



FALL '16
RECRUITMENT

THE MUDDY GENTLEMAN

ΦΜΑ

Recruitment Chair: Gatlyn Troutman

THE MUDDY GENTLEMAN

THE GOAL

To show how Phi Mu Delta can help a man better himself by enhancing the lives of others as well as his own



How We'll Achieve It

- Promoting brothers' stories of how the fraternity impacts their everyday life through quotes on social media, posters around campus, word-of-mouth
- Exhibiting the diverse backgrounds & interests welcome in the brotherhood
- Sharing the ideals and common values held among us through everyday actions and conversations with PNM's
- Showcasing the tight brotherhood we share through hosting fun events

The Muddy Gentleman


DURATION

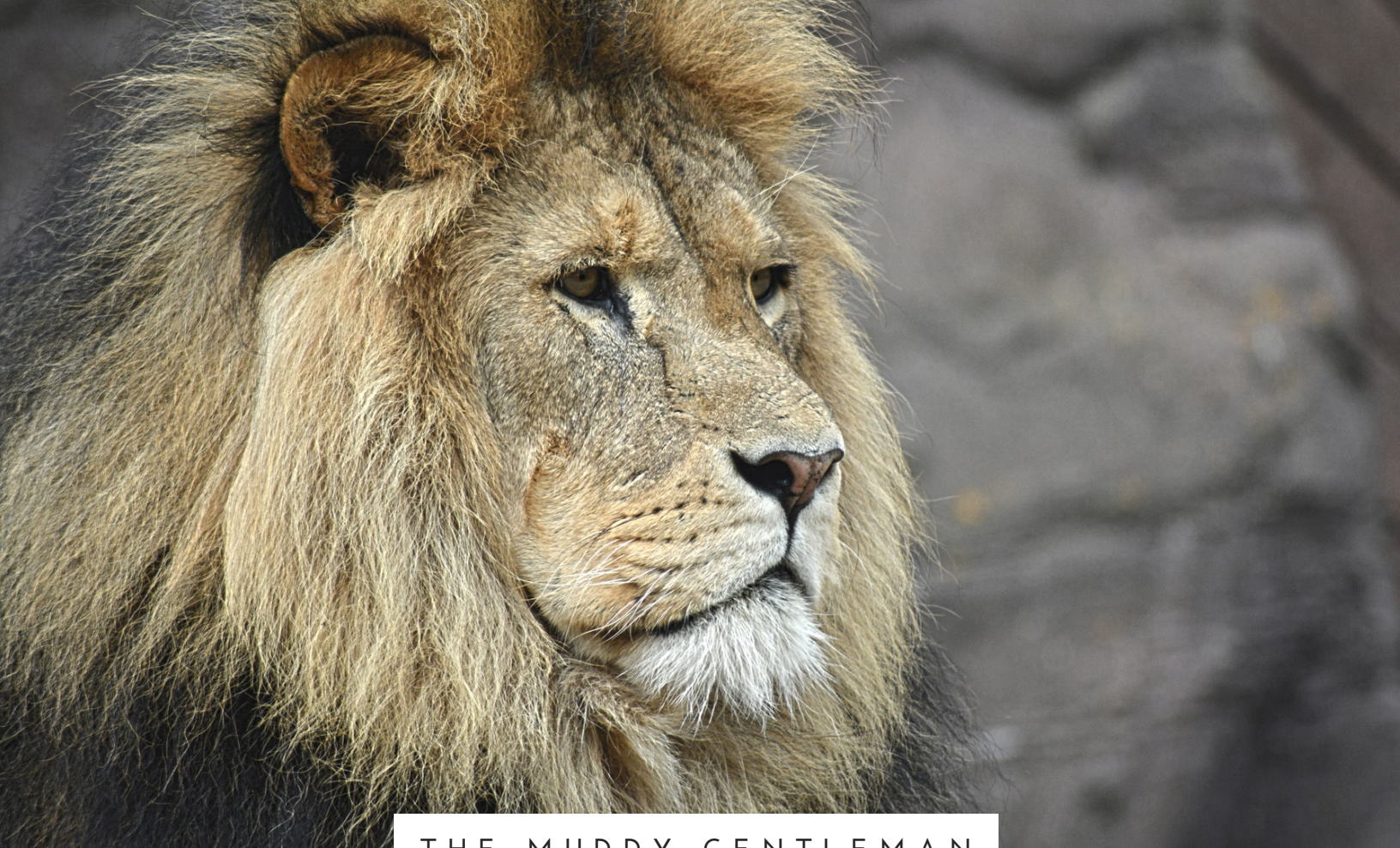
September 18 - October 1

BUDGET

\$500



 CustomInk.com



THE MUDDY GENTLEMAN

Schedule of Events

- 9.3 Club Party
- 9.9 Tabling
- 9.19 Stogies & Hoagies
- 9.20 Pizza & Wings Night
- 9.21 Three Points Casino
- 9.22-23 Interview Nights
- 9.24 Ashburn's Service Project
- 9.27 Banquet
- 9.25-27 PNM Vote Nights
- 9.28 Bid Walk
- 10.1 Bids Due

Recruitment Committee

Tyler Crotty

Event Coordinator - Banquet

- Gather/purchase supplies
- Organize brothers to cook and serve
- Set-up including formal table

Jimmie Kunz

Event Coordinator - Banquet

- Gather/purchase supplies
- Organize brothers to cook and serve
- Set-up including formal table

Brandon Kurtz

Technology Coordinator

- Set-up music & media at events
- Assist in creating Vote Night presentation

Liam O'Brien

*Assistant to the Recruitment Chair
Event Coordinator - Stogies & Hoagies*

- Manage budget & receipts
- Monitor active member participation

Marquise Richards

Photography Coordinator

- Take pictures at events
- Upload pictures to PhotoCircle

Mike Sharer

Promotions Coordinator

- Distribute printed promo materials, including posters & business cards
- Assist in creating new quotes posters

Nick Trotter

Event Coordinator - Three Points Casino

- Gather/purchase supplies
- Set-up including casino tables, lighting
- Note taking in committee meetings

Andrew Van Woert

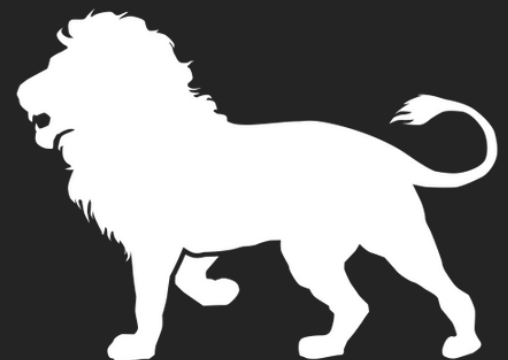
Social Media Coordinator

- Publish promo materials to chapter social media accounts
- Monitor active member participation

Kris West

Event Coordinator - Pizza & Wings Night

- Gather/purchase supplies
- Order food for delivery



Committee Communication

Meetings

First committee meeting: **Tuesday, September 6th at 10pm**
Additional meetings will be called as necessary and planned to fit the schedules of committee members

Emails

Email will be used for communicating more detailed information like meeting notes and briefings before events

Apps

GroupMe will be used for immediate, need-to-know information and group discussions. PhotoCircle will be used for organizing photos of events and PNMs

New This Season

Incentivized Recruitment

Recruitment is most successful when all members are active participants. Brothers will be challenged to meet specific goals in order to receive incentives in the form of free absences from mandatory chapter wellness workshops. Brothers whose exceptional efforts stand out will also be recognized in chapter during recruitment updates.

GOAL #1

Add at least two viable candidates to the PNM list, along with a short recommendation on why you can see them in letters

GOAL #2

Have a casual 1-on-1 meal with a PNM, telling your story of how joining our fraternity benefited your life/answering questions about our organization

Revamped Vote Nights

Chapter-wide voting on PNMs will be done in short sessions over three nights. Voting nights will be streamlined by a prepared presentation containing relevant information on PNMs including a photo, details on campus involvement, recruitment events attended, and GPA eligibility. Brothers will then vote on a PNM in real-time from their smartphones and see the results of the vote immediately. Committee members will help ensure no photos of the votes are taken, or voting from multiple devices.

Bid Status

Brothers can check the status of each PNM's bid between the walk and due date with an actively updated spreadsheet. This way, brothers will know which PNMs have already committed and which may need the extra push.

RECRUITMENT PROMO

Snapchat Campaign

A first for Phi Mu Delta and other Greek organizations on campus, a Snapchat account gives us a less crowded reach to PNMs, versus common channels like traditional social media and print advertising.



Scan or add: PhiMuDelta

Plans for Use



Community Stories - Brothers and PNMs will send snaps from recruitment events to the account to be reposted in real time to the official story. PNMs who missed the event will see what's going on in Delta and come next time.



"Day in the Delta Life" Stories - A brother takes over the story for a day, posting snaps that offer a personal look inside the life of a brother (i.e. hanging out in the house, doing service, going to brotherhood events, etc.)



Ideals Stories - The story for a day is dedicated to breaking down a particular ideal of the fraternity with quotes from brothers explaining what it means to them.



Event Promotion - Advertising for events goes on the story and is sent directly to PNMs, and PNMs can send questions/feedback about events.



Geofilters - Phi Mu Delta-branded geofilters will appear at recruitment events and/or popular locations around campus. This gives the opportunity to turn people outside of our fraternity into free promoters.

RECRUITMENT PROMO

Brotherhood Efforts

Our recruitment campaign will benefit from the number of brothers and wide reach across campus. Brothers can use social media, bulletin boards in their hallways, and other creative ways to spread promotional materials found in the recruitment folder. Find everything recruitment-related on OneDrive, accessible using the link below.

RECRUITMENT FOLDER

smarturl.it/recruitment



Easy Ways to Boost Recruitment

1. Use the recruitment cover photo on your Facebook account
2. Tell a friend about the new Snapchat account
3. Print flyers from the recruitment folder and spread around campus
4. Invite a PNM for a round of pool at the house
5. Use the #JoinPhiMuDelta hashtag on social media
6. Start a conversation at a recruitment event with a quiet PNM
7. Upload pictures of brotherly bonding to social media
8. Tell a PNM about the next upcoming recruitment event
9. Take pictures at recruitment events and send them to the Snapchat account

The Founders' Creed

I Believe in **Democracy**... a democracy characterized by the practice of justice in every relation of life. I hold that justice is the foremost principle to be considered in making my decisions as a voting member of Phi Mu Delta, the student body, and as a citizen of the United States. I believe in that broad conception of democracy which seeks freedom of opportunity, and recognizes no color, race, creed, or position.

I Believe in **Service**... service to the college; service to every group organized for the common good; service to the individual. I believe in service defined in the terms of voluntary sacrifice for the welfare of those with whom I come in contact.

I Believe in **Brotherhood**... Brotherhood that reaches beyond the limits of Phi Mu Delta and welcomes every man as my Brother. I believe in the intrinsic worth of the man at my side, and in his ability to make good and justify my faith in him.

I hold these beliefs as my profound conviction, and I pledge my fellow men to live up to them to the best of my ability.