

Personal Recruiting

Of all the methods to get a student to attend a rush event and probably pledge, personal recruiting takes the least effort and, more importantly, is the most effective by a wide margin.

Personal recruiting starts by you determining who you would like to ask. You might choose a friend, a neighbor in the residence hall, someone from class, or some other student. Often a perfect person to ask is the student from one of your classes with whom you've agreed to update one another with notes, etc., in the event either of you misses class.

After you've decided who you want to ask, just approach the student and ask if he might help you out with something. Explain that you're in a student organization and that you're required to bring someone to rush. Be clear that you aren't asking him to pledge, but rather merely asking him to show up for a half hour or so, which will fulfill your requirement. Point out that there will be snacks and drinks (assuming there will be). Sweeten the deal by offering to escort him from his residence hall (or to give him a ride from his off-campus residence).

That's it! Short and to the point, but works like a charm! There are several reasons why this is so effective:

1. You've taken a personal approach (vs. posters, flyers, etc., which are very impersonal).
2. You aren't putting him on the spot by asking him pledge. Making a "cold" ask for someone to pledge turns a person off. You are merely getting him to a rush event where the real magic will take place.
3. You aren't trying to "sell" APO by yourself. There is a limited amount of information, trust, and enthusiasm that you, as one person, can provide. Instead, many/all of the brothers at the rush events will interact with your prospect, both sharing their APO energy and experiences, and beginning to offer their friendship to the prospect.
4. If the prospect attends the rush to help you out, he is exactly the kind of person we're looking for. Why? Because he was willing to be of service in helping you, so he's likely to be willing to help others through our service projects.