



Recruitment Guide

Greek Conference is a catalytic event sponsored by Greek InterVarsity, a leading national ministry in intentionally investing in and reaching fraternity and sorority students across America. Our goals are to:

- **evangelize** a unique culture that has historically been closed off and condemned as pagan.
- **empower** students to live a life of obedience, to walk personally with the Lord, to study His Word, and to share Jesus with their friends.
- **equip**, teach and encourage Greeks, who will be tomorrow's leaders and parents, how to make Jesus ruler of every part of their future and how to share the gospel in their communities, careers and families.

Did you know that Greek alumni comprise...

- 30% of Fortune 500 Executives
- 48% of all US Presidents
- 40% of all US Supreme Court Justices
- 30% of US Congress
- 42% of US Senate

Yet, less than 3% of the US population is Greek

What if we reached the 750,000-plus Greek students currently enrolled in our colleges and universities and showed them the power of the gospel as it relates to their everyday experience?



How Do I Get Started?

Recruiting across the entire Greek system for Greek Conference can be intimidating – but it’s very possible to do, and the potential payoff is amazing! Over the years Greek Conference has been THE catalytic event that ignites growth or lasting change in dozens and dozens of campus ministries and thousands of Greek lives.

The best way to get started is to PRAY. Pray that God would put you and your other leaders in the right conversations and the right opportunities to put Conference on the plate of Greeks across campus.

Visualize a campus map, or if you’re primarily focused on your chapter – a layout of where everyone lives. Pray through that map and establish a recruitment strategy based on where people live.

Take stock of the recruiting tools at your disposal and think through how you’re going to use them. Through Greek IV you either already have or have access to:

- **Promo Cards** – We have THOUSANDS of them, order as many as you need!
- **Posters** – Put these EVERYWHERE!
- **Facebook Groups** – Each conference has a page – join them, and invite your friends to do likewise.
- **Graphics** – Enhance your large group or chapter announcements with our graphics pack, which includes the logo, a PowerPoint image and other helpful images.
- **One Page Fact Sheet** –Download from the <Get the Word Out> Web page for a one page informational.

Ok, Now What Do I Do With This Stuff?

Where do I post it? EVERYWHERE. Don’t limit exposure of your Conference items, you never know who will see the poster, promo card or other piece of material at just the right time.

Who do I target? Greeks! Greek Conference is probably the most inviting Christian event you can bring your unchurched or non-Christian friends to as we open the gospel up in a new and fresh way. It’s a great place to bring your church friends who are having trouble connecting life and faith in college. Finally, this is likely the BEST leadership training and equipping Conference you can attend. We focus both on leading in ministry within your house and across campus, but also on leading well as a campus leader or member of your community.

When do I start promoting? NOW! We know that Greeks like to procrastinate. But the longer YOU procrastinate in registering your friends, the more time you give them to find a reason to back out. It takes less than five minutes to register online, and once someone is signed up, history shows that they are MUCH more likely to recruit more of their friends. It’s kind of like a domino effect, so start that chain NOW!

What are the deadlines? You can sign people up anytime, even have them walk-on the day of Conference. But it helps you financially to sign up earlier. There are early bird deadlines typically 60 and 30 days before your Conference date, so check the Web page for those. Also, there are some discounts available for you and your friends based on sign-up incentives. But they are only valid for those who register before the day-of.

Who will be at the Conference? Check the Website to see what schools are signing up for your particular Conference, but expect to meet tons of Greeks from different schools across the country.

Who will I room with? If you prepay in full, you can select your roommates right online. If not, you will be roomed with the three people you walk through registration with on-site. So think through your travel buddies!

Why should I promote this? Each year more than 10% of the Conference make significant decisions for Jesus Christ, so it’s a POWERFUL event. Plus, we are teaching core values of truth, faith, integrity and leadership that will not only impact the individual, but also can influence an entire generation! The bigger question is *why shouldn’t* you promote Greek Conference!

Ok, I’m on board – how about some specifics? The next few pages give you more detailed information!



Recruit Across Campus

Check churches and campus Christian organizations for Greeks who are involved.

Contact Chapter Presidents:

- Ask to attend President's meetings for Greek Governing Councils (NPC, IFC, NPHC, & NALFO). Give a brief infomercial for Greek Conference and leave information with all the Presidents asking them to pass it on to someone in their chapter who might be interested.
- Send an info letter and call the President's of Greek chapters on campus asking them to pass on info to an interested student in their chapter.

Make an announcement at dinner or chapter meetings at all Greek chapters.

Put up posters in all Greek chapters. Twenty are included in your packet – but you can get more online.

Use different Greek rivalries to challenge one another by setting up goals and recruiting competitions between chapters. See who can get the most students to Greek Conference.

Have Fraternity guys recruit at a Sorority house and vice versa.

Set up competitions between campuses or give your entire campus an incentive by personally agreeing to something crazy given they meet a certain goal.

Help each student leader come up with a goal for his/her chapter.

Help each leader think through specific names of students to invite and pray for.

Cast vision to other leaders of what Greek Conference attendance can mean for someone.

Help students realize this is a great opportunity for non-Christian friends to hear the Gospel from someone other than themselves.

Pray, pray, pray (Intentional, specific prayer-mention people by name as you pray).

Help find funding options and scholarship/travel help.

Check with the campus Greek Advisor. Sometimes there is money for leadership/training conferences, which this is! If you need verification that you're registered, please contact us at greekconference@greekiv.org.

Offer easy sign-up. Bring a laptop to meetings and have students sign-up online.

Highlight who is going, especially non-Christians to other non-Christians.

Some Greeks can just be told that they're going. Sign them up!

Offer money incentives for early or first-time sign-ups (you'll cover \$10 of the registration, etc.)

Check out the Discounts being offered online and use those to get Greeks onboard.

Recruit in 4's (4/room). Once you recruit 5, aim for 8 to fill 2 rooms. Once you hit 9, aim for 12 to fill 3 rooms, etc.

Have students recruit students from other schools (this networking can really help Greek Ministry take off at a new school!)

Promote as a fun road trip and an opportunity to meet other people.



Recruit Within Your Greek Chapter

HAVE STUDENT LEADER FROM EACH CHAPTER SIGN UP EARLY – no one will recruit others until they are personally committed.

Give announcements at mealtimes and chapter meetings

Check the calendars to make sure no social, pledge/associate, or other chapter-wide events are happening.

Be alert and do all that you can to deter anyone from planning any of these events on the Conference weekend.

Put up posters/fliers in your chapter house/floor or wherever they hang out. Make sure you put your contact info in the white space so people know who to get in touch with.

Stairwell

Bulletin Boards

Bathrooms

Tell your friend about it once. After that, sit down with them and help them fill out a registration form or register online. Send in the form for them. Only the \$50 deposit is necessary to register.

Pray, pray, pray!

Come up with a list of specific names of people you would love to see go.

Set up competitions between groups in your chapter. (Floors or classes).

Help find funding options and scholarship help. Use the 10+ discount to get others in your chapter signed up.

Check out discounts at www.greekiv.org/go/discounts

PERSONAL INVITATION – nothing beats this! You have to ask them; probably multiple times.

Utilize the momentum of having numerous people from your Chapter all going.

Highlight who is going, especially Non-Christians to other Non-Christians.

Recruit in 4's (4/room). Once you recruit 5, aim for 8 to fill 2 rooms. Once you hit 9, aim for 12 to fill 3 rooms, etc.

Promote as a fun road trip and an opportunity to meet other people.

Everyone will have some other option that weekend; so don't give in too easily.

Don't filter out your friends before they are even asked, you will be surprised who is actually interested in going.

Don't forget Facebook!

Join our SoCal, Indy or Charlotte Facebook groups and invite all your friends to join as well.

Set up a local Facebook event for your campus coming to Greek Conference to help manage:

- **Recruitment** – You know how it works. You invite your friends, they invite their friends and suddenly hundreds of people are on the Facebook group. Intentionally follow up with those who have indicated they are going, or maybe going and get them registered!
- **Registration** – Make sure you include a link to the Conference page so folks can register themselves!
- **Rides** – How will you get all those folks you register to the hotel?



Dream Big!

Put together a campus and chapter 'wish list' of folks who you will specifically pray for and pursue in your Conference recruiting.

Ten people from my house I want to invite who I think might come

Ten people from my house who I think would *never* come

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Friends from *another* house who I want to invite who might come.



Campus Case Study – University of Illinois

The following strategy has been helpful in the U of I's conference recruiting strategy. Feel free to customize this to your particular school, conference location and logical timeline. The items in bold/underline/italics are ones you may want to customize. E-mail greekconference@greekiv.org if you want this in Word format to customize for yourself.

Greek Conference Recruitment Timeline

Greek Conference Prices:

Register on or before ***Friday, November 30th: \$120 or \$100 if you get 10+ from your house!!***

Register on or before ***Friday, January 18th: \$140 or \$120 if you get 10+ from your house!!***

Register after ***January 19th through the first day of conference: \$160 or \$140 if you get 10+ from your house!!***

To register go to www.greekiv.org and register online or print out a registration form and mail it in with your deposit (\$50).

Now – November 30th: Talk to *all* of the people in your house and outside your house who you would like to go to Greek Conference and give them a promo card. Invite them through individual emails and conversations. Really encourage them to take advantage of the early bird discounted rate if they register on or before Friday, November 30th. Talk through with them which breakout they should choose. Think about setting up a time to go through the online registration with them so you know they have actually done it.

Before Christmas Break: Again talk to anyone who you want to go but who hasn't registered yet for Greek Conference. Send personal emails. Drop notes in their mailbox. BE PERSONAL. Give them a promo card and answer any questions they have. Tell them there is scholarship money available. Ease any of their fears about going. Encourage them to give it a shot. Tell them who from the house is already registered.

****If you get 10 or more people registered from your house, EVERYONE gets \$20 off their registration fee. Use this in recruiting!! If you get 10 people registered, anyone who registers before November 30th pays only \$100!**

During Christmas Break: Continue to send emails and have conversations that encourage people to talk to their parents (who may pay for their conference cost) and register.

After Christmas Break through the first day of conference: **When you return to school you will have until the first Friday of classes to have people register before the price increases.** Work hard to get them registered before Friday, Jan. 18. People can register at Greek Conference if they decide at the last minute to come!

Pray, pray and pray some more!! God is the greatest recruiter. He wants people in your house to have a personal relationship with Him. Since the Greek Conference began it has been a proven vessel for people to enter into a personal relationship with Jesus. Don't let your brothers and sisters miss out on this incredible opportunity!!