

The Old Gal Gazette

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Summer Rush: The Inside Edge



The term "summer rush" applies to summer rushing and pledging (if allowed), as well as preparation for your fall rush. There are several approaches your chapter can take, and now is the time to prepare.

Think of summer rush as an extension of your regular rush period. Even now, we are still making friends and selecting men for our fraternity. Summer rush is a program from which your chapter can only benefit. If it is carried out well, the chapter will have the jump on other fraternities on campus in the fall.

Plan In Advance



Before departing from school for the summer, each chapter member should be fully aware of what will be expected of him. The Rush Chairman should have a roster of members and summer addresses.

If the students at your school come primarily from a couple of states, you might consider electing a state rush chairman with an adequate number of assistants. If the students enrolling in your school come from all parts of the country, you should consider using regional chairmen.

In such cases as those schools where the students are drawn from certain major cities, you should have city rush chairmen. Whichever type of rush chairman your chapter employs, he should be expected to coordinate all rushing activities and contact through the summer months.

Contacts

Whether you contact rushees by letter, by telephone, or by a personal visit, you must first generate names of incoming men to contact. Develop your list with the help of chapter members, alumni, and the university.

Current chapter members may know some prospects from their home town who will be coming to your school next year. Many institutions will provide mailing labels with names and addresses of men they know will be entering.

To solicit recommendations from alumni, you can obtain mailing labels of alumni in a given geographical region from your Fraternity Headquarters. Write to the alumni and ask them for names and addresses of men they know who will be entering your institution.

Dividing The Contacts



The rush chairman and his committee should compile a geographical list of brothers and one of rushees, in order to give each brother a list of names and addresses for his location. In an area where there are no undergraduate brothers, look to alumni for assistance and send them a list of prospects from their area.

The Best Method

During the summer, an incoming student receives hundreds of letters and brochures from every student organization on campus, and your comprehensive letter to him might end up in the trash.

Telephone calls are a more personal way to contact these people; a phone call could be a good start in getting to know the rushees, especially when it can be followed up by a personal visit.

The personal visit is even more important during the summer, and it is strongly recommended. If you do decide to send a rush letter and brochure, follow up on it with a phone call and/or a personal visit. Use of all three of these methods can turn out to be very successful. Sample letters to rushees and their parents can be found in Alpha Sigma Phi's Membership Recruitment Manual. Suggestions on making a chapter rush brochure are available from Fraternity Headquarters.

Be A Salesman



During the summer, seek out the rushees on your list and visit with them. Talk to the rushee and his parents. Chances are the rushee and his parents know little about the Greek system, and will welcome information. After you visit his house, invite the rushee to your house so you can get to know each other better. If there are alumni or brothers from other chapters around, set up a small informal function for everyone. This will show brotherhood in action, and be fun at the same time.

After a few encounters with the rushee, fill out an evaluation form on him and send it to the rush chairman who will record the information. The chapter should have at least one main summer rush function where all the brothers and rushees can be together. If it is held at the end of the summer and well-organized, it can be a bidding time with appropriate celebration afterwards.

Fall Follow Up

Maybe your school has restrictions on when a man may be pledged to your fraternity. If this is the case, you must abide by the rules. Even though many schools may dictate when a man may be pledged, they may not have restrictions on when a man may be rushed.

So even though you may not get definite pledges in the summer, you will have a good list of men to follow up on in the fall. You will also have had an initial contact with them, which will give you an edge on the other fraternities.

Motivating Members



Each of you, if you think about it, can recall that one time in your life when you knew you were going to be a member of Alpha Sigma Phi--that one split second when membership in the fraternity meant a great deal. You should reflect on those who made it possible and those who made you aware of what AΣΦ was all about.

Take some time in a meeting and toss these thoughts around: Who or what was the major influence in your decision to pledge? What was it that he did or said to convince you? Who or what impressed you the most, and why?

When your chapter takes time to openly discuss such matters, you will undoubtedly learn many key approaches to rush--honesty, sincerity, forthrightness, conviction and pride have no substitutes. Without these traits, your job of convincing or selling is impossible.

Motivating your chapter to assist you throughout the summer is easier when you have a definite approach outlined. You can't expect much if everyone is vague about your plans.

Sample Schedule

A sample schedule to follow might look like this:

- APRIL - Compile list of all prospects and sources of prospects (high school & counselors, alumni, etc.)
- MAY - Begin initial communications
Assign geographical regions to your assistants
Announce group rush functions (dates, places, times)
- JUNE - Prepare letter to parents of incoming students
If practical, meet with assistant or regional rush chairmen to review summer plans
Communicate and begin telephone and personal contact
- JULY - Follow-up letter to incoming students
Major contact time with rush functions; involve alumni groups and/or area alumni
- AUGUST - Major follow-through
Summer rush function prior to opening of school for all top prospects and new pledges

This is a sketchy schedule, but it should set you in the right direction. If you follow a schedule similar to this, you should have a great amount of work done by the start of the school year.

Try It - You'll Like It

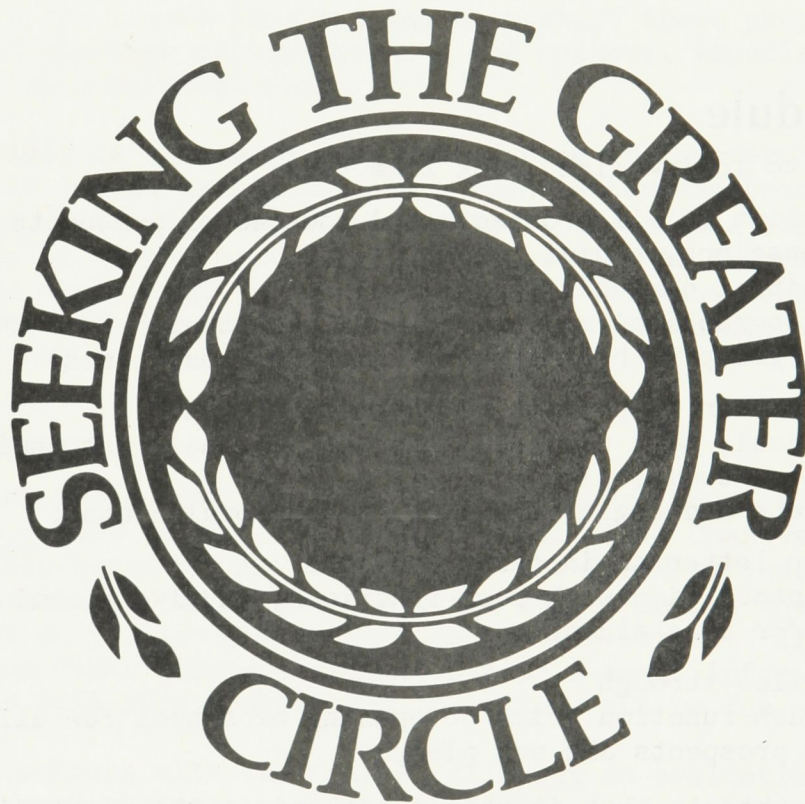


If you've never tried summer rush before, consider doing so. Through the years, many chapters have developed comprehensive summer rush programs which are worked out to a fine science. Usually they will have their entire fall pledge class signed before the first day of school.

If your chapter falls in this category, good luck this summer. If on the other hand you have never tried any type of summer rush, try it this summer. You will be pleased and amazed by the results. Ask for help from your GCA, GPC and Fraternity Headquarters in setting up a summer rush program.

SEEKING THE GREATER CIRCLE
SHARING YOUR BROTHERHOOD WITH OTHERS

These fundamental principles of Alpha Sigma Phi should not be taken lightly. Your Fraternity Experience will be enhanced and more deeply treasured as together you reach for the Pinnacle.



1982 National Convention
Alpha Sigma Phi
August 15-18 Bethany, W.Va.

Summer Rush Checklist

	<u>Planned</u>	<u>Completed</u>
1. Regional Assistant Chairmen		
a. Are they assigned?	_____	_____
b. Do they know their area?	_____	_____
c. Do they know their responsibilities?	_____	_____
2. List of names and addresses		
a. Incoming freshmen	_____	_____
b. Incoming upperclassmen	_____	_____
c. Returning students	_____	_____
d. Sources		
1) Registrar's Office	_____	_____
2) Admissions Office	_____	_____
3) Interfraternity Council	_____	_____
4) Recommendations List	_____	_____
5) Names given by last year's pledges	_____	_____
6) Additional names supplied by incoming students who have already been contacted	_____	_____
7) Parents Club	_____	_____
8) High school advisors, counselors, and activities directors	_____	_____
9) Athletic department's list of freshman talent accepted for admission	_____	_____
10) List of scholarship recipients who will attend	_____	_____
11) Summer school attendance records	_____	_____
12) Freshman orientation attendees	_____	_____
13) Alumni	_____	_____
14) List of students active in student activities but not affiliated with another fraternity	_____	_____
15) List of men's residence hall occupants	_____	_____
16) Dean of Men's Office	_____	_____
17) Student Life Office	_____	_____
3. Contact		
a. Is the letter-writing campaign distributed evenly?	_____	_____
b. Is the phone-calling campaign well-organized?	_____	_____
c. Are the assistant chairmen making personal contact?	_____	_____
1) Students	_____	_____
2) Parents	_____	_____
d. Is there continuous follow-up?	_____	_____
e. Are people assigned to keep in touch with key rushees?	_____	_____
4. Rush Functions		
a. Is the timing good?	_____	_____
b. Will turnout of members be good?	_____	_____
c. Will enough alumni be present?	_____	_____
d. Have you overlooked anyone on the invitation list?	_____	_____
e. Are you combining resources with another chapter or chapters?	_____	_____
f. Has a follow-up on invitations been made?	_____	_____

(over)

	<u>Planned</u>	<u>Completed</u>
g. Are rides to and from the function arranged?	_____	_____
h. Is the type of function clearly defined (casual, stag, etc.)?	_____	_____
5. Record Keeping		
a. Are the assistants keeping adequate record of their contacts?	_____	_____
b. Have all recommendations been acknowledged? (keep a record)	_____	_____
c. Have all potential pledges been contacted at least once (twice, more)?	_____	_____
6. Materials, Supplies & Letters		
a. Available through Fraternity Headquarters:		
1) Rush brochures (fraternity system, AΣΦ)	_____	_____
2) Name tags	_____	_____
3) Membership Recruitment Manual	_____	_____
4) Computer labels to contact alumni	_____	_____
b. Are your letters concise and informative?	_____	_____
c. Are your letters personal enough?	_____	_____

SCHOOL YEAR RUSH - RUSH RETREATS

1. Plan well in advance	_____	_____
2. Assemble chapter during a weekend		
a. Away from campus	_____	_____
b. Within the chapter house	_____	_____
3. Have seniors and top rushers give tips on good rushing techniques (see Membership Recruitment Manual)	_____	_____
4. Review rush schedule and/or plans for the year	_____	_____
5. Review names of rushees contacted during summer	_____	_____
6. Review and assign members to contact rushees in various campus and off-campus locations	_____	_____
7. Discuss the Do's and Don'ts of rushing (see Membership Recruitment Manual)	_____	_____
8. Solicit additional names of prospective members	_____	_____
9. Assign rushing teams	_____	_____
10. Utilize chapter officers	_____	_____
a. Alumni relations - to obtain alumni support for participation	_____	_____
b. Treasurer - review all financial responsi- bilities, fee, costs, etc.	_____	_____
c. House Manager - to make certain the physical plant is in top shape	_____	_____
d. Pledge Educator - outline of pledge program	_____	_____
e. Scholarship Chairman - outline the need for rushing and pledging scholastically pro- ficient students	_____	_____
11. Make sure everyone is thinking RUSH when they leave	_____	_____

Alumi Recognition



Nominations for the 1982 Delta Beta Xi Class are now being accepted. Established in 1938 to recognize brothers giving outstanding service to their chapter or to the National Fraternity, this award includes a replica of the Delta Beta Xi key used during the years from 1864 to 1875 at Yale University. Brothers of Delta Beta Xi secretly pledged their allegiance to Alpha Sigma Phi and kept the Fraternity alive during this period when it was banned at Yale.

No more than ten men each year can be named by the Grand Council to this high honor. The award is presented on Founders' Day to the new members of Delta Beta Xi.

Nominations for this award are generally made by the undergraduate members of a chapter. However, alumni are also welcome to make nominations and to encourage undergraduates to submit a nomination.

In this week's mail packet, HSPs and Colony Presidents received Award Nomination Forms. If your chapter has an alumnus who has been outstanding in his help, service and guidance to the chapter, please complete the nomination form and return it to the Grand Council in care of Fraternity Headquarters.

Mu's In The News

From the Seattle Times, February 19, 1982:

"Anyone who went to college knows how good fraternities are at dismantling things. So who better to call for help in moving Ryther Child Center furnishings than the University of Washington's Alpha Sigma Phi chapter? Tomorrow the brothers will be transferring appurtenances - carefully - from the Center's main building to four new cottages on the grounds which will be occupied by 48 resident children. It was the brainchild of Ryther Four-and-Twenty Clubs board member Joan Burkland whose sons, Charlie and Bill, happen to belong to the fraternity."

Scholarship Applications

Applications for scholarships and grants-in-aid were distributed to all chapters two weeks ago. Brothers who are eligible are encouraged to complete the applications and return them to Fraternity Headquarters.

All scholarships and grants will be awarded at the 1982 National Convention in August at Bethany, West Virginia. The chapter must be current with its fees and dues, and be represented at the Convention in order for its members to be eligible for any award. These scholarships are made possible through alumni contributions to the Memorial Fund, Alpha Sigma Phi's Educational Foundation.

Tidbits



...Have you ever thrown a "Famous Couples" theme party? Everyone attending comes dressed as famous couples, either from current times or from the past. Imagine having Ike and Mamie, Pebbles and Bam-Bam, Ronald and Nancy, George and Martha, Tom and Jerry, Luke and Laura at your next social event!

...Nu Chapter, University of California, Berkeley, is beginning a collection of mememtos from Alpha Sigs across America. They have a United States map with each chapter and colony identified, and a mini-composite from the University of Toledo. Any other donations are welcome - school pennants especially. They'll even trade.

To The Seven Points



ETA COLONY (University of Illinois): Daniel Costin, David Evans, Pat Flanagan, Stuart Johnston, and Edward Zywicz, in March, 1982.

ALPHA THETA CHAPTER (University of Missouri): Scott Benson and Richard Skinner, on March 11, 1982.

ALPHA PI CHAPTER (Purdue University): Michael Adam, Lyle Bates, Mark Bucherl, Stephen Crook, Gregory Dages, John Dant III, Jim Defalgue, Jeff Frantz, Jay Fredericks, Jerry Hunsberger, Mike Kerr, Robert Lagoni, Karl Lin, Keith London, David Mannfield, Thomas Martens, Michael Ney, Mitch Robbins, Randy Rowe, Jeffrey Stilwell, David Weihe, and Mark Zehr, on February 22, 1982.

GAMMA PHI CHAPTER (Concord College): Robert Garza and Rowland Carlson, on February 24, 1982.

DELTA ETA CHAPTER (East Carolina University): James Kirk, Jr., on March 22, 1982.

Into The Mystic Circle



DELTA KAPPA CHAPTER (Francis Marion College): Alec Elmore, Stephen Smith, Malcolm Carmichael, William Maxwell, Jr., Ronnie McBryde, Fred Hembree, Walter Byrd, Darriel Kitchens III, Richard Bailey, Steven Davis, David DuBose, Steve Harrelson, Kenneth Hatchell Jr., Aaron Proctor, Walker Reaves, Michel Hiott, Henry Howle, David Welch, Fred Copeland, Joel Copeland, Michael Flynn, Stephen Rogers, Ricky Walter, and Larry Thompson, on April 16, 1982.

GAMMA ZETA CHAPTER (Bowling Green State University): Carl Parker, Brent Nash, John Mead, Jeff Frederick, and Robert Stovash, on April 18, 1982.

PSI CHAPTER (Oregon State University): Brian Henzel, James Baucom, John Sichel, and Richard Jilbert, on April 17, 1982.