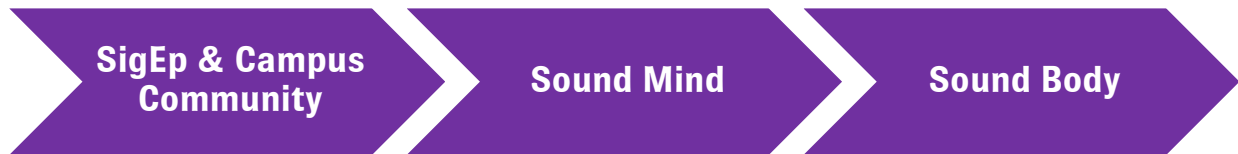




RECRUITMENT EVENT IDEAS

The ideal SigEp recruitment events should showcase the value men will receive while progressing through the Balanced Man Program. When recruitment events are centered around three of the Balanced Man Program's six areas of development, they provide value to both brothers and potential new members.



SIGEP & Campus Community

These events give recruits the opportunity to meet brothers and learn about the history of the American college fraternity, what makes SigEp different and how we are committed to the campus community.

- **Balanced Man Scholarship Showcase** – Special reception for Balanced Man Scholarship applicants.
- **Alumni Meet & Greet** – Showcases the depth of alumni involvement and passion
- **Attend Sporting Events** – Showcases how SigEp supports the campus community
- **The American College Fraternity Showcase** – Change the perception of the American college fraternity experience. Bring in an alumni/HQ staff member or professor to talk about the history of fraternities.
- **Campus Events** – Any campus event can be turned into a recruitment event before, during or after formal recruitment.

SOUND MIND

Sound mind events give potential new members the chance to meet brothers and see first hand their commitment to the pursuit of a sound mind. These event ideas help illustrate the ways they will be pushed to embody the sound mind ideal.

- **Service Event** – Plan a volunteer service day and invite potential members to join.
- **Campus Greek Life Office and Faculty Open House** – Have potential new members meet and learn about SigEp's connections to campus with professors and the University's Greek Life Office

- **Speaker Series on Campus** – Host a series of speakers on educational topics for potential new members to get a taste of the development available in the chapter.
- **Current Chapter Events** – Why not show them the real thing? Invite potential new members to chapter events so they can feel like a part of the brotherhood already.
- **Dress for Success Events** – Invite a local menswear store to give a demonstration on how to dress for professional/formal occasions, and how to shop for formal wear.
- **Etiquette Dinner** – Have an etiquette coach show potential new members and chapter members the ins and outs of a formal dining setting.
- **Ballroom Dancing** – Have a dance instructor give a lesson to chapter members, potential new members and dates. Could also be an event paired with another student organization or sorority.

SOUND BODY

Sound body events give potential new members the chance to meet brothers and see first hand their commitment to the pursuit of a sound body. These event ideas help illustrate the ways they will be pushed to embody the sound body ideal.

- **Workout Design** – Set an appointment with a personal trainer at the university’s rec center to help brothers and potential new members identify and develop workout plans that meet their personal sound body goals.
- **Wellness Assessment** – Set an appointment with the local health center to have key health statistics taken (blood pressure, pulse rate, etc.) to identify where to set fitness goals.
- **Cooking Healthy** – Pair with a sorority to learn about what campus food is offered and how to prepare a healthy meal while living on campus.
- **Adventure Programs** – If available, work with the university’s outing club or similar organization to schedule a local hike. This is a great opportunity to spend a significant amount of time with potential new members.
- **Intramural Sports** – Invite potential new members to practice with intramural sports teams or to come watch games.
- **Obscure Sports** – Levels the playing field for potential new members who don’t have specific experience in the standard intramurals. Examples include: Wallyball, Spikeball, Croquette, etc.
- **Self Defense** – Bring in a self-defense instructor to teach the basics of self-defense. This is a great event to pair with a sorority or other student organization such as the MMA Club.
- **Group Exercise - Yoga/Zumba** - Get’s all attendees involved. Great paired with another student organization or sorority.