ChapterBuilder Implementation

MHQ Recruitment Department

The main reason people join our Fraternity is because of a relationship they have with our members. ChapterBuilder has made the managing of year-round relationships a priority. In other words, recruitment just got easier, friendlier, and a whole lot smarter.

No more spreadsheets.

ChapterBuilder can help identify potential new members for you, alert when it's time to follow up and get your members and advisors involved. This helps keep recruitment organized so that you never miss a potential new member again and even provides real-time analytics to make your recruitment process smarter than ever!

Features

Leads Generator – Will help populate your list with qualified potential new members.

Performance Tracking – Interactive dashboard gives you personalized data that's never been available until now.

Automated Alerts – ChapterBuilder is recruiting, even when you're not. You'll receive alerts from ChapterBuilder when it's time to follow up with potential new members.

Virtual Coach – ChapterBuilder will analyze your recruitment activity and inform your leadership team so you're always performing at your highest level.

Teamwork – ChapterBuilder gets everyone in the chapter involved in recruitment. They can leave notes, be assigned tasks, set reminders, and monitor their involvement. This will help distribute tasks and responsibilities, use all members' skills and strengths, and keep all members actively engaged in your chapter's recruitment program!

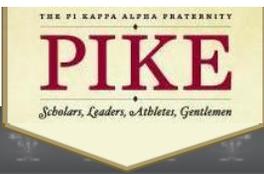Mobile Ready – Recruitment happens on the go. ChapterBuilder is mobile friendly.

Bulk Uploader – Upload as many names as you want and easily create a personalized and individualized profile for each potential new member.

Voting and Notes – All members can leave notes about each potential new members and even give them the thumbs up or down on their profile.

Mass Communication – Call, text, and email directly on ChapterBuilder to all potential new members. You can send personalized messages which will be much more successful than group messages.

Expertise – ChapterBuilder was designed by recruitment experts using the most current, proven methods from top performing fraternities and sororities across the world.

Much, much more!
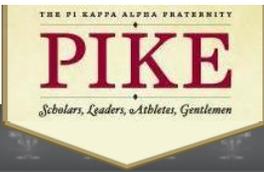
Why should my chapter use ChapterBuilder?

Chapters that successfully implemented the ChapterBuilder software saw initiations grow by an average of five percent in a year. Working smarter and more efficient gives Pi Kappa Alpha chapters a competitive advantage in recruitment.

ChapterBuilder is like nothing that's ever been available within the fraternity/sorority market:

-Spreadsheets are dead. Seriously. ChapterBuilder is a user friendly, customizable, and interactive way to manage your names list! Recruitment has never been easier.

-Involve every member in your recruitment process with access to ChapterBuilder. Year-round recruitment is no longer just something you talk about. Now you can do it.

-Everyone says they are about quality. Now you can prove it by measuring recruitment based on the values and qualifications unique to your chapter.

-Mass communication tools and automations help you send unique, custom, and personal texts and emails to potential new members and allow you to engage and respond in real time.

-Alerts and reminders help you keep in touch with everyone, so no potential new member is left behind.

-The iOS app brings the power of ChapterBuilder to your fingertips wherever you are.

-Integrates with your council's recruitment system to add registrations to your names list automatically, and links with social media to pull in additional details.

-Real time analytics helps you keep your finger on the pulse of your chapter's recruitment efforts by providing instant, measurable key performance indicators to make data-driven decisions.

Recommended Steps

1) Gain access to your ChapterBuilder account and invite all chapter members. Click on the Rubik's cube icon on the top right of your screen to access settings. Click on gears icon and click on team. Simply import your entire chapter roster. An administrator may then edit each individuals access level (automatically uploaded as team members)
    a. Team Administrator (President, recruitment chairman, ChapterBuilder chairman) – Access to settings, modify potential new members, approve new team member requests.
    b. Team Leaders (Members of recruitment committee) – Access to modify potential new members and leave notes
    c. Team Members (Remaining chapter members) – Access to view potential new members and leave notes.
    d. Team Coach (Recruitment or chapter advisors) – Access to view the account
2) Request a live webinar training to learn all of the unique features. Request a demo on www.chapterbuilder.com, select a time that works best, watch with the entire chapter on a projector.

3) Ensure all chapter members download the free iPhone and Android app
4) Capitalize on automatic or "yellow star" leads
   ChapterBuilder is helping you meet high quality students. It putts leads of non-Greek students directly on your ChapterBuilder account for you to help your chapter meet more quality people on campus. To make this easier to identify, you'll see a bright yellow star next to their name in the potential new member list on the left side of the screen.

Q: Who are these "yellow star" names in my ChapterBuilder account?
It sounds too good to be true, but we promise it's real. ChapterBuilder gathers names and contact information of non-Greek students and puts their PNM profiles directly on your ChapterBuilder account for you. These leads have a "yellow star" next to their name.

Q: Where did these "yellow star" names come from?
We are constantly developing new ways to help you generate quality leads. Currently, this includes friend referrals from other students as they register for formal recruitment, a national marketing campaign called ReThinkGreek, leads from our partner Councils, and more.

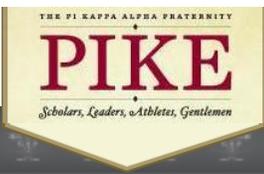**Q: How can I tell where the "yellow star" lead came from?**
Click on their PNM profile. Next to their photo at the top of the screen you'll see details about how they were recommended to your chapter.

Q: How many "yellow star" leads are there?
30,000+ non-Greek students have been introduced this Fall to chapters that use ChapterBuilder! Thousands more are being added every week to help you keep your year-round recruitment going strong.

Q: How should I contact them and what do I say?
The "yellow star" leads we send you are special. Your chapter will get the best results if you reach out to them with a personal message (we recommend a phone call). These are probably NOT people who signed up for formal rush. So, you'll want to avoid bulk messages or invitations to rush events. Reference the referral source when you contact them. Our partners at Phired Up Productions have drafted some recommended phone call and text message scripts for your use (see below).

5) Restructure your recruitment committee - Was someone previously in charge of managing your green book or excel spreadsheet for recruitment? When utilizing ChapterBuilder it is imperative that one member of the recruitment committee oversees the day-to-day usage of the software amongst chapter members. And this individual shouldn't be your head recruitment chairman; delegate tasks and get more members involved!

Here is a sample job description and responsibilities for the ChapterBuilder Chairman:

The ChapterBuilder Chairman is charged with implementation of the software and ensures proper training is received for the entire chapter.
Clean up database from previous year
Invite all active chapter members to utilize the software
Schedule a live training webinar for the chapter to attend
Ensure appropriate usage amongst the chapter
Guide members to download the mobile app
Continually add potential new members to the database

6) Major tips!
   a. Every chapter should access their account as soon as possible
   b. Everyone in the chapter should be invited
   c. Alumni coach should be added (Recruitment or chapter advisor)
   d. The first 30 days are crucial
      i. Don't make ChapterBuilder the enemy by creating punishments for lack of participation.
      ii. Instead, use incentives and encourage members to use the software. Use the scoring system to help you identify brothers that need to be encouraged a little more.
      iii. Share success stories often and make the software a crucial part of the recruitment program.
      iv. Make comments that make the traditional greenbook seem obsolete and old. Example: "In the old days, we called it a "greenbook."
      v. Best practice is to schedule a time when the entire chapter may be in attendance and watch on a projector.

Sources: https://www.pikes.org/resources/chapter-resources/chapter-builder

https://blog.chapterbuilder.com/?p=126

https://blog.chapterbuilder.com/?cat=3

https://blog.chapterbuilder.com/?cat=5

https://chapterbuilder.com