

Rush



New Rush Manual

RUSH

Turning Friends Into Brothers

RUSH IS...

Rush is the life blood of your chapter. Rush is one of the most important phases of chapter activity. A fraternity can survive without a house and even without adequate leadership, but without new members each and every year, it is doomed to extinction.

Rush is the art of making friends. A fraternity is a group of friends bonded together by common goals and ideals. Before a man will be your brother, he must first be your friend. You must sell yourself and the fraternity. What does Alpha Epsilon Pi have to sell? Brotherhood. It is a difficult concept for an outsider to understand so you must show it. Caring about your brothers and demonstrating spirit, enthusiasm and cooperation will sell brotherhood, leadership development and learning how to live and work with others. Joining a fraternity is a unique experience. You already know this. Now you must pass it on to the rushee.

Rush is a continual process. Rush cannot be just a week in the fall or winter or a weekend rush party for freshmen. Rush is everything you and your chapter do every day of the year. Your image on campus, the involvement of your members in campus activities and the appearance of your chapter house are all very instrumental to rush. Rush never ends. It has its high points, but it continues all year long. Many chapters go home for summer vacation and rush ends with the last exam. However, if it is feasible, plan rush activities for the summer months, because the chapter which conducts a good summer rush will have the jump on its competitors in September. Personal contact is the most effective rushing technique, so the goal of summer rush is to contact the incoming freshman and visit him. Use the chapter house or the home of one of the brothers. Remember, first impressions are lasting impressions. Make yours a good one.

This rush manual is a guide to your intense rush periods. Rush is 365 days per year, but the most important times during that year are at the beginning of each semester or quarter. This packet will give you a guide for those times. Please follow it and **DO NOT DEVIATE FROM THIS SYSTEM.**

This rush packet is a guide to acquiring a quality pledge class to improve your chapter. This can only be successful if the chapter and the rush committee put forth the effort and make a commitment to this system. If there are any questions please feel free to call the Executive Office at (800) 223-2374. We will assist you in any way possible. **GOOD LUCK!**

Principles of Rush

THERE ARE THREE BASIC PRINCIPLES OF RUSH:

1. Selling yourself and the fraternity

What do we have to sell? The same things Alpha Epsilon Pi's have had to sell since 1913: brotherhood, learning how to live and work with people, developing leadership, and caring about others and letting them care about you, all within a Jewish context. Alpha Epsilon Pi provides a "home away from home" for our brothers. We can sell brotherhood by showing it, by demonstrating spirit, enthusiasm and cooperation and by being ourselves. When rushees walk into an Alpha Epsilon Pi house, they ought to sense the warmth and a spirit of friendship which could never be found in a dorm or an apartment house. You sell yourself and your fraternity by believing in Alpha Epsilon Pi with confidence, enthusiasm and pride.

2. Finding a need which can be filled by membership

Often overlooked in rush is the fact that all people have needs. Whether a rushee feels he can adjust well to college or whether he feels guidance and encouragement in scholarship, leadership and campus life would be beneficial, you can relate directly to his personal needs with information about how membership will enhance and fulfill his educational and personal development. Be willing to look for people who may need development, rather than pledging only those who are polished and socially independent.

3. Making a commitment to friendship

This is probably the easiest part of rush. When you meet someone and you like them, let them know. Rush is making friends. That is the most important part of rush.

Duties Of The Rush Chairman and Committee

Many times the rush chairman is chosen because he is the best rusher in the chapter, or because he is young and enthusiastic. Before all else, the rush chairman should be the best organizer in the chapter. He should be experienced, respected, and worthy of your cooperation. He should have enough time to do a good job. The rush chairman should be totally self-motivated, and capable of motivating others. If an underclassman is enthusiastic, make sure he serves on the rush committee.

Once he is elected, the rush chairman should select a rush committee. This committee is made up of at least seven brothers and no more than nine. The committee should consist of the rush chairman as the head, with the master and pledge master automatically on the committee. The master is on the committee because he is responsible for the chapter and what goes on. He has a vested interest in all points of the chapter, and rush is the most important part. The pledge master is on the committee because when rushees have questions about pledging who better to ask than the pledge master. Also, the pledge master has a vested interest in the pledges that the fraternity gets. The rest of the committee should consist of four enthusiastic brothers who will do the work required of them. All seven brothers must be reliable, and personally confident.

RUSH CHAIRMAN

1. Arrange and direct Rush Committee meetings.
2. Inform chapter of rush plans.
3. Monitor, direct, and motivate committee members.
4. Find and compile list of prospective rushees.
5. Compile and update list, along with the rush committee, of prospects according to the On - Line computer program.
6. ORGANIZE-ORGANIZE-ORGANIZE
7. MOTIVATE-MOTIVATE-MOTIVATE
8. Must perform all duties of a rush committee member.

Rush Events Chair

1. Usually the social chairman, unless he is on the rush committee.
2. Plans and organizes all rush events.
3. Makes sure all food and beverages are ordered and delivered on time.
4. Makes sure the house or event location is ready and clean.
5. Arranges for all entertainment.
6. Makes reservations and arrangements for all events not held at the house.

Rush Committee

1. Responsible for the design, production, and distribution of all posters.
2. Organizes Dorm storming teams. (NOTE: Dorm storming teams should NEVER be more or less than TWO!) If you send one person he will look like a loser, if you send three people that is too over powering, two people is the correct number!
3. Responsible for meeting all rushees.
4. Responsible for voting on all bids.
5. Responsible for helping rush chair keep track of rush list.

No matter how good the rush chairman, no matter how good a program he has planned, he can't go anywhere without the rest of the rush committee and the chapter. It takes teamwork to put on a really successful rush.

Acquiring Your Pledge Class

After you have done your preliminary planning and assembling your rush committee you then start to follow this exact procedure. Do not deviate from these instructions.

Before Rush:

1. Before the actual rush starts you should have assembled your list of prospectives from various different sources such as Hillel, local B.B.Y.O. chapters, Temples, Synagogues, facebook, incoming freshman list, and any other ways you can get names of people that would be right for Alpha Epsilon Pi.
2. The rush committee has a meeting deciding on the rush schedule of events, themes and times. After the meeting the events are handed over to the Rush Events Chair. The rush committee then has NOTHING to do with the planning and execution of the events.
3. The Rush Events chair then starts to put together all the events with the exchequer.
4. The rush committee makes the flyers (see samples in the back of packet) and distributes them on campus.
5. The rush committee then takes the list and divides the names into seven groups with each rush committee member getting an equal number of names.

Rush

The rush period will consist of major concepts which will be explained in detail.

1. Rush committee meetings
2. Dorm storming
3. Rush events
4. Bids
5. Ten Commandments of Rush
6. Rush Personalities
7. Rules
8. The On Line List
9. Sample Rush Flyers

Rush Committee

Rush committee meetings should be held in the same place and time every day of rush. Preferably, there should be a computer accessible so that the database can be updated immediately.

1. At the first committee meeting the rush chairman will divide up the names evenly among the seven members.
2. The committee will proceed to go over the names on the list one at a time to see if there are any legacies.
3. It will then determine if someone has been contacted already and will discuss the status of the rushee
4. After the list is reviewed, the rush chair proceeds to go over the entire rush list with the committee.
5. Dorm storming is discussed (for dorm storming instructions please refer to the dorm storming part of this manual) to make sure that all the committee members are confident with the procedures.
6. The entire Rush period, including all events, is gone over again step-by-step so that everything that is going to happen is clear in each rush committee members mind.
7. Every night after dorm storming, or that evening's events, the rush committee meets to go over the list.
8. The rush chairman starts at the bottom of the list and goes over each name.
9. The committee discusses the status of each rushee and then votes to move him up the scale or off the list. (A rushee can only move up the list or off the list. This happens by majority vote, or four out of seven)
10. Update the on-line list and e-mail all changes of the list to the entire Brotherhood.

Dorm Storming

Dorm storming will be done every day of rush. When dorm storming, each rush committee member should grab one other brother. There should always be two brothers dorm storming together. One person looks like a loser, and three are over powering, two is the only correct number. When dorm storming you should wear no over powering sweat shirts with huge letters on them; you don't want to scare the rushee. Rushees notice everything. The proper attire would be a subtle T-shirt or Alpha Epsilon Pi hat.

Dorm storming is the process where the rush committee goes to the dorms where the rushees live. The rush committee member talks to them, gets to know them, and invites them to the rush event. The physical process of dorm storming consists of actually knocking on their room door and going into their room to talk to them. It should be a fun, easy-going conversation. Always bring a rush flyer with you so that you can hand it to the rushee at some point during the conversation.

EXAMPLE:

COMMITTEE MEMBER: (Knocks on door.)

RUSHEE: (Opens Door.)

COMMITTEE MEMBER: Hi! How are you? (Walks into room with partner.)

RUSHEE: Fine (By this point the Rushee is wondering who you are.)

COMMITTEE MEMBER: (At this point you should be looking around the room to help you to find something to talk about with the rushee. A poster or a computer or some sports equipment. These are some of the things that will help you out. Remember, you're trying to become this person's friend. Keep in mind you're not trying to pressure the rushee into joining your house; you just want to get to know him and get him to an event. Let's say in this room you notice some basketball poster of Michael Jordan, Patrick Ewing and so on.)

Oh, you're a basketball fan. Jordan is the greatest basketball player alive.

RUSHEE: Yeah, He's my favorite basketball player.

COMMITTEE MEMBER: Did you play basketball in high school?(You're starting to find things out about the rushee)

RUSHEE: Yes, I played three years varsity.

COMMITTEE MEMBER: Are you playing for the school?

RUSHEE: No, I'm not.

COMMITTEE MEMBER: Do you follow pro basketball very closely?

RUSHEE: Yes, my favorite team is the Celtics. I used to love Larry Bird.

COMMITTEE MEMBER: (At this point you would continue to talk to the rushee about basketball. If you don't know anything about basketball or what the rushee is interested in you simply ask questions, which is what you should be doing anyway. You should always be listening twice as much as you talk, that's why you have two ears and one mouth. After you talked to the rushee for a while, the conversation should go in the direction of getting him to the next event.)

COMMITTEE MEMBER: Well, Jon, we're from Alpha Epsilon Pi and we stopped by to give you one of our rush flyers. The chapter is having a Friends night tomorrow at the house. We'll be serving some dinner, hot dogs and hamburgers. Should we pick you up at 5:30 or at 6:00? (Coming to the event is not an option for the rushee. You never give the rushee a chance to say no. He has a choice of one time or another to get picked up. If for some odd reason he can't come to the event, like a meeting with the president of the United States, you immediately invite him to the next event. The rushee will eventually learn that you are going to come see him every day. He will eventually come to an event or tell you to take a hike.)

After you have done this procedure with all the rushees on your list, you go to your rush committee meeting and report what has happened with each rushee.

It is very important that you keep up with this process and do this every day. There is no substitute for this process. Any deviation from this is WRONG!

Rush Events

There are many different rush events that you can have for the rushees. All of them should be events that promote a lot of interaction. Dinners are good events. Movies are not. Dinners promote interaction. Movies do not. Great activities (other than eating) include bowling, sporting events, broomball, and community service events.

The first person to talk to the rushee, in the house or at a rush event, should be a rush committee member. It should be a committee member that has that rushee on his list. That rush committee member will already know something about that rushee and the rushee will feel more comfortable right away.

The Passing Around Method

There are three questions that should only be asked a rushee ONCE and ONCE only at the first rush event that he attends. Where are you from? Where do you live on campus? What is your major? (If the committee member did a good job, he will already know the answer to these questions.) Once these answers are given, you know something about the rushee in addition to what you learned during dorm storming. You should immediately be looking around the room for a brother that has something in common with that rushee. After you have come up with a brother that has something in common with the rushee, you introduce the two. That brother then takes over the conversation with the rushee until he gets stuck, and then that brother takes him to another brother that has something in common with the rushee.

EXAMPLE:

RUSHEE: (enters house)

CM: Hi! How are you? (talk to the rushee for a while then walk him over to another brother that has something in common with that rushee) I would like to introduce you to brother Jon Doestien (walks rushee over to Jon) Jon, this is (rushee's name). He is from New York, he lives in Keeney Quad, and his major is history. (rushee's name) played three years of varsity basketball in high school; Jon played ball in high school. (You then leave the rushee alone with Brother Doestien to talk about what they have in common. Once brother Doestien gets stuck, he will take the rushee over to another brother and pass him off. Brother Doestien should introduce the rushee to the next brother the same way the rushee was introduced to him, giving all the information about the rushee name, where he is from, what dorm he lives in, what his major is, and what the new brother has in common with the rushee so he has something to talk about. This is what is commonly known as the pass around method. You are passing around the rushee from brother to brother in an efficient fashion where the rushee is starting to feel like people are interested in him.)

After the pass around method has been executed for a while, and the rush event is coming to a close, the rushees will start to leave the event. The brothers that got to know the particular rushees at that event invite the rushee for pizza, coffee, to go play basketball, etc. You must invite the rushee to do something because when he leaves your house, it is likely that he will go to the competition.

Making Friends

The entire rush process is making friends. There will be many times that you will want to talk about the fraternity and joining. The rushee does not want to feel pressured. You want to become his friend first and worry about the fraternity later. The rushee will ask you about the fraternity. It is very important that you wait for him to ask you. Then you know that he feels fairly comfortable with you, and it gives you free reign to talk about the fraternity all you want. You must wait for the rushee to ask you! This rule should be followed throughout rush. Dorm storming, rush events and so on. All you're trying to do is become the rushees friend. It will be much easier for the rushee to sign a bid when he is friends with the people in the fraternity he is joining. Rush is making friends!

Bids

Bids are decided by the rush committee at their daily meeting. When deciding to give out a bid, you're not waiting for the bid night or some magical time to give the rushee a bid. You give the bid when the RUSHEE is ready to get the bid. It is very important that you give the bid when the rushee is ready, not when you're ready. The bids are voted on just like everything else on the committee. Four out of seven in favor of that person getting a bid gives the rushee that bid.

HOW TO GIVE A BID

1. After the rush committee has voted to extend a bid to a rushee, the rush chairman contacts the rushee.
2. This contact could be made, at any time at the next party, or a special trip could be made to contact the rushee.
3. When you get in touch with him, bring him to the house to meet with the rush chair and the brother in the house that the rushee feels most comfortable with.
4. The rush chair and Master then sit down with him and start to discuss the bid. Make sure that the bid room is clean and has a phone in it. However, the ringer on the phone should be turned off so that you will not be disturbed.
5. The first thing that you do is explain to him what a bid is. Be sure to explain that Alpha Epsilon Pi is a non-hazing fraternity. Also explain all financial obligations to the fraternity.
6. The rushee will then either accept or give you an objection to accepting the bid at that time.
7. If he accepts, you have a pledge. Now is the time to make him feel wanted. Many chapters surround new pledges at a rush event and begin clapping. This makes the new pledge the center of attention. Other rushees will take notice, and will want that attention themselves.
8. If he does not except the bid, here are some objections and answers to those objections that you might encounter:

Common Questions & Answers, Objections & Responses

Q. DOES ALPHA EPSILON PI HAZE?

A. Absolutely not! In the late sixties and early seventies fraternities used to haze. However, when deaths occurred due to hazing and college students would not stand for it, hazing deteriorated. Today, there are rumors of fraternities hazing and often they are exposed publicly before they are kicked off a campus for it. However, you will not have to deal with that here. This is often a negative subject which should be followed by a positive solution or delicate change of the subject.

Q. DO I HAVE TO LIVE IN THE HOUSE?

A. Living in the house is the best time you will have in your life. There is never a dull moment. There is always someone to talk to as well as someone to encourage you to study. We have a program that allows our pledges to move into the house as a pledge class and live together, provided that the house is not full of brothers (If you have such a program in your chapter). We require members to live in our house until it is filled to capacity, as do most fraternities. They must be encouraged, through positive personal experience, that living in the house will be a lot of fun.

Q. IS IT POSSIBLE FOR ME TO STUDY IN THE HOUSE?

A. Yes. There are brothers in the house that use the office, their rooms, and often study with other brothers. However, if this is not quiet enough, there is the medical library which is a two minute walk from the house.

Q. HOW MUCH DOES IT COST TO BE A MEMBER?

A. BE PREPARED TO ANSWER QUESTIONS ON FINANCIAL ISSUES. KNOW YOUR FEE STRUCTURE AND THAT OF THE INTERNATIONAL FRATERNITY.

O. I CANNOT AFFORD TO PAY THAT MUCH!

R. We are a fraternity, a family, and a brotherhood. We look after our members and help them out with any problems that they have. If you cannot afford to be a member, we can usually work something out in a way in which you will perform some jobs around the house (*if applicable*) and the treasurer will deduct money from the house bill. Furthermore, it is equivalent if not cheaper to live in a fraternity house and eat meals at the house than to live in a dorm and eat three meals a day at the dining hall. We can also put you on some sort of an installment plan. We will not let financial issues get in the way of you becoming a brother! Additionally, the Alpha Epsilon Pi Foundation provides low-interest loans to brothers that can help them pay for their education and fraternity costs.

Q. WILL THE FRATERNITY HURT MY GRADES?

A. Use facts to answer this question. Statistically, a greater percentage of entering freshmen who join a fraternity graduate from college than do non-Greek men. Also, the all-fraternity average is higher than the all-men's average at the vast majority of colleges. Furthermore, we do have a test file which includes many tests from a wide variety of classes. We ask teachers to send us grade reports on students and if a student is falling behind in his studies, we will require the student to partake in the study program. *If your chapter's academic standing is as high as it should be, brag about it (We're 1st on campus in GPA!). If it isn't, get it up!*

O. MY PARENTS DO NOT WANT ME TO JOIN!

R. If the parents are present, you let the rush chairman talk to them. If they are not, then the rush chairmen or the chapter advisor can call the parents. This is common, and there are many AEP's that are in this house because of phone calls made during rush or **from the bid room**.

Often, rushees feign parental objections because they themselves are not certain about whether they want to join the fraternity. You must determine what the issue at hand really is.

O. IT LOOKS GREAT, BUT I THINK I WILL WAIT UNTIL NEXT SEMESTER!

R. Show him what he may miss if he waits. A quarter or semester of fraternity experience, which you know to be good, is a great loss. Also, show him that he will be part of a great class, if you have already pledged some people. Have him talk to brothers that waited a semester and have them stress what they did not like about it.

There are numerous objections that a rushee can give you. The proper way to handle them is to attack them one at a time, head on. **Always be honest**; you never want the rushee to catch you in a lie.

DO NOT LET A RUSHEE LEAVE THE BID ROOM UNLESS HE HAS GIVEN YOU A DEFINITE "YES" OR YOU HAVE REALIZED THAT YOU WILL NOT REACH RESOLUTION THAT NIGHT.

Fraternity Facts

These statistics are from Social Greek Letter Fraternities like Alpha Epsilon Pi, and do not include service, honorary or professional fraternities.

- 1. THE 8,000 FRATERNITY CHAPTERS NATIONWIDE HAVE A COLLECTIVE GRADE POINT AVERAGE ABOVE THE ALL-MEN'S GRADE POINT AVERAGE.**
- 2. SEVENTY-ONE PERCENT OF THOSE LISTED IN "WHO'S WHO IN AMERICA" BELONG TO A FRATERNITY**
- 3. SEVENTY-SIX PERCENT OF ALL CONGRESSMEN AND SENATORS BELONG TO A FRATERNITY.**
- 4. EIGHTY-FIVE PERCENT OF THE FORTUNE 500 EXECUTIVES BELONG TO A FRATERNITY.**
- 5. STATISTICS SHOW THAT FRATERNITY MEMBERS HAVE A HIGHER RATE OF GRADUATION FROM COLLEGE THAN NON-MEMBERS. FIFTY-NINE PERCENT OF FRATERNITY MEN WILL GRADUATE COLLEGE AS OPPOSED TO FORTY-FIVE PERCENT NON-FRATERNITY MEN.**
- 6. ACADEMICALLY, ALPHA EPSILON PI RATES AMONG THE TOP FRATERNITIES IN THE NATION AND OFTEN IS FIRST ON ITS CAMPUS.**

Don't be shy about letting a rushee know the advantages to fraternity life. He will thank you later.

Ten Commandments of Rush

1. **Think like a rushee** - and you'll act like a good rusher. Remember that he probably has just graduated from high school, and he most likely knows nothing about college or about fraternities. **Make him feel at home.**
2. **Assume a rushee knows nothing** - because he really doesn't know any more than he has read in the papers and been told by "somebody who knows". He doesn't know the terms you use and he doesn't even know the Greek alphabet ("AE what?"). **Explain everything.**
3. **Sell the fraternity system first** - He has to be sold on the idea of a fraternity before you can sell him on your chapter.
4. **Spectacle is cheap** - not cheap to pay for, but it's cheap in effect. Personal contact is paramount; spectacle can supplement it, but it cannot replace it.
5. **Keep in mind what you are selling** - You're selling a group of friends - diverse and varied in interests, yes, but who share the same values. That's what he's buying, so...
6. **Make friends** - Most rushees pledge where they have the most friends and believe the other brothers to be the best group they can find. Be yourself and put your best foot forward; try to present yourself as a good example of your chapter. Most of all, be honest, straightforward and **friendly**.
7. **You get what you rush** - The trouble with most rushing techniques is they attract the more casual, insincere types and even worse, they frighten away or disgust the highly motivated men who will do something for the chapter, and in turn improve themselves.
8. **What's the competition?** - Is it the other fraternities or the new dormitory "Hiltons" on your campus? In either case, do not knock the competition. You show and explain why your chapter is better than the competition.
9. **Keep good records** - If you talk to a great guy, it is to your advantage to be sure he doesn't get lost in the "rush." If you find a successful rushing approach, give it to the rush chairman. Don't trust your own memory; **write it down**. Use a small pocket notebook.
10. **Plan ahead, think, try** - Only the individual can do the job of rushing. Be positive in your approach and don't pass the buck. Everybody has a job to do and they must all do it for the rush to be successful.

Brotherhood Personalities

Many personalities are prevalent in the fraternity during rush period. It is unwise to have these types of personalities lingering around. Instead, have an all-around appealing attitude. The following seven personality types depict negative images. The Master must take the initiative to point out such attitude problems to brothers that act like one of the characters below, and he must rectify the situation before it becomes detrimental to rush.

JOHNNY JOCK

Johnny talks about one thing, and one thing only during rush. He is the captain of the football team, basketball team and baseball team. He is most eager to tell each and every rushee about his accomplishments on the field, and he never takes the time to even consider what they want to talk about.

REDUNDANT RANDY

He is only able to ask the questions: What is your name? What is your hometown? What is your major? He never remembers a name and is not interested in carrying on a conversation. His tactics are not only distracting, but are very disappointing to the rushee who is on the ball.

DIRTY DANNY

Dan knows every negative thing about every fraternity on campus and is eager to tell the rushee about each of them. Though he is up-to-date on these bad aspects of all other fraternities, Dan never seems to get around to talking about AEP, your prime objective during the rush period. Describing the great aspects of our fraternity without degrading the others on campus will reflect positively on your chapter.

COREY COOL

Corey waits for rushees to come talk to him. He will not go out of his way to talk to anyone. His rationale is that he is an AEP, so each rushee will definitely want to become one.

BILLY BUTT-IN

If there is a dull and uninteresting subject that should not be discussed during rush, Billy brings it up during great conversation with a top rushee.

FREDDY FACT

If you want to know the date that AEP was founded, or ten important alumni, or the average number of days in an AEP pledgship, just ask Freddy. He seems to know everything there is to know about AEP, but he delivers it with the unimpressive tact of an outdated computer. It is interesting yet terribly unexciting to talk to Freddy, as his public relations abilities are non-existent.

ALAN ABSENT

Alan will not be there for your rush parties and he is not here today to get this packet. He is never on time if he shows up at all.

Rush week is a week where sacrifices must be made. Without a good rush, your FOOD, SOCIAL and all committee budgets will hurt. So, do not waste time on professional rushers and dorm rats. Sift them out. Good luck!

The Do's and Don'ts of Alpha Epsilon Pi Rush

DO:

1. Always use a firm handshake and concentrate on the rushee's name.
2. Look the man in the eye.
3. Be enthusiastic at all times.
4. Speak truthfully and be as frank as possible in all conversations.
5. Treat all rushees equally.
6. Treat all rushees as individuals. People come to college with very different experiences. Don't be a know-it-all, but advise freshmen when they ask.
7. Encourage every rushee to go Greek regardless of the fraternity.
8. Point out the accomplishments of other brothers whenever the chance arises.
9. Make sure the house is always clean.
10. Always use a positive approach. Say "I look forward to seeing you tomorrow," not "I hope to see you later."
11. Make sure that rushee's that are by themselves meet other rushees that are in the same position.
12. Always respect the man's wish if he has another engagement. Make it clear to him that we would still like him to come back.
13. Always be neat and well groomed.
14. Be a good listener. Do not butt in on conversations.
15. Treat all rushees as new-found friends.
16. Create a relaxed atmosphere where the rushee can feel comfortable
17. Encourage all brothers to be at the house at all times.
18. Make sure rushees come first. If you are sitting down eating and a rushee needs space, you may have to give up your seat.
19. Keep meticulous notes. Sign everybody in at events. Make sure that we don't lose a potential brother due to poor record keeping.
20. Look for leaders who take their friends with them.
21. Rush people **harder** after they get their bid. Remember to congratulate them.

DON'T:

1. Never talk only about yourself. Listen to the guest and talk about what interests him. Satisfy his ego needs.
2. Do not criticize any other fraternity or any individual. It is much more impressive to say good things about your fellow Greeks.
3. Do not leave a rushee by himself for any reason. There is nothing more uncomfortable than being left alone amongst strangers.
4. Never refer to the man that is looking at your house as a "Rushee." Always use his name.
5. Do not put on an act for the rushees. Be yourself. Impress them by who you are, not who

- you are trying to be.
6. Do not criticize your own brothers, instead talk about their attributes and accomplishments.
 7. Do not congregate with groups of brothers, there will be time for that later.
 8. Do not act bored or tired no matter how you actually feel.
 9. Do not criticize a rushee in the presence of other rushees.
 10. Do not ever leave a rushee alone. Brothers should be waiting in the living room mingling. Grab rushees as they walk in.
 11. Do not be intoxicated during any rush event.
 12. Do not argue in front of rushees or make off-color remarks or inside jokes. The rushee isn't aware of what's going on, and the brotherhood will look bad.
 13. Do not merely talk up events. Sell the fraternity.

DRY RUSH - Dry Rush is Mandatory!

Dry rush - the very mention of these words strikes fear in the hearts of many undergraduates. Until recently, a standard recruitment period was composed of one wild party after another with 80% of the rush budget going to alcohol. The trend today is changing as campus after campus moves toward dry rush - recruitment without alcohol. At its December 1983 meeting, the National Interfraternity Conference unanimously passed a Resolution on Alcohol Use and Abuse. In part, this resolution advocates the adoption of non-alcoholic membership recruitment activities. Alpha Epsilon Pi has a policy that all new member and rush events must be alcohol-free.

Ironically, this “new trend” is not new at all. Up until the mid- to late-1960’s, most campuses rushed without alcohol. The emergence of alcohol-related functions came about when the concept of *in loco parentis* was challenged and many rules and guidelines were dropped.

Why Dry Rush?

Rush is an important time for every fraternity. The recruitment of new members is the life blood of every chapter. Meeting new people, recalling past events, and socializing are fun for everyone. However, rush should not be viewed as a time of wild parties and drunkenness. A long-held saying in the fraternity world goes: “Just as a television is the babysitter for lazy parents, so beer is the rushing device for lazy and unimaginative chapters.”

The advantages of participating in dry rush far outweigh any excuse for serving alcohol. They manifest themselves in **financial**, **image**, **liability**, and **practical** realms.

1. Your chapter will see significant financial savings by not purchasing alcohol for rush events. Rather than attempting to impress rushees with a lot of alcohol during rush, you can better spend funds on events and programs that will genuinely improve your fraternity.
2. Your community and campus image will be greatly improved with a dry rush event. Freshmen rushees who have no idea of what a fraternity is will view your chapter as one that promotes Brotherhood through many avenues - intramural, leadership, service, academics - not just social.

3. The legal liabilities of permitting alcohol have the highest consequences, not only concerning drunk driving and drinking laws but also with the responsibilities involved in being a good host and Brother.
4. The practicality of dry rush, simply, is that the underage rushees don't feel uncomfortable and the chapter will get only the people who are truly interested in the fraternity. No peer pressure is involved, and the lack of alcohol will discourage those who come to the house only for the party. Historically, we have found that rushees who come looking for alcohol spend more time at the bars than they do working for the betterment of the fraternity.

In an age of increasing accountability, when the oldest and strongest human institutions are being subjected to constant criticism, prospective students are inclined to carefully weigh the benefits gained from joining any organization, especially a fraternity. Today's colleges and universities have undergone a change. Rush activities, therefore, must be relevant and positive and must meet the needs of today's college student. Most students entering college today are there for the primary purpose of receiving an education; this fact must be taken into consideration and given great emphasis in your rushing philosophy. Dry recruitment gets away from the "Big Bash" party atmosphere and is more relevant to the freshmen of today.

There has also been a renewed concern on the part of the general public, college administrations and faculties, and students in regards to alcohol abuse and drunk driving. Results of these concerns have manifested themselves in stricter laws and sanctions and across-the-board increases in legal drinking ages. Dry recruitment reduces the legal liability which is present when chapters furnish liquor to minors and to unknown guests.

Dry rush also equalizes the playing field in the sense that smaller groups who couldn't afford the heavily funded alcohol events are now in a better position to be more competitive.

Colby College in Maine and Middlebury College in Vermont have both banned fraternities from campus, declaring that they have a "negative impact" on the educational and residential life of the college. Other campuses currently are also holding discussions of this nature. Dry rush is a step which promotes a positive image of fraternities by showing that chapters don't need alcohol to attract quality members.

- Dry recruitment gets rid of the crutch which comes from alcohol use. It forces members to talk to people, and in most cases, allows them to remember what they talked about.
- Dry recruitment reduces the skyrocketing costs of rush. Universities that have moved to a dry rush report that the Greek system saved between \$50,000 to \$100,000 as a result of the switch.

In talking to chapters who have moved towards dry rush, the following reactions and outcomes have been brought to light:

1. The quality of the rushees has improved with a reduction of men who attended in the past for the purpose of just drinking beer.
2. As the quality of the rushees has risen, so has the quality of the new members.
3. There have been great financial savings for the chapter.
4. Statistics show that although fewer people went through rush, those that did were more interested and a higher percentage affiliated.
5. There has been little to no negative publicity regarding rush functions.

What To Do?

Dry recruitment is nothing to be scared about! It forces chapters to be more creative and organized and basically brings rush back to where it should be: making friends. It is not the amount of money or parties your chapter has, but the amount of personal contact and effort on the part of each brother that reaps the best rewards.

*Your chapter's main goal in meeting the needs of today's rushee should be to involve him rather than merely to entertain him. The rushee wants to become involved in fraternity activities. He wants to feel what it's like to become a part of the group, not just to be a part of a passive audience entertained by the brothers. Offering as much "one-on-one" interaction with the individual brothers in your chapter as possible is the best way to make new friends **and** brothers.*

**Sample Bid
Card
(outside)**

fold



Alpha Epsilon Pi

**Sample
Bid Card
(inside)**

fold

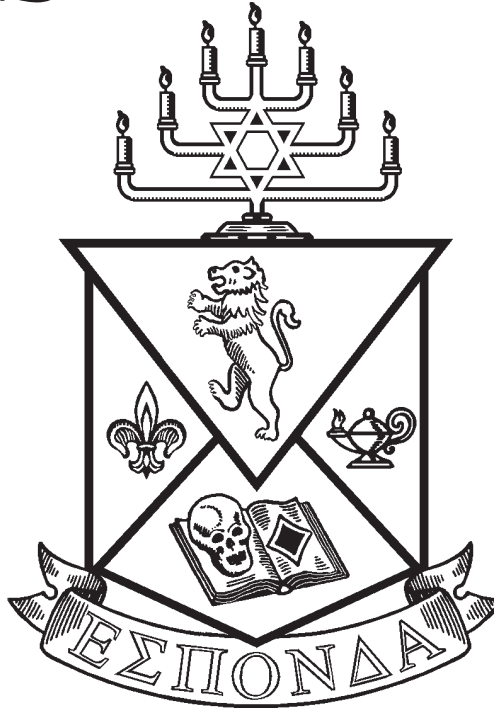
*The Brothers of the Rho Chi Chapter
cordially invite*

*to become a member of
the Alpha Epsilon Pi Fraternity*

Congratulations!

Rush AEPi

**Rush
Flyer**



Get a piece of the Pi

Wednesday, September 7th
*Meet the brothers at our
BBQ behind Hillel*

Sunday, September 11th
*Cookout and NFL football
at the house*

Friday, September 9th
Dinner at The Golden Panda

Wednesday, September 14th *Smoker at
the Ritz Carlton*

AEPi

**The Tradition
Continues**

If you have any questions, don't hesitate to call:
RUSH CHAIRMAN: Brian Schneider: 876-1913
MASTER: Pete Cohen: 876-1057

A E Π

IF you are looking for a Fraternity that is more interested in your leadership ability than in your blind obedience, *and*

IF you are looking for a Fraternity more interested in taxing your potential than taxing your checkbook, *and*

IF you are looking for a Fraternity that will ask for all you can give and still returns much, much more,

THEN You are looking for the Alpha Epsilon Pi Fraternity, and we are looking for YOU.

Alpha Epsilon Pi Lead By Example



Fall Rush '98

UP-COMING EVENTS

AUGUST 30TH

Picnic on the Lawn

AUGUST 31ST

Meet the Greeks

SEPTEMBER 7TH

Wings and things

SEPTEMBER 8TH

Mixer with the Ladies of
ΣΔΤ

SEPTEMBER 9TH

PAINTBALL

SEPTEMBER 10TH

Mixer with the Ladies of
ΑΕΦ

SEPTEMBER 11TH

Pizza with the brothers

SEPTEMBER 12TH

Go South of the Border
with the Brothers of ΑΕΠ

SEPTEMBER 13TH

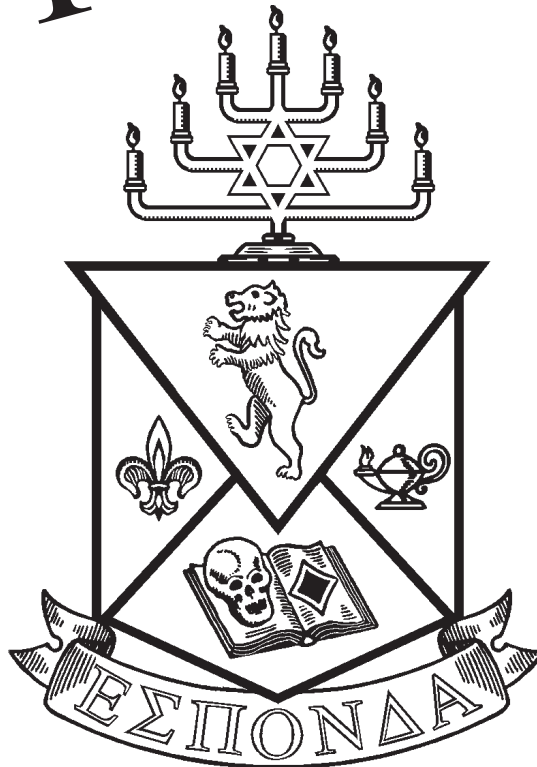
Hoagie and Stogie Night

SEPTEMBER 14TH

Invite Dinner

SEPTEMBER 15TH

5:01 PARTY



GET A PIECE OF THE PI

ΑΕΠ, the premiere Jewish Fraternity in North America, is offering a unique opportunity. Come check out the most up and coming new Fraternity at Pitt. Join the current brothers in building the tradition of ΑΕΠ.

Any questions or for more information, please contact:

A E Π I I

Alpha Epsilon Pi, the premier Jewish fraternity in North America, is looking for new members at Washington University.

A E Π I I offers:

ABSOLUTELY NO HAZING!

- o social events
- o philanthropy
- o athletics
- o tradition
- o brotherhood
- o leadership development
- o networking opportunities



For more information, please contact
Jim Fleischer or Don Marks at 935-3004.

WYDOWN MULTI-PURPOSE ROOM
7:00 p.m. on Thursday, January 20, 1999