?

What are some of your chapters best recruitment events?

- Please share any ideas you've done yourself, or shout out one you've seen before!!!





ADDITIONAL RESOURCES & INFORMATION

Using fraternal resources to your advantage

ADDITIONAL INFORMATION & RESOURCES

National website

- Recruitment
 - <https://www.kkpsi.org/membership/recruitment/>
- Talking points
 - <https://docs.google.com/document/d/16uBkOc88s3sc3q56W1P8fUW7QbhFuk4nGUZsRj4qD9I/edit?usp=sharing>
- Activity Banks
 - <https://docs.google.com/document/d/1WVnrbtEptAozP7F6vBgRwWciDaiCOpX2pdotBWiDIvc/edit?usp=sharing>



WE WANT YOUR FEEDBACK!





THANK YOU & AEA!

If you have further questions, need support, or advice, please reach out to your district council members and/or governors!

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