CHAPTERBUILDER ADVISING QUESTIONS

Welcome to ChapterBuilder! As you begin using this recruitment technology for the first time, we have outlined a few advising questions to help you guide your chapter through a successful recruitment season.

Sample Advising Questions:

GROWTH STRATEGY
1. Have you viewed information on Delta Sigma Phi's Growth Site?
2. Does everyone who needs access to ChapterBuilder, have access to ChapterBuilder?
3. Have you watched the Tutorial Videos, read the User Guide, or connected with your Chapter Support Coordinator to learn how to use ChapterBuilder?
4. Have you reviewed your chapter recruitment trends and goals? What does that tell you about the membership health of the chapter?
5. Has the recruitment committee drafted a recruitment plan for the next 30 days? Are there important checkpoints or dates that we need to keep in mind for the remainder of the year?

GENERATING LEADS
1. Have all potential new members on your names list been added to ChapterBuilder?
2. Which of the "Generate Leads" ideas from the Delta Sigma Phi Growth Site could you try this week to add names to your ChapterBuilder names list?
3. What process goals do you have this week? Meaning, how many names should be added this week and are you on pace to reach that goal? **Tip:** We recommend maintaining a names list that is 10x the number of men you plan on joining the chapter. So, if you plan on having a new member class of 15 men, your goal should be to add 150 names to your names list.
4. Looking ahead, what opportunities do you need to plan for now to ensure you can generate leads tomorrow, next week, next month, or in a couple months?
5. Do you have any new ideas for generating leads that you have not found on Delta Sigma Phi's Growth Site?

RECRUITING POTENTIAL NEW MEMBERS
1. Does every potential new member have someone from the recruitment committee assigned as their main contact in ChapterBuilder?
2. Have all potential new members (PNMs) on your names list received an introductory text or phone call to schedule another meetup?
3. Have all potential new members been contacted within the last 48-72 hours?

4. How many PNMs are in each of the following ChapterBuilder categories? How are you actively moving people up or down the ladder?

  A. Signed Bid / Needs an Invitation to Join
  B. Mutual Interest (i.e. we want him to join)
  C. Expressed Interest (i.e. he could be interested in joining)
  D. Needs to be contacted (i.e. we have not reached out to him, or we need to try reaching out again)
  E. Not ready (i.e. try again later this term or next term)
  F. Not compatible (i.e. this person is not a good fit or has joined another fraternity)
  G. Missing critical information (i.e. we have a name, but no contact information, so we need to do some research to figure out how to get a hold of this person)

5. How can the advising team or alumni help you in the recruitment process? Is there a PNM that you really want to join whose parents need reassurance from an advisor? Is there a professionally focused PNM that we could connect with alumni in the same field to help him see the benefits of Delta Sigma Phi?

ONBOARDING POTENTIAL NEW MEMBERS

1. Has the chapter sent a welcome email to new members that have accepted a bid? Does that email outline all expectations and next steps in the joining process?
2. Have new members been reported to the national office and university?
3. Has the recruitment committee met with executive officers and the new member educator to ensure everyone is on the same page regarding the new member process? **Tip:** The #1 reason new members leave the chapter before initiation is not finances, it is that the experience they were promised, is not what was delivered. Ensuring your chapter delivers on the positive experience that was communicated through recruitment is key to retaining your best members.

We hope these questions are a good start to the recruitment coaching conversations you will have with your chapter. For additional resources, please explore the following:

1. Delta Sigma Phi's Growth Site
2. PhiredUp's Additional Names Generation Ideas
3. PhiredUp's Responses to Potential New Member FAQs