



Spring 2021 Recruitment Suggested Practices

Marketing:

- A. Hype/Rush Videos - These videos show the personality of the chapter, active members doing activities and more.
 - a. These videos can be shared on all chapter social media and IFC will reshare this content when tagged to increase chapter exposure.
 - b. These videos will not include drugs, alcohol, inappropriate language, etc.
 - c. Video must be appropriate, inclusive, and respectful of all backgrounds and identities.
- B. House tour videos - These videos are to show chapter facilities in PNM as not PNMs are allowed on chapter property.
 - a. Chapter should post their house tour video on youtube and share the link with VP recruitment at ifcrecruitment@greeklife.wisc.edu. The video link will be added to the chapters information page on the Canvas course for PNMs to access and view.
 - b. Chapters can also share these videos on all chapter social media.
 - c. Hour tour video should not exceed 5 minutes.
 - d. These videos will not include drugs, alcohol, inappropriate language, etc.
 - e. Video must be appropriate, inclusive, and respectful of all backgrounds and identities.
- C. Marketing Recruitment events
 - a. IFC encourages chapters to publicize all recruitment events on social media.
 - b. IFC will share chapters recruitment schedules/events when tagged to increase chapter exposure.

Virtual Events: Virtual recruitment will be a part of spring 2021 recruitment in some way. Based on PNM feedback from fall 2020 recruitment, below are tips for ensuring a successful virtual recruitment event.

1. Get more chapter members involved. This will help chapters get a better read on PNMs and allow PNMs to get to members of the chapter better.
2. Use breakout rooms in Zoom. Either doing 1:1's with chapters or small groups meetings.
 - a. IFC encourages active members to move around the breakout room to get to know more PNMs.
 - b. Extra tip - Panhellenic did this well during recruitment, possibly reach out to sorority women how this worked and use it as part of your process.
3. Break out PNMs and chapter members into small groups to have better conversations and to be more personable
 - i. Possibly have one main group, and smaller one on one conversations and then rotate through them
 - ii. Attempt to split the amount of PNM's into two separate zoom calls, so not all come to one event and not the other.
4. Zoom resources here

In-Person: Small in- person gathering will hopefully be permitted under certain expectations.

1. These gatherings will have to be smaller than a typical recruitment gathering and cannot happen on any chapter property or facility.
2. Gathering can happen at 3rd party venues such as restaurants, coffee shops, gyms, campus spaces such as the unions, etc.
3. Tips for hosting small in-person gatherings:
 - a. Having a comfortable PNMs to active member ration (it should be one PNM to 10 active members)
 - i. Limit the number of PNMs that can attend the event
 - b. Use in-person events as invite only events or way to get to know PNM better
 - c. Host one than on recruitment event a day/night as multiple locations
 - d. Use 1:1 Invertivews
 - e. Utilize the guidelines at third-party venues