



# GREEK CONFERENCE + 2012

## STUDENT RECRUITMENT GUIDE

INDIANAPOLIS | FEB 12-14 CHARLOTTE | FEB 19-21

# Welcome

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

## **CONNECT WITH GOD**

For new believers to come into a saving relationship with Jesus and for believers to deepen their walk

## **LEARN TO LEAD**

To become people of influence in their house and how to lead a whole life ministry in their house

## **CHANGE THE WORLD**

To discover their purpose in god's greater plan and transition into life after college

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? This recruitment guide was created to help you invite Greeks from across your campus to come and experience the living God, to be forever transformed.

# PART 1

## How to recruit for GC

### PUT IT INTO ACTION

Pray together with your house ministry or discipleship group after going through one of these Greek InterVarsity Bible studies.

Visit

<http://bit.ly/i6a8l3>

There are endless creative ways you can think of to promote the conference itself, but it's important not to lose sight of the bigger picture behind recruitment. It's for this reason that any Greek Conference recruitment effort begins with a solid foundation of prayer.

### PRAYER

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.

If possible, gather a few people in your chapter or school to pray toward your Greek System or chapter. Share your vision for the campus with these people and invite others to imagine how God could impact your campus. After sharing, begin to pray toward these dreams, asking God to move on your campus, using you if possible!



## PUT IT INTO ACTION

Watch the promo video on the website and then share it on Facebook, Twitter and email!

Visit  
[greekintvarsity.org](http://greekintvarsity.org)

## PUT IT INTO ACTION

Check out stories from people who've attended past GC's at the Greek IV Stories page.

Then share your own GC experience by submitting your story!

Visit  
[greekintvarsity.org](http://greekintvarsity.org)

## PROMOTIONAL POSTERS & CARDS

You may have already received a promotions package that contained several magazine posters and response cards to place around your house and campus.

These posters and cards will help let people know *about* the conference and will provide information on dates and details. However, the promotions alone won't get them to GC so be sure to balance your canvassing of campus with plenty of direct contact and invites.

## PROMOTIONAL VIDEO

For your friends who haven't been to Greek Conference yet, this video is a quick overview that shows what they can expect. They might be surprised to see someone they know, or a quote they can relate with. The video is a good place to start when you are personally inviting a roommate or the entire group at your regular gathering.

## SHARING YOUR GC STORY

If you've been to Greek Conference you know firsthand what an incredible weekend it can be. For those who have never been though, and have no idea what it's like, it can seem like an intimidating event. One of your best recruitment tools is to simply share your Greek Conference experiences with the people in your house and to be straightforward and clear about what the weekend is all about. Check out the info on the right-hand side of this page to see how you can read and share GC Stories with Greeks from across the country.

## MAKING THE INVITE

It might seem obvious, but in order for someone to decide if they want to go to Greek Conference, they first need to be invited.

Even if your house is covered in posters, you've been talking about GC for weeks and everyone knows all the details, a direct ask is the best way to get someone to Greek Conference.

Until you ask, how do you know?

## REGISTERING YOURSELF

Another aspect of recruitment is one that is easily overlooked – signing up yourself. Until you have signed yourself up for Greek Conference, it's hard to convince anyone else to do likewise.

Head to <http://gc.greekiv.org> to register now.



## PART 2

# Where do I recruit for GC?

Now that we've gone over all the tools at your disposal for getting Greeks to Greek Conference, where do you put all of them into action? What are the most effective locations on campus for promoting GC? Let's walk through some of the basics!

### PUT IT INTO ACTION

Head to the Promos page of the Greek Conference website to find out how to get materials for promoting GC on your campus

Visit  
[gc.greekiv.org](http://gc.greekiv.org)

### YOUR GREEK HOUSE

Whether you live in the house or not, your fraternity or sorority house is the best place to promote Greek Conference on campus. Since your brothers and sisters already know you, when they see a poster advertising Greek Conference with your name on it, it will have a lot more influence than anything else on campus could.

**POSTERS:** On the bulletin board, on your room door, in the bathroom, in the kitchen/cafeteria, or even on top of the magazine pile in the common room

**CARDS:** In the mailroom, on the bulletin board, hand out during chapter, hand out to new pledges

**ANNOUNCEMENTS:** Mention Greek Conference during chapter, at pledge meetings, other boards

**HOUSE MINISTRY:** Make personal invitations during your chapter's Bible study, collaborate on where to place promo materials, encourage each other to invite others

### DORMS

University housing provides ample opportunity to reach a large number of underclassmen in the Greek system who would be greatly impacted by Greek Conference. There are often times multiple areas in a dorm where posters can be placed, but be sure to check your school's policies on posting materials before canvassing the whole building with GC Posters (as cool as that would be).

**POSTERS:** On bulletin boards, on dorm room doors, locations around the entrance/exits

**CARDS:** Give to your neighbors, place on your fridge, leave in bathroom or common areas

**ANNOUNCEMENTS:** Floor meetings, mention GC in conversation



## ON CAMPUS

The more people see Greek Conference reminders across campus, the more likely they will be to find out more about it when they get back home. While the posters you place in your dorms or inside your greek house will more than likely lead to direct conversations and invitations, the idea behind general campus posters is to build overall buzz and interest in Greek Conference.

With this in mind, feel free to get creative and post GC materials in places that would leave a lasting impact or at least grab someone's interest long enough for them to check out the website when they get back to their computer.

### PUT IT INTO ACTION

Check out the enclosed goals sheet and make a list of the people in your house you plan to invite to GC.

**POSTERS:** Campus restaurants, popular Greek bars, bathrooms, student unions, poster areas, bookstores, campus churches, any other high-traffic area on campus – get creative!

**CARDS:** Like the posters, these can be left strategically anywhere on campus that *you* think could be read by someone who may be interested in coming to Greek Conference

**ANNOUNCEMENTS:** Campus newspapers, campus radio stations, campus tv shows; check with your Greek Affairs department to see what options they provide for promoting GC

### CHECK THIS OUT

If you have a weekly gathering, here are some helpful hints that answer all of your hosting questions.

#### Six Tips for Greek Greek Gatherings

<http://bit.ly/uKw8GR>

## WEEKLY GATHERING

When you meet once a week on campus, it's a guarantee that at least a couple different people will come out each time. Be sure to take time to show the video, and have promotional materials laid out at each meeting. Have someone share a Greek Conference experience, or ask groups of 3-4 to share their GC stories with each other. Bringing a computer and allowing time for people to register after the meeting is a good option for students who know they would procrastinate or would have questions about what concentration to choose.

## ONLINE

Let's be honest. You probably spend at least an hour a day on Facebook and may even drop in a few Tweets and blog posts along the way. Why not use your social media audience to let the world know about Greek Conference? It's a great way to let other students know that you are interested and to drive traffic to the Greek Conference site so others can find out what GC is.

**There's more about Online Recruitment in our next section.**



## PART 3

# Online Recruitment Strategy

### PUT IT INTO ACTION

Download the Greek Conference 2012 app for Android and iOS.

**Search**  
**Greek Conference**  
**2012**

### PUT IT INTO ACTION

When you're promoting Greek Conference or when you are there, use this hashtag when you mention Greek Conference or Greek IV in your Tweets.

**#GC12**



## FACEBOOK

There are many ways you can use the power of Facebook to recruit for Greek Conference. Here's a rundown of the essentials for recruiting on Facebook.

**EVENTS:** Each Greek Conference has an official event created for it which is hosted by the Official Greek Conference Page. Please do not create your own event, but rather, be sure to RSVP for your Conference at the official event page and invite as many of your friends as you like. You can also post pictures of past Greek Conference experiences to these event pages to help give a clearer picture of what GC is like.

**PAGES:** Clearly you're already a *fan* of Greek InterVarsity. Why not let all of Facebook know by becoming a "fan" of Greek InterVarsity?

**STATUS UPDATES:** When you register for Greek Conference, let Facebook know! When you are recruiting for Greek Conference, send out the GC Website address to let people know. You get the idea...

## TWITTER

If your Facebook and Twitter accounts are linked to post simultaneously, you're good to go. However, feel free to let the good people on Twitter know that #GC12 is coming to town. As you are thinking about recruiting friends to come, get at your followers and let them know you'd enjoy spending time with them there. While at the conference, share what you're learning and interact with the main speakers and while in your concentration.

## GREEK CONFERENCE 2012 APP

Greek Conference joins the world of Android and iOS, so make sure to get your download today. Leave your mark in the Guest Book and upload a photo to the Promo Hunt any time you see GC promotional posters or cards around campus. When it's conference time, use the app as your schedule, map, and easy access to the blog where your photos and stories will be featured.

## OTHER WAYS TO PROMOTE

Today's world of social media is focused on answering the question, "What are you doing?" With this in mind, don't forget to let people know when you are getting involved with Greek Conference and why it's important to you. This could be through a short blog post about GC, Twitter updates leading up to GC, or simply sharing your GC story at the Greek IV Stories page (<http://greekintvarsity.org>)

# PART 4

## Campus Goals Sheet

When planning your recruitment efforts, it is important to have a goal to work towards. Greek Conference is not about the number of students there for numbers sake. However, when you consider that the number represents Greek students that will encounter Jesus -- many for the first time- it places a desire for high numbers in the proper place. With that in mind, consider these two aspects of goal setting for Greek Conference and how they will play into your overall strategy.

### HOW MANY FROM YOUR HOUSE?

When setting a goal for your Greek conference recruitment numbers, set a goal that is both stretching and reasonable. It may help to base your goal in last year's number and add a percentage increase.

Last year's number: \_\_\_\_\_

Goal for this year: \_\_\_\_\_

### Who from your house?

1. Joe Greek
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

### Outside your house?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

### PRAY FOR THEM

Take a little time everyday to pray for the names that you wrote on the lists above. God has changed many lives through Greek Conference and listens to the prayers for these students.

"Rejoice always, pray without ceasing, in everything give thanks; for this is the Will of God in Christ Jesus for you." - 1 Thessalonians 5:16-18