



# ***RUSH*** ***ACADEMY***

## **ATTENDEE** **GUIDE**

REVISED JANUARY 2021

# **CONCLAVE** **2021**

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NAME

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SCHOOL

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# IMPORTANT LINKS

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[Zoom 101](#): Zoom has an extensive video tutorial library to help you learn the ins and outs of the platform before running your first virtual rush event. Check out what they have to offer!

[Virtual Event Bank](#): Looking for some ideas to plan your virtual or socially distanced rush event? We've come up with an extensive list for you.

# WELCOME TO CONCLAVE

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Dear Brother Rush Chair,

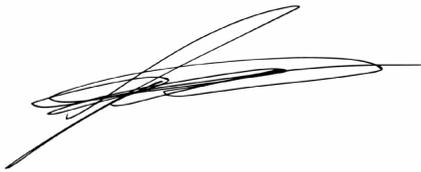
Welcome to Alpha Epsilon Pi's first-ever fully virtual Conclave and Rush Academy! I hope you and your Brothers are safe and excited for the upcoming programs.

This conference is a time where brand new as well as experienced Rush Chairs come together to further their AEPi education and to strengthen their chapters by networking with other Brothers and staff from around the world. Remember, you get out what you put in, so I encourage you to introduce yourself to other Brothers so you can build relationships and get the most out of your time attending our virtual Rush Academy.

As a Rush Chair, it is critical that you are attentive and open-minded. If you are not taking this information back to your chapters, no one will. Additionally, if you see other Brothers struggling, you should take initiative and help them get back up to speed. We are all in this together.

Once again, I welcome you to AEPi's virtual Rush Academy. I firmly believe you and your chapter will be in a better place after the coming weeks due to your dedication to your chapter and the International Fraternity. Remember that everyone attending wants to learn and network just like you. Have fun and get as much from this opportunity as possible.

Fraternally,



Jim Fleischer  
Chief Executive Officer  
Alpha Epsilon Pi Fraternity



# LETTER FROM THE SUPREME MASTER

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Dear Brother Rush Chair,

On behalf of the Supreme Board of Governors, welcome to AEPi International's 2021 Conclave Season.

Obviously, this year's conclave is significantly different than any we have done before. I urge you, though, to take advantage of the opportunities afforded here to better yourselves and your chapter. Conclave is a phenomenal opportunity for Brothers to learn how to become a better leader in your chapter. These lessons will serve you well as you progress on your campus and community path.

We cannot be together in person and, because of that 2021 AEPi conclave attendees may miss out on the opportunity to meet fraternity Brothers from other chapters and network with AEPi volunteers and staff.

To me, this is one of the most important aspects of conclave. The relationships you make at conclave, often last the rest of your life. Our staff has tried to develop programs which will give you the chance to, at least virtually make these connections. Please take advantage of these networking opportunities as they will be both valuable and fulfilling.

The past year has been difficult for all of us. But our fraternity is weathering the pandemic and focusing our efforts on core values and programs. If I, or anyone on the Supreme Board of Governors, can assist you or your chapter in any way, please let me know.

Stay safe and healthy, get vaccinated if you can, and I look forward to seeing you in person – in the near future, Convention 2021 in Orlando. Baruch Hashem.

Fraternally,



Jason Oshins  
Supreme Master  
Alpha Epsilon Pi Fraternity

Email: [joshins@aepi.org](mailto:joshins@aepi.org)



# JANUARY SCHEDULE

\*all session times are in Eastern Standard Time (EST)

## TUESDAY, JANUARY 12

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### **AEPi 101 | 6:00 PM**

*AEPi International Staff*

This session will reinforce ideals and values of what it means to be an AEPi Brother. Additionally, staff and volunteers will discuss fundamental practices and resources for new members to keep close to them throughout their entire AEPi experience. **While this session is meant for new members, all are welcome.**

### **From Bid Room to Board Room | 8:00 PM**

*AEPi International Staff*

Join AEPi alumnus and veteran entrepreneur, Daniel Debow (Western, 1995), as he helps our Brothers unlock the key to translating your Fraternity leadership experiences into the workplace.

## THURSDAY, JANUARY 14

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### **Preparing for Rush | 6:00 PM**

*Educational Leadership Consultant, Ian Scheiman*

We'll kick off Rush Academy by discussing the initial steps to prepare for a successful recruitment. We'll also talk as a group about all of the necessary steps to prepare for recruitment that is socially distant or virtual.

## TUESDAY, JANUARY 19

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### **Rush Rush Rush | 6:00 PM**

*AEPi International Staff*

Rush is the lifeblood of the fraternity and, without it, your chapter would cease to exist. Join us for this session to learn how to produce better rush results in terms of quantity AND quality. **While this session is meant for new members, all are welcome.**

### **How to Run an Effective Meeting | 8:00 PM**

*AEPi International Staff*

Have you ever asked yourself how you can make chapter meetings more effective and less time-consuming? Join us to learn best practices to produce valuable meetings that your Brothers will love to be a part of.

# JANUARY SCHEDULE

\*all session times are in Eastern Standard Time (EST)

## THURSDAY, JANUARY 21

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### **Rush Logistics | 6:00 PM**

*Educational Leadership Consultant, Ian Scheiman*

Join us for this session as we discuss the importance of having a rush committee, and what that committee's responsibility looks like.

## TUESDAY, JANUARY 26

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### **AEPi: The Value Added Fraternity | 6:00 PM**

*AEPi International Staff*

For far too long, many chapters have been looking at AEPi all wrong. In this session, we dive deep into what a balanced fraternity could look like and how it will benefit each and every member who joins. **While this session is meant for new members, all are welcome.**

### **Reimagining New Member Education | 6:00 PM**

*AEPi International Staff*

In this session, we'll encourage open conversation amongst Brothers on their shared experiences and best practices on how to program New Member education during a global pandemic.

## THURSDAY, JANUARY 28

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### **Rush Week and Giving a Bid | 6:00 PM**

*Educational Leadership Consultant, Ian Scheiman*

As we conclude the Rush Academy, we'll give an overview of the logistics behind Rush week, the Bid Room, and Rush committee meetings.

# FEBRUARY SCHEDULE

\*all session times are in Eastern Standard Time (EST)

## TUESDAY, FEBRUARY 2

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### **Minor Board: The Return on Your Investment | 6:00 PM**

*AEPi International Staff*

Work in groups with other AEPi Brothers to add critical programming to your chapter that can change a semester from good to great. **While this session is meant for new members, all are welcome.**

### **Keeping the Peace: The Critical Role of a Brother at Large | 8:00 PM**

*Educational Leadership Consultant, Matthew Shipley*

A key role in the chapter, Brother at Large works towards good harmony and a sense of security amongst the Brothers in your chapter. Hear about the ins and outs of this important role.

## TUESDAY, FEBRUARY 9

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### **Introduction to Health & Safety | 6:00 PM**

*AEPi International Staff*

Every year, members continue to develop safer practices that will ensure the longevity of their chapter. This session will discuss multiple aspects of Health and Safety including, but not limited to, sexual abuse prevention, hazing prevention, alcohol and other drug abuse prevention, bystander intervention and more. **While this session is meant for new members, all are welcome.**

### **Public Speaking and Persuasive Presentations | 8:00 PM**

*AEPi International Staff*

Whether it's addressing the chapter in your weekly meeting or giving a presentation to the CEO of a company, public speaking and presentation skills are a necessity. Join us for this session to learn tips and tricks on grabbing your audience's attention.

## TUESDAY, FEBRUARY 16

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### **Leading Your Chapter: Stepping up on E-board | 6:00 PM**

*AEPi International Staff*

Each Brother in AEPi serves a critical role in the chapter. Many will eventually become executive board members but have to work their way up the ranks to get there. We will discuss best practices to stand out as a leader, become as knowledgeable as possible, and create long-lasting, positive change in your chapter. **While this session is meant for new members, all are welcome.**

### **AEPi Talks | 8:00 PM**

*AEPi International Staff*

Our Leven Fellows came up with their own unique presentations for this year's #AEPiConclave. Each fellow presented their idea to AEPi International staff, and one was chosen to be presented to you.

# THE MISSION OF ALPHA EPSILON PI

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The mission of Alpha Epsilon Pi is to provide education, resources and training to the future leaders of the world's Jewish communities. This mission is demonstrated every day through acts of brotherhood, Tzedakah (charity), social awareness and support for Jewish communities and Israel.

Alpha Epsilon Pi was founded to provide opportunities for the Jewish college man seeking the best possible college and fraternity experience. We have maintained the integrity of our purpose by strengthening our ties to the Jewish community and serving as a link between high school and career.

Our heritage stems from one source: young Jewish men banding together in allegiance. The fraternity can be a home away from home, providing the same stabilizing and guiding values that students previously gained from their families. Jewish students search out Alpha Epsilon Pi because it is a Jewish fraternity. In the fraternity's 105-year history, more than 102,000 men have worn the badge of Alpha Epsilon Pi and each year, approximately 3,000 undergraduates perform the Ritual of Initiation, which remains the same ritual adopted decades ago.

Perhaps of greater importance, Alpha Epsilon Pi provides education, resources and training to develop leadership for the future of the Jewish community. Tomorrow's Jewish leaders are in our chapters today. These are the young men who must be counted upon to support Jewish causes and to prepare to be one of tomorrow's Jewish leaders, so that they may aid themselves, their family, their community and their people.

Throughout our history, the fraternity setting has served as a "learning laboratory," a testing ground for young men who later become leaders in business, education, government, religion and science. A goal of our fraternity is to help each student to develop character, responsibility and a proper set of values through living together in brotherhood. Alpha Epsilon Pi prepares young men for their role in life as responsible citizens.

**Therefore, our basic purpose is to provide the opportunity for a Jewish man to be able to join a Jewish organization whose purpose is not specifically religious, but rather social and cultural in nature. Alpha Epsilon Pi is a Jewish fraternity and brotherhood in Alpha Epsilon Pi is open to all who are willing to espouse its values and mission.**

# ALPHA EPSILON PI HEALTH AND SAFETY POLICY

Produced by Alpha Epsilon Pi Fraternity, Inc.

# AEPI HEALTH AND SAFETY POLICY

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Alpha Epsilon Pi strives to provide a safe and respectful environment for all of our Brothers, guests, neighbors and communities at all times. To do so, we regularly discuss health & safety with all chapter members and, especially, each chapter's leadership. This is done throughout the academic year through ongoing communications, meetings with staff members and volunteers and regular fraternity-sponsored events such as our annual International Convention and regional conclaves.

AEPI's chapters and members follow the Health and Safety Policy below.

As a fraternity dedicated to developing leadership for Jewish communities and based in Jewish values, we take seriously our obligation to "Love Your Neighbor as Yourself." As a Jewish fraternity, one of the values of our teachings we hold most important is that all human beings are fashioned b'tselm Elohim, in the image of G-d.

## **GENERAL CONDUCT**

During their initiation ceremony each member took an oath to act in accordance with the ideals, oath, and ritual of the Alpha Epsilon Pi Fraternity. As such, Alpha Epsilon Pi expects that members act kindly and respectfully toward others. All members are expected to maintain a culture and environment where they and their fellow chapter members can achieve their potential.

Members shall not infringe on others rights of property, privacy, and peaceful enjoyment. Members shall strive to be good neighbors and community members; which shall include, but not be limited to, compliance with Fraternity policy, laws and ordinances, and reasonable University rules and regulations.

## **CONFLICT RESOLUTION**

Members shall endeavor to promptly and peacefully resolve any and all interpersonal conflicts with others using all reasonable courses of action including, but not limited to, personal interaction, use of Chapter processes such as mediation by the Brother-at-Large and Judicial Board, use of University mediation services, and engagement of Alpha Epsilon Pi Fraternity staff.

## **GENERAL SAFETY**

Members shall strive to keep themselves and others out of harm's way and shall not engage in any excessively risky behaviors, nor shall they allow their guests to engage in these behaviors.

Members are expected to maintain safe, secure, and healthy environments for their fellow members and guests.

Members are expected to comply with local building and fire codes and exercise care with regard to security and general safety. They shall make good faith efforts to promote fire safety in their facilities and in any venues that they utilize for chapter functions.

## **HAZING POLICY**

Members, New Members, Alumni, and guests must not permit, encourage, coerce, glorify or participate in Hazing or abuse of members, new members, potential members, or guests.

# AEPI HEALTH AND SAFETY POLICY

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The term “hazing” means any intentional, knowing, or reckless act committed by a person, whether individually or in concert with other persons, against any individual or group of individuals, regardless of affiliation, whether or not committed on chapter property, for the purpose of recruiting, joining, new member education, initiating, admitting, affiliating, or for the purpose of retaining membership in an organization that causes an individual or group of individuals to do any of the following, regardless of a person’s willingness to participate:

- Be coerced to violate federal, state, provincial, local law, or organizational policy.
- Be coerced to consume any food, liquid, alcoholic liquid, drug, or other substance in any non-customary manner which subjects the individual or group of individuals to a substantial risk of emotional or physical harm which includes but not limited to sickness, vomiting, intoxication, or unconsciousness.
- Endure brutality of a physical nature, including but not limited to whipping, beating, paddling, branding, dangerous physical activity, or exposure to elements or endure threats of such conduct that results in mental or physical harm.
- Endure brutality of a mental nature, including but not limited to activity adversely affecting the mental health or dignity of the individual, sleep deprivation, exclusion from social contact or conduct that could result in extreme embarrassment or endure threats of such conduct that results in mental or physical harm.
- Endure any other activity which adversely affects the health and safety of an individual, including but not limited to the disruption of academic performance or class attendance, required designated driving programs, line ups, calisthenics, or personal, physical, or financial servitude.

## **SEXUAL MISCONDUCT**

Members, New Members, and guests must comply with all federal, state, provincial, and local laws related to sexual misconduct. This is including, but not limited to, definitions around consent, sexual violence, sexual harassment, domestic violence, dating violence, stalking, and sexual exploitation.

The employment or use of strippers, exotic dancers or similar, whether professional or amateur, at any fraternity activity or event as defined in this policy is prohibited.

## **ASSAULT AND BATTERY**

No chapter, member or guest shall engage in assault and battery, as defined in the state statutes in which they are located nor shall they engage in or encourage others to engage in violence against others nor threaten violence against others.

## **FIREARMS, EXPLOSIVE OR INCENDIARY DEVICES**

The Chapter and its Members, New Members, and Guests must comply with all federal, state, provincial, local laws and campus policy as it relates to firearms or explosive or incendiary devices.

No weapons of any kind are ever permitted in a chapter facility or at a chapter event, whether owned or obtained legally or not. This includes, but is not limited to, guns, flame throwers, swords, axes, hatchets, knives (except eating and cooking utensils), ammunition, explosives, bb guns, air rifles, slingshots, bows and arrows, pepper spray, Tasers, or anything else which might be considered

# AEPI HEALTH AND SAFETY POLICY

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a weapon.

## ALCOHOL AND DRUGS

In any activity or event sponsored or endorsed by the organization:

- Members, and guests must comply with all federal, state, provincial, and local laws. No person under the legal drinking age may possess, consume, provide, manufacture, sell or be provided alcoholic beverages.
- Members, and guests must follow the federal law regarding illegal drugs and controlled substances. No person may possess, use, provide, distribute, sell, and/or manufacture illegal drugs or other controlled substances.
- Alcoholic beverages must either be: (1) provided and sold on a per-drink basis by a licensed and insured third-party vendor (e.g., restaurant, bar, caterer, etc.); or (2) brought by individual members and guests through a bring your own beverage ("BYOB") system.
- The presence of alcohol products above 15% alcohol by volume ("ABV") is prohibited on any chapter premises or at any event except when served at an event outside of the chapter premises by a licensed and insured third-party vendor.
- Common sources of alcohol, including bulk quantities, which are not being served by a licensed and insured third party vendor, are prohibited (i.e., amounts of alcohol greater than what a reasonable person should consume over the duration of an event).
- Alcoholic beverages must not be purchased with chapter funds or funds pooled by members or guests (e.g., admission fees, cover fees, collecting funds through digital apps, etc.).
- A chapter must not co-host or cosponsor, or in any way participate in, an activity or event with another group or entity that purchases or provides alcohol, illegal drugs or controlled substances.
- A Chapter must not co-host or cosponsor an event with a bar, event promoter, or alcohol distributor; however, a chapter may rent a bar, restaurant, or other licensed and insured third-party vendor to host a chapter event.
- Attendance by non-members at any event where alcohol is present must be by invitation only, and the Chapter must utilize a guest list system. Attendance at events with alcohol is limited to a guest-to-member ratio not to exceed 3:1 and must not exceed local fire or building code capacity of the chapter premises or host venue.
- Any event or activity related to the new member joining process (e.g., recruitment, intake, rush, etc.) must be substance free. No alcohol or drugs may be present if the event or activity is related to new member activities, meetings, or initiation into a chapter, including but not limited to "bid night," "Big/Little" events or activities, "family" events or activities, and any ritual or ceremony.
- Members, or guests must not permit, encourage, coerce, glorify or participate in any activities involving the rapid consumption of alcohol, such as drinking games.

## RETALIATION

Retaliation against any individual – members and non-members – for reporting, inquiring, or cooperating with a report around a violation of the Risk Management Policy is prohibited.

Retaliation is any action, statement, or behavior that is designed to punish an individual for filing a compliance report, cooperating with a compliance investigation, seeking guidance regarding a

# AEPI HEALTH AND SAFETY POLICY

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compliance concern, or to deter one from taking such action.

## **POLICY DISTRIBUTION**

Alpha Epsilon Pi shall distribute its Health and Safety Policy to its members on an annual basis. A copy of the Health and Safety Policy is available on [www.aepi.org/health-and-safety](http://www.aepi.org/health-and-safety).

## **GOOD SAMARITAN POLICY**

"I am my Brothers' keeper." A Brother's conduct should proceed from Jewish teachings and ethics, and a sense of goodwill and brotherhood. It is the policy of the fraternity that a Brother should immediately seek emergency assistance when an individual's appearance or conduct would reasonably cause one to be concerned for another person's well-being. A Brother who acts as a "Good Samaritan" shall receive amnesty from expulsion by the fraternity, providing that his actions occurred before emergency responders were otherwise made aware of the situation.

## **DRIVING AND MOTOR VEHICLE OPERATION**

Whenever possible chapters and members should utilize public transportation or transport service (buses, trains, cabs, etc.) when transportation is necessary for fraternity events or activities.

Any individual who drives or otherwise provides transportation in conjunction with Alpha Epsilon Pi activities shall obey all applicable motor vehicle laws, including, but not limited to, those concerning vehicle safety, vehicle operation, insurance and the transportation and consumption of alcoholic beverages. Operators must ensure that vehicles are roadworthy, in proper operating condition, not overloaded and are driven in a safe manner. Operators must ensure that all occupants are properly utilizing seatbelts and other safety equipment.

All members shall only drive motor vehicles for which they are licensed, endorsed, and insured to legally operate and shall not lend or allow others to use vehicles if they do not meet these standards. Members shall not operate any vehicle(s) which require a Commercial Driver's License (CDL), pilot's license of any kind, motorcycle license, or other specialty endorsements as part of any chapter activity nor shall they utilize vehicles for towing or hauling unsecured loads.

All use of personal vehicles shall be strictly voluntary and the sole responsibility of the vehicle owner/operator. Any claims that may arise are the sole responsibility of the vehicle owner and/or driver. Drivers and vehicle owners should be advised that the fraternity does not provide insurance for nor does it assume any liability for claims or injuries to persons, damage to property, or damage to vehicles arising from the use of their personal vehicles in connection with any fraternity activities. All drivers should agree and provide written proof that they have personal automobile insurance with limits that comply with local law on any vehicle which they own or use

Members shall not operate, park, store, or allow others to park or store any motorized vehicle(s) inside of any fraternity premises at any time.

Where chapters maintain "Safe Driver", "Sober Driver", or "Designated Driver" activities, participation should be on a strictly voluntary basis and all drivers and/or vehicle owners should be

# AEPI HEALTH AND SAFETY POLICY

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provided with a copy of this Driving & Motor Vehicle Operation policy prior to participation.

## **MEMBERS PERSONAL PROPERTY**

The use of personal property in fraternity activities shall be strictly voluntary and the sole responsibility of the owner. The fraternity assumes no liability or responsibility for any loss or damage to any personal property of members or guests even if used in conjunction with fraternity activities.

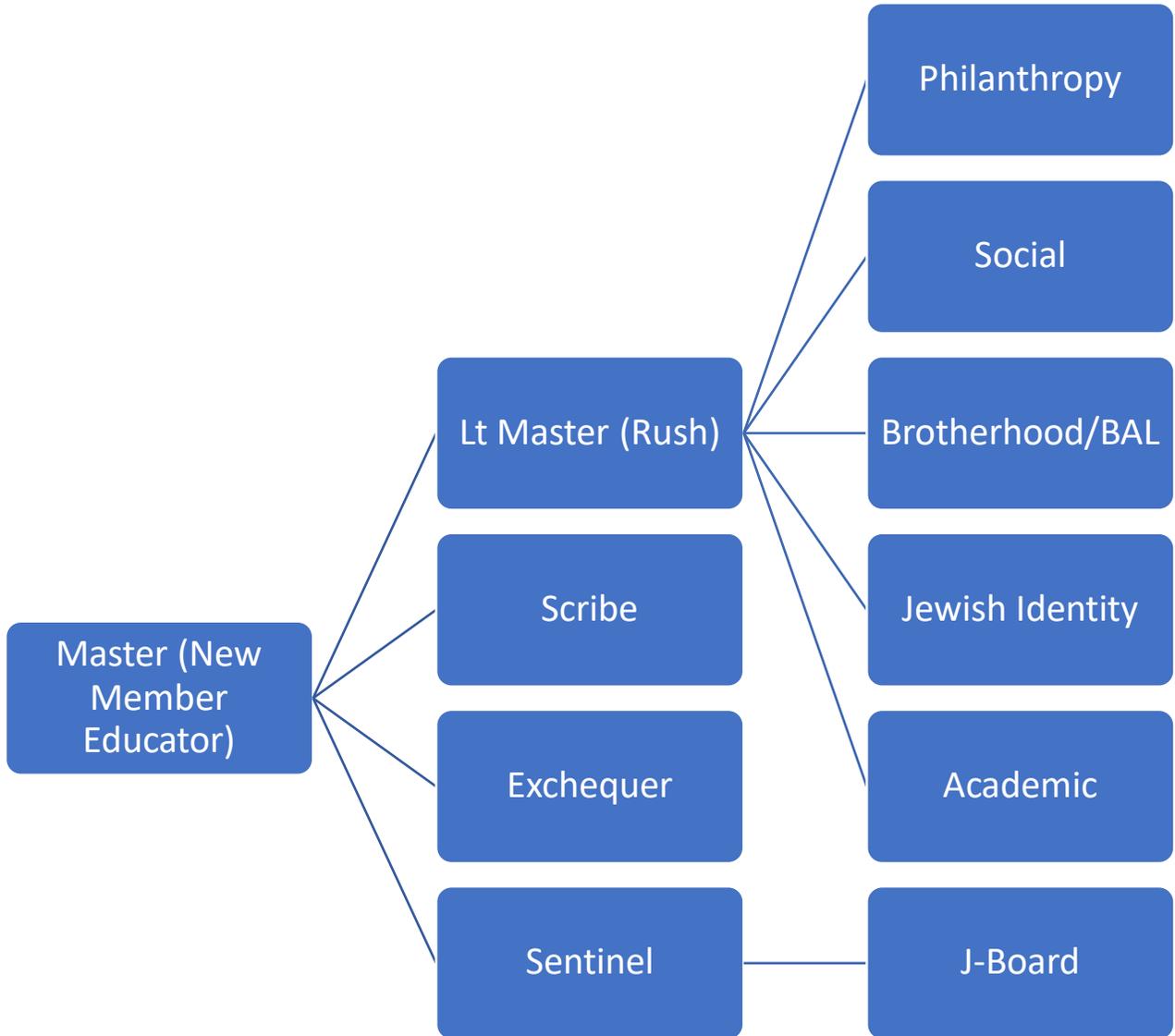
## **CONTRACTUAL AGREEMENTS AND ADDITIONAL INSURED**

No chapter, member, or housing organization may enter into any written or oral contract or financial agreement using the name of the fraternity ("Alpha Epsilon Pi"). This includes without limitation such agreements as university agreements, leases, contracts, hold harmless agreements, liability releases, account statements, purchase orders, and hotel or banquet contracts. As the fraternity's insurance does not afford protection for outside parties, no chapter, member, or housing organization may enter into any written or oral agreement under which the responsibility or liability of some party other than the fraternity is assumed. Additional Insured status under the fraternity's insurance requires the prior agreement of both the fraternity and its insurers.

# CHAPTER STRUCTURE

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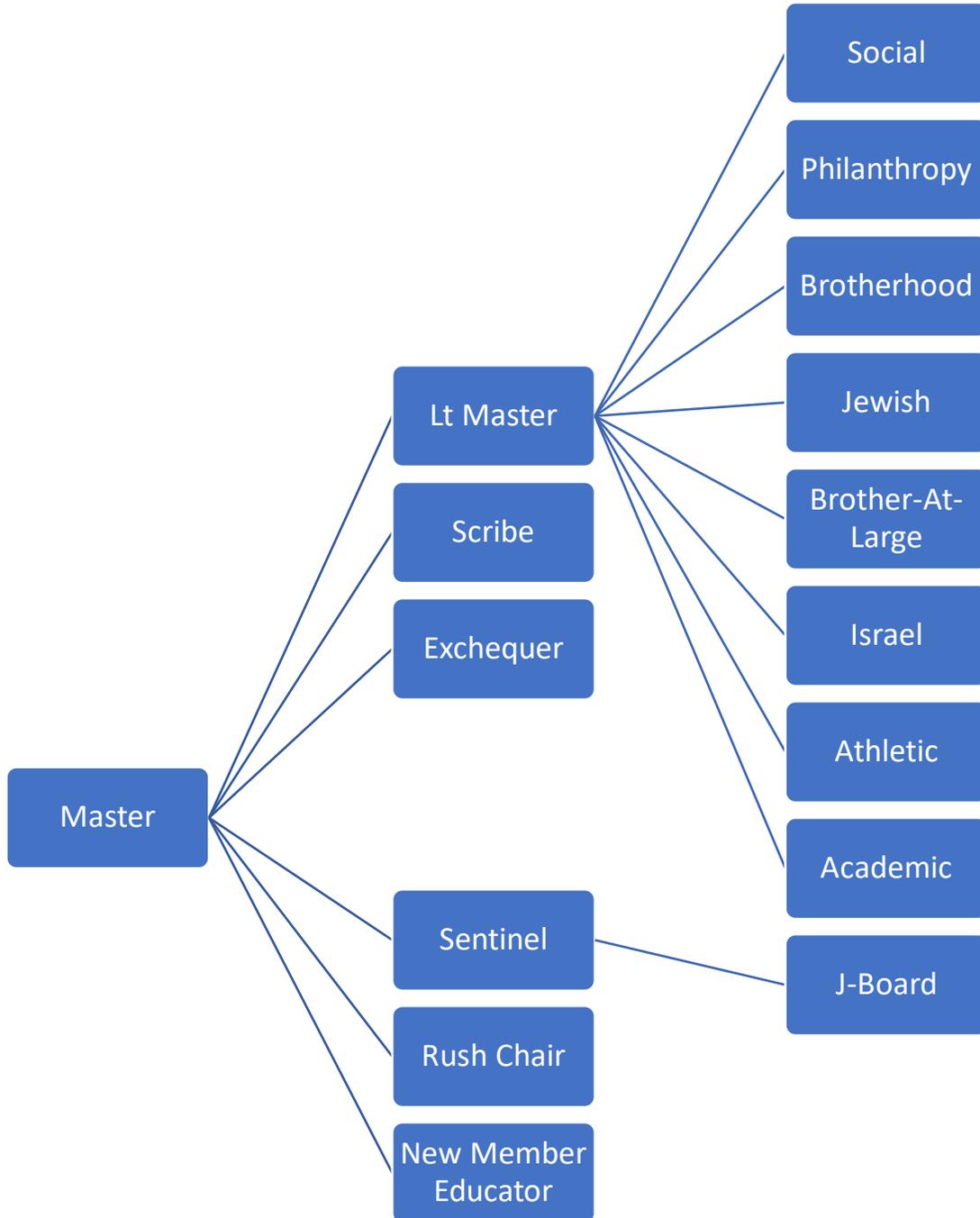
## Chapter/Colony Under 30 Members – Minimum Recommendation



# CHAPTER STRUCTURE

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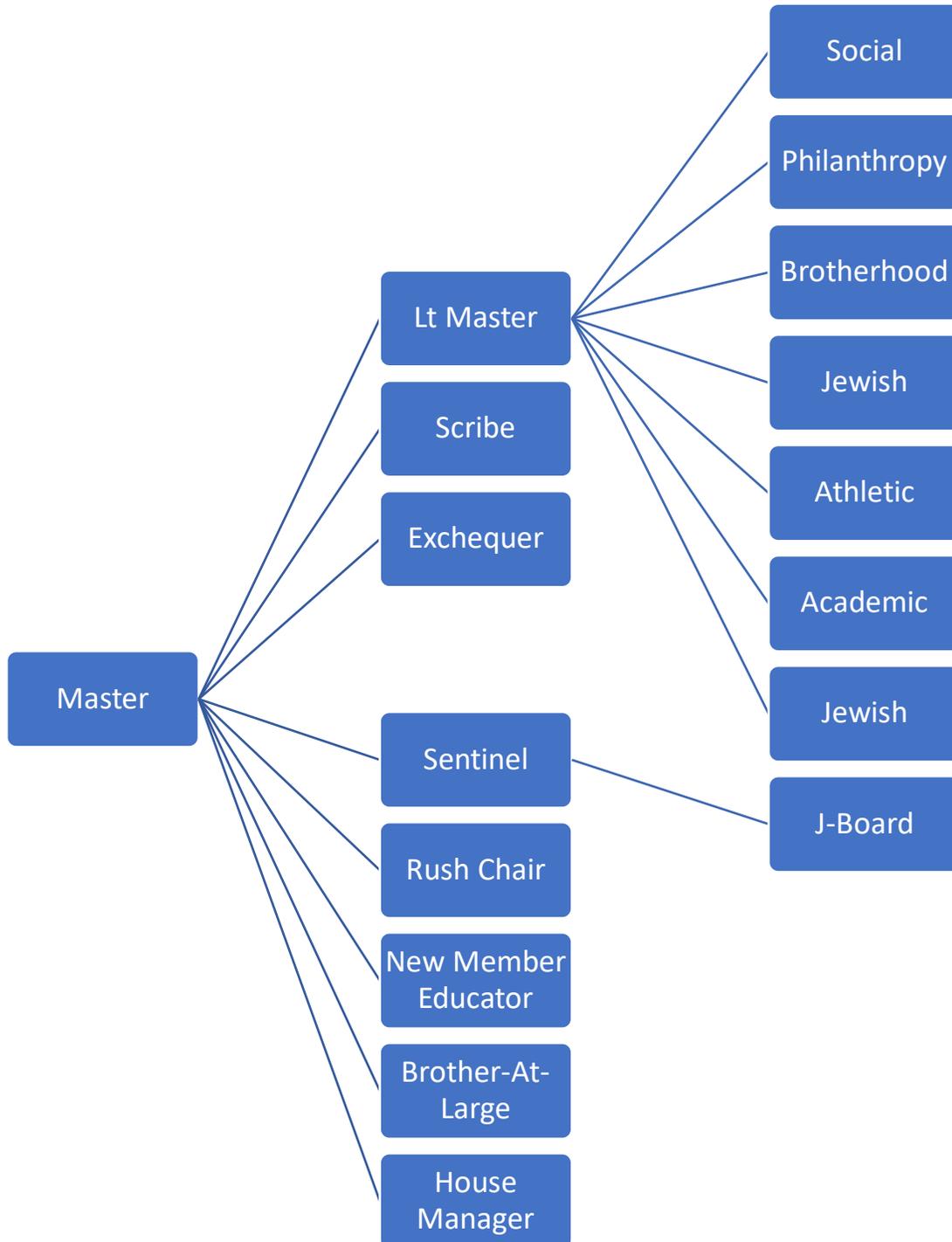
## Chapter/Colony 31-60 Members – Minimum Recommendation



# CHAPTER STRUCTURE

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## Chapter/Colony 61+ - Minimum Recommendation





# Alpha Epsilon Pi

DEVELOPING LEADERSHIP  
for the JEWISH COMMUNITY

## RUSH CHAIR

### EXPECTATIONS OF THE RUSH CHAIR

1. Create and execute a Chapter recruitment plan that will effectively recruit, vet, and select potential new members.
2. Know and enforce AEPi policies - especially those regarding health & safety including sexual assault prevention, alcohol/substance abuse, hazing prevention, fire safety and security, and Good Samaritan.
3. Ensure the chapter is recruiting with the fraternity's values at the forefront.

### SUGGESTIONS FOR FULFILLING THESE EXPECTATIONS

- Build a committee. The Master, Rush Char, and New Member Educator always serve on the rush committee. Make sure the rest of the committee is made up of responsible Brothers that are committed and can be held accountable. This should always be an odd number (5, 7, or 9).
- Make rush committee an honor and a privilege. Rush committee should be the only members who vote on bids. Their hard work is rewarded with the honor of recruiting and choosing new members.
- Appoint a Rush events chair. The rush committee should only be concerned with getting potential new members to events and building relationships during the events. The rush events chair should handle the logistics.
- Create and maintain the list. In order to maximize your potential, you should have a list that has all the pertinent information of each individual so that you can stay organized and there are no duplicate names or excessive or unnecessary contact.
- Involve the chapter. Make the list a Google Doc that the chapter can see. Allow all Brothers a chance to comment on potential new members during the beginning of Rush committee meetings before you close the door for the voting process.
- Train your committee in rush techniques. Your committee should be experts in all areas of rush from cold calling and dorm storming to holding conversations in order to maximize efforts.
- Set rush goals. Rush goals should be realistic chapter goals that all of the active Brothers can get behind. Not just how many men, but also the type of men you are looking for. Discuss values-based recruitment and how new members can help take your chapter to the next level. Understand the fact that quantity breeds quality and that every potential new member may have a strength that your chapter needs.

# RUSH RUSH RUSH LIST & COMMITTEE – Suggestions for Effective Leadership

**THESE SUGGESTIONS ARE GUIDELINES THAT SHOULD HELP YOU IMPROVE YOUR RECRUITMENT. THEY ARE NOT MANDATORY, BUT COMPLIANCE WILL LIKELY LEAD TO BETTER RESULTS.**

## **GOAL SETTING**

Get the whole chapter on board with your rush goals. Not just how many men, but also the type of men you are looking for. Discuss values-based recruitment and how new members can help take your chapter to the next level.

## **THE QUANTITY V. QUALITY ISSUE**

Quality over quantity? Quality drives quantity? Quantity drives quality? Your chapter will only get better if you recruit men who are better than you are. That's a bold challenge. The better you rush, the more you can choose from. And the more selective you are, the better quality you'll get.

## **RUSH COMMITTEE MEMBERS**

Automatically on the committee: Rush Chair, Master, Pledge Master

Other members should be accountable and committed, "face men", representative of the brotherhood. The Rush Committee should be comprised of an odd-number of members.

## **RUSH EVENTS CHAIR**

A Rush Events Chair should be appointed and responsible for handling all the logistics of planning and executing events. The Rush Committee and Chapter should be concerned with interacting with potential new members, getting them to and from the events, learning about them, and communicating the purpose and experience that AEPi offers.

## **FORMATTING THE RUSH LIST**

Information to be included: Name, year, Jewish, hometown, major, contact information. Also be sure to note which Rush Committee member is assigned to that rushee as the primary contact. The primary contact is the directly responsible individual for this rushee.

## **BID RANKING SYSTEM**

5 - a confirmed potential recruit

3- bid ready / legacy (offered bid)

4 - being courted- been to event or "man-date"

2- outstanding bid (unsigned)

1 - signed bid

## **BUILDING THE RUSH LIST**

Use other lists that are legally available to you- (Hillel, school directory, high school lists, synagogue lists, dorm lists, etc.). Use brothers, parents, sorority women, and friends for recommendations. Get contact information through Facebook "Class of" groups, mutual friends, interests, and name searching.

## **RUSH COMMITTEE MEETINGS**

These meetings should be held frequently with the goal of catching up on potential new member statuses and making sure the list is up to date. All Rush Committee meetings must be present for voting. A forum may be held for non-rush committee members to comment and air support or concerns prior to the Rush Committee only voting meeting.

# RUSH RUSH RUSH LIST & COMMITTEE

## SAMPLE RUSH LIST

Bid Rank	Name	Contact Info	Yr	Jewish?	Primary Contact	Notes
1	David Goldberg	555-555-5555	Fr	Y	Roitman	Extremely excited.
2	Sam Stein	555-555-5555	Fr	Y	Glick	Rushing other fraternities
3	Matt Cohen	555-555-5555	Fr	Y	Orelove	Asked about pledging, bid-ready
3 L	Andrew Max	555-555-5555	Fr	Y	Bigman	Legacy- brother went to NYU. Offer bid when ready.
4	Max Lerner	555-555-5555	So	Y	Orelove	Went to lunch with Sam, great Questions
5	Jacob Coblentz	555-555-5555	Jr	Y	Mizrahi	Involved with Student Gov't
5	Adam Gitlin	555-555-5555	So	?	Borans	Suggested by Allie, need more info
5	Brian Roger	555-555-5555	Fr	Y	Borans	Only wants a party club, needs more understanding. Maybe next semester.

## RUSH COMMITTEE AGENDA

Open Forum. Allow all brothers to share updates, voice support or concerns on rushees.

Review the 1s. Are they still committed? Are we continuing to engage them? Have they been helping us recruit their friends?

Review the 2s. Are they still holding on to their bid? Are we attempting to move them forward and have conversations about accepting their bid?

Review the 3s. Were they bid? What is the next move to get them bid and have them accept? Do they have concerns that we should know about before bringing them in to the bid room? Who would we consider most helpful in having a conversation with them?

Review the 4s. Are they bid ready? Are they still attending events and staying interested? Do we need to reevaluate the primary contact? Are we still interested in moving him through the process? If needed, vote on extending a bid and moving 4s to 3s.

Review the 5s. Do we have a strategy for getting in contact? If we've made contact, update status on moving him closer to a 4? Do we need to evaluate the primary contact? Are we still interested in him?

# DORMSTORMING

Dormstorming is a rush technique where brothers go to the dorms of the Rushees, knock on the doors, engage in conversation, and encourage them to come to an event. Dormstorming should be done every day throughout pre-rush and official rush. This technique takes a lot of time and commitment, but if carried out correctly, it will pay off.

## **RATIO:**

2:1 – Two dormstormers to one Rushee - A 1:1 ratio in the Rushee's dorm room gives the Rushee the upper hand and a 3:1 ratio is too intimidating for the Rushee, therefore making him feel very uncomfortable and may make him uncommunicative.

## **POINT MAN**

- Get in the door
- Initiate the conversation
- Subtly find out information about the Rushee
- Close the deal (Get them to an event.)
- After the interaction, immediately write down notes

## **BACK UP MAN**

- Carry the list and any flyers
- Scrutinize the room, looking for interest
- Possibly occupy roommates or guests
- After the interaction, immediately write down notes about the person

## **HOW DO YOU GET IN THE DOOR?**

The point man should be standing where the door opens and the backup man should be standing next to the point man where the door hinges, because the first thing the Rushee will see is the point man who needs to start the conversation. (Knock, knock, and knock. Rushee opens door and says, "Yeah.") At this point, the point man needs to move his body forward and into the room. The dormstormers' objective at this point is to get in the room with the Rushee and with the door closed.

## **WHAT IS MEANT BY CLOSING THE DEAL?**

Not coming to an event should not be an option for the Rushee. Never give a Rushee a chance to say no. Give him a choice of either one time or another to get picked up. After applying the right amount of pressure, if for some reason he can't come to an event, let him know about the next event and either invites him at that point or tells him that you will come back tomorrow and see what he is up to. The Rushee will eventually come to an event if you apply the right amount of pressure. (Don't become a stalker and scare him away.)

## **WAYS TO DORM STORM WITHOUT BREAKING THE RULES.**

There are tons of ways to justify being in the dorms as someone who doesn't live there. If you are close with someone in the dorms or if you have an early rushee who wants to hang out in their room, you are allowed to be there. There is not a rule against being welcoming and being a part of the Jewish welcoming committee. If you are scared of being asked who you are by an RA, then you probably don't have the confidence to dorm storm anyway.

## **COMMON QUESTIONS AND ISSUES**

- How did you get my name?
- "You came highly recommended by our international headquarters. I'm not sure how they got your name, but they told us to stop by. Do you know anyone or have a relative in AEPi?"
- "Well my friends and I are planning on going to dinner..."
- "Hey, that sounds great, everyone can come. There will be plenty of food and it is not only free, but it's much better than dorm food. So what time do you guys normally go to dinner...Then we'll pick you up then."
- "Actually, I have a late class"
- "Oh, what class is that...When do you get out...?"

- *(either)* “Oh well, what is your class schedule tomorrow...great, well we are going to play some basketball and have some dinner, will pick you up at 5:30.”
- *(or)* “Well that’s no problem, if you get out at 6:50 we could either pick you up from class or pick you up from your dorm at 7:00...”
- “Um...sounds good, but I’ll come over myself.”
- “Look, it’s no problem at all. We’ll pick you up at 6:30, you’ll come over for a little, hang out, and we’ll take you home whenever you are ready.”
- “I’m not really into the whole fraternity thing.”
- i) “It’s funny that you say that. I can honestly tell you, we have a bunch of people that didn’t want to do the whole fraternity thing. But our fraternity is not like your stereotypical one. Look I’m not asking you to join. I’m just saying, come over, have some free food, meet some of the guys, and we’ll take you home whenever you are ready. You’ve got nothing to lose. Alright...do you want us to come by at 6:00 or 7:00?”

### PUTTING IT ALL TOGETHER; DORMSTORMING LIKE A PRO

- **Point Man:** (Knocks on the door.)
- **Rushee:** (Opens the door.)
- **Point Man:** Hey, are you Alan?
- **Rushee:** Um, yea. Why? Who are you? (You have a skeptical Rushee, so you might want to take a straight approach with him.)
- **Point Man:** I’m Gregg and this is Josh. We are from AEPi. As you might know, fraternity rush is coming up and we wanted to meet you. So, what are you up to? *(Try to get off the rush topic and find stuff out about him.)*
- **Rushee:** Um...how did you get my name? (The Rushee is not following your plan and is skeptical because you are at his door.)
- **Point Man:** We have a list of names that our national gives us, and you came highly recommended. Do you know someone in AEPi? *(Apply any of the above answers to the Rushee’s question.)*
- **Rushee:** No. (Work with the Rushee when he is being cold and try to get him off of rush.)
- **Point Man:** Oh well, somehow they got your name. *(You can try a different reason or move on.)* So, anyway...what are you up to?
- **Rushee:** Hey, look I’m not into the whole frat thing. (Once again, he has avoided the question and basically said to go away.)
- **Point Man:** *(You might want to try to be very forward and blunt and get passed the tension.)* I’m not asking you to rush, nor am I asking you to join. We are simply here to introduce ourselves and invite you over to hang out.
- **Rushee:** Oh well, thank you anyway, but I don’t want to waste your time. *(That means if you want me you are going to have to try harder.)*
- **Point Man:** Look, we are going to be watching the basketball game and playing pool tomorrow night...I understand you aren’t interested in rushing. But listen, tomorrow, we’ll pick you up at 6:00 and you’ll come over for a little while. You’ll meet the guys, eat some free food, and we’ll take you back whenever you want to go. You have nothing to lose...do you want us to pick you up at 6:00 or 6:30? *(Tell the Rushee you understand him. Then explain that there is no downside to coming over. Tons of brothers join a fraternity that never planned on it; they just need to get to the house.)*
- **Rushee:** Well, I don’t know. I have a lot of studying to do. *(Convince me.)*
- **Point Man:** *(Give him one more push.)* Just come over for a little bit. We’ll pick you up and take you home whenever you want. What time should we come by?
- (Once again, that question only leaves an actual time.)
- **Rushee:** Alright.
- **Point Man:** Ok then, we’ll pick you up at 6:15.

## COLD CALLING

Cold calling is a rush technique wherein a member of the rush committee calls a prospective Rushee out of the blue, when you only have a name and a telephone number. This will be difficult and uncomfortable the first time. If you practice though, you will be rewarded with more Rushees at your events.

## **COLD CALL GOALS:**

*GET HIM TO THE EVENT*

*GET INFORMATION OUT OF HIM*

*MAKE HIM FEEL COMFORTABLE*

## **OPENER:**

No matter how good you are, you are about to catch someone totally off guard, who has no idea who you are, which is why you need to be prepared with your opener. Make sure you double check their name.

## **INTRODUCE YOURSELF AND THE FRATERNITY.**

Suggested Opener: "Hey, is this Josh?" (*Yea*), "What's up Josh, this is Gregg from AEPi, the Jewish Fraternity on campus, How's it going?"

- You can figure out of many things with this opening. Judging on their response, you can figure out if they are Jewish, they know anything about AEPi, and their general level of comfort.

## **QUESTIONS UPON QUESTIONS**

- Like dormstorming, small talk is easy if you ask questions upon questions.
- "Hey, I hope I didn't catch you at a bad time, what are you up to?" (See if you can get them talking; if so, follow the dormstorming guidelines to get information.)

*"SO WHERE DO YOU LIVE?"*

*"HAVE YOU DECIDED ON A MAJOR?"*

*"WHERE DID YOU GO TO HIGH SCHOOL?"*

*"DO YOU PLAY ANY SPORTS?"*

*"DO YOU KNOW WHICH DORM YOU ARE IN YET?"*

*"WHAT ARE YOU DOING THE REST OF THE SUMMER?"*

Remember; listen to their questions so that you can ask follow up questions. And take down comprehensive notes.

## **CLOSE THE DEAL: (ACHIEVE YOUR PRIMARY GOAL.)**

## **INVITATION TO THE EVENT**

This is very similar to that of dormstorming. Extending the invitation without giving an option of "no."

- "So anyway, we're going to be having this back to school barbeque at the house on Sunday around 1:00. You mentioned that you didn't live too far away. I'll tell you what, I'll come by around 12:45 and pick you up, to show you where the house it."

## **VOLUNTEER WHERE YOU GOT THEIR NAME.**

- "You know, I don't remember where we got your name, it may have been from a youth group of someone who is currently in AEPi. Were you in a youth group, or do you know someone in AEPi? Whoever it was, they must have thought you were cool and thought we should contact you."

## **PUT IT ALL TOGETHER: COLD CALLING LIKE A PRO**

### **OPENER:**

**Active:** "Hi, is Jon there?"

**Response:** "Yea, who is this?"

**Active:** "This is Gregg, a friend of his."

**Response:** "Hold on, Gregg."

**Jon:** "Yea, this is Jon"

**Active:** "Jon, this is Gregg. I am calling from the AEPi at UCSB, how's it going?" (If it is spring semester, introduce yourself like they should know who you are... "Jon, it's Gregg from AEPi, what's up?")

### CARRY THE CONVERSATION (SHOOT THE SHIT)

**Active:** "Hey, I hope I didn't catch you at a bad time, what are you up to?"  
**Jon:** "Oh na, it's all good. Just chillin."  
**Active:** "Oh, alright. Looking forward to getting off to school."  
**Jon:** "Yea, for the most part."  
**Active:** "Have you picked a major yet?"  
**Jon:** "Na, still undeclared."  
**Active:** "Yea, well that's typical. Most people don't declare until end of sophomore year."  
**Jon:** "Ah, okay, cool."  
**Active:** "What have you been up to this summer?"  
**Jon:** "Went on a road trip with my high school buddies."  
**Active:** "Cool. Where did you go?"  
**Jon:** "All over the place for about three weeks."  
**Active:** "Sounds like fun."  
**Jon:** "Yea, it was cool."  
**Active:** "Any idea when you are headed up to school?"  
**Jon:** "Yea, move in day for the dorms is, like the end of the month."  
**Active:** "What dorm are you gonna be in?"  
**Jon:** "Haven't found out yet."

### CLOSE THE DEAL:

**Active:** "Oh, I see. Hey look, a bunch of my friends are gonna be getting together in LA this weekend, what are you up to?"  
**Jon:** "I was planning on going out with some friends Friday night, but nothing Saturday."  
**Active:** "Perfect, we're going to a club Saturday night. I can pick you up at either 8:00 or 8:30 and we can carpool to meet up with the guys."  
**Jon:** "Um....I guess 8:30 is cool."  
**Active:** "Alright, just your address is fine and I'll MapQuest it."  
**Jon:** "123 Yellow Brick Road. Los Angeles."  
**Active:** "Perfect, then I will see you at 8:30 Saturday night and introduce you to some of the guys."  
**Jon:** "Alright, take it easy."  
**Active:** "You too. Bye."

# RUSH RUSH RUSH EVENTS & CONVERSATIONS

## PRE-PLANNING

Take time to put together a compelling campaign. Your t-shirts and materials speak volumes about your chapter. Make sure that your message is tasteful, compelling, and accurate. Keep your niche market in mind. Your flyers, social media, website, and tabling should all follow suit.

## EVENTS

Make sure events are interactive and communicate the value of fraternity. Consider using events that are already established on campus, such as sporting events or Hillel events. Get to know as many rushes and make sure they are meeting each other, too.

Remember,

Rush Committee should be picking up rushes and dropping them off. Rush Events Chair is responsible for the logistics.

## PASS AROUND

Rushes should not be left alone. Introduce a rushee to other brothers based on common interests and conversations that will be interesting.

## RUSH ETIQUETTE

Don't: use inside jokes, talk fraternity business, be dramatic, talk poorly about other fraternities or organizations, call a recruit a pledge or rushee.

Do: use and remember his name, make him feel comfortable, be honest about the fraternity and what it has to offer, talk positively about your Greek experience, sell the benefits of what Greek life, fraternity, and AEPi have to offer

## INDICATORS OF INTEREST

If the rushee says "we", infers future plans with AEPi, asks and is interested in how the fraternity works, recommends friends, or invites brothers to hang out- he is likely ready for a bid. Make sure that that's communicated to the Rush Committee so they can follow up.

## RUSH RUSH RUSH EVENTS & CONVERSATIONS

Question	Response
<b>Money, money, money</b>	Payment plans are available and many brothers are on them. It's money you would be spending anyways. When we put it together, we get more bang for our buck.
<b>Grades</b>	We value academics- it's at the core of what we're about. We are all students, and this is an invaluable support system that will help you. Brothers have taken the classes you're taking and can help you study and succeed.  Being in a fraternity will teach time management.
<b>Other friends, obligations, etc.</b>	We value being involved on campus. In fact, [ <i>brother x</i> ] is President of [ <i>student org on campus</i> ]. We encourage it. We want cultured and enriched members. This isn't supposed to take away from other parts of your life- only enhance it.
<b>Not a frat guy.</b>	What is a "frat guy"? I never thought I'd be in a fraternity either. We stand for something important- living our values. Put aside preconceived ideas- we're here to change those.  We're a diverse group.
<b>Don't have the time.</b>	<i>Find out what he feels he will have to give up to be an AEPi. Then refer to money, grades, other obligations, etc.</i>
<b>My parents won't let me.</b>	Explain to your parents what the fraternity experience is actually about- not what they think it's about. <i>Refer to money, grades, other obligations if those are parent's concerns, too.</i>
<b>Maybe next semester.</b>	This is a great experience that means so much to everyone in it. We have brothers who held off who regret not having as much possible in the fraternity as possible. <i>Offer to bring that brother in for a conversation. Ask why they are looking to put it off and address the issue.</i>

# RUSH RUSH RUSH NEXT LEVEL

## TEN WAYS TO TAKE RECRUITMENT TO THE NEXT LEVEL

1. **Power Circle.** Get the Brothers together with laptops and some pizzas and build your list. Gather new names and information about rushees.
2. **Contact other chapter for leads.** Share information and rush leads with other chapters in the area.
3. **Incentivize Rush Goals.** Offer cash prizes and gift cards for anyone who can come through with a new list or whoever brings out the most new guys. Extend these offers outside of the brotherhood to sororities.
4. **Business Cards.** Include Rush Logo, Schedule, and Contact Information. Make sure they are professional and fit in wallets.
5. **Utilize Network.** Invite girls, alumni, and friends of the Fraternity to events to help promote your chapter.
6. **Hillel/Chabad.** Make sure to recruit at other student organizations. Have the chapter go to “Welcome BBQs” and Shabbat dinners to meet potential new members.
7. **Viral videos.** Hype up your rush events with cool and funny videos promoting the chapter and your event.
8. **Coffee Date Rush.** Don’t just rely on events. Remember you are making friends. Take a rushee out to lunch or to the gym.
9. **Space out at events.** Don’t bunch up at rush events. Make sure all the rushees are interacting with Brothers and are engaged.
10. **Nightly Emails.** Send out nightly emails to the chapter updating them on who you are rushing and upcoming events.

# RUSH RUSH RUSH LIST & COMMITTEE – Suggestions for Effective Leadership

**THESE SUGGESTIONS ARE GUIDELINES THAT SHOULD HELP YOU IMPROVE YOUR RECRUITMENT. THEY ARE NOT MANDATORY, BUT COMPLIANCE WILL LIKELY LEAD TO BETTER RESULTS.**

## **GOAL SETTING**

Get the whole chapter on board with your rush goals. Not just how many men, but also the type of men you are looking for. Discuss values-based recruitment and how new members can help take your chapter to the next level.

## **THE QUANTITY V. QUALITY ISSUE**

Quality over quantity? Quality drives quantity? Quantity drives quality? Your chapter will only get better if you recruit men who are better than you are. That's a bold challenge. The better you rush, the more you can choose from. And the more selective you are, the better quality you'll get.

## **RUSH COMMITTEE MEMBERS**

Automatically on the committee: Rush Chair, Master, Pledge Master  
Other members should be accountable and committed, "face men", representative of the brotherhood. The Rush Committee should be comprised of an odd-number of members.

## **RUSH EVENTS CHAIR**

A Rush Events Chair should be appointed and responsible for handling all the logistics of planning and executing events. The Rush Committee and Chapter should be concerned with interacting with potential new members, getting them to and from the events, learning about them, and communicating the purpose and experience that AEPi offers.

## **FORMATTING THE RUSH LIST**

Information to be included: Name, year, Jewish, hometown, major, contact information. Also be sure to note which Rush Committee member is assigned to that rushee as the primary contact. The primary contact is the directly responsible individual for this rushee.

## **BID RANKING SYSTEM**

5 - a confirmed potential recruit	3- bid ready / legacy (offered bid)
4 - being courted- been to event or "man-date"	2- outstanding bid (unsigned)
	1 - signed bid

## **BUILDING THE RUSH LIST**

Use other lists that are legally available to you- (Hillel, school directory, high school lists, synagogue lists, dorm lists, etc.). Use brothers, parents, sorority women, and friends for recommendations. Get contact information through Facebook "Class of" groups, mutual friends, interests, and name searching.

# COVID-19 REBUTTAL GUIDE

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## Covid-19

Rebuttal Guide

## Limit a PNM to one question

- Ask them (if hesitation) is the only reason they wouldn't join
- "You're telling me this is the only thing stopping you from becoming my brother"
- The more questions they ask the more it compounds in their head

# COVID-19 REBUTTAL GUIDE

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## How are you keeping your events safe?

- Mandatory Masks
- Social Distancing
- Taking Temperatures
- Outdoor Events
- Option for 1on1 lunch instead of a “larger” rush event
- Hand-washing station (water and soap, or hand sanitizer)
- Following campus, city, state guidelines
- No large gatherings

## Can I wait until next semester

- We have a really strong group of new members this semester.
- We see you as someone who will become a leader in the chapter.
- This is your opportunity to experience more of college and have a larger community to be a part of.
- It's odd that this semester is going to be online, but we have some incredible things like **\*X Y Z\*** that I really want to see you be a part of. This year will be like no other in many ways and you should definitely try to be a part of it!
- No one really knows what next semester is going to look like, and for all we know things will be as bad or worse. Now is the best time to join an incredible family and support systems.

## I haven't met any of you in person

- People meet online all the time. Have you heard of tinder? The good news is that unlike tinder, we can at least meet and communicate over video call. Our guys are as genuine as they get, and I really think you'd fit in.
- Yes, we haven't met in person, but this is still a much better alternative compared to **meeting no one**. I know a lot of incoming freshmen just simply can't make many friends right now, but AEPi provides an incredible social network amongst other things.
- Bonds can certainly be created online.
- People play games online all the time, this isn't much different and it's the way the world is moving.

# COVID-19 REBUTTAL GUIDE

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## What steps are you taking to limit contact

- Following university guidelines as well as state guidelines
- Best practices provided by the CDC
- Consistent mask wearing and symptom screening
- Virtual/Socially distant hybrid operation
- I am my brothers keeper
- We have hand sanitizer and soap on hand

# COVID-19 REBUTTAL GUIDE

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## I have never been on campus, why should I pay?

- You are becoming a life member of the Alpha Epsilon Pi fraternity, which brings with it the privileges of an incredible brotherhood, an endless network, and travel/professional development opportunities (even online) that you can't find anywhere else during college.
- You're still joining \_\_\_\_\_ chapter, which opens you up to amazing guys, awesome resources and opportunities as well as personal growth.
- Your access to the AEPi alumni network will be an incredibly valuable resource. We have alumni in every field (medical, business, legal, government and politics, education, engineering, etc.) ready to network and give advice to our brothers at a moments notice.
- It is an excellent way to expand your campus community.
- Still getting the same 2020 aepi experience most people are across the country.

# COVID-19 REBUTTAL GUIDE

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## I want to rush when it's “normal” in Spring

- What is normal? For all we know, things could be like this, or *worse* in the spring. Why take the chance?
- You will miss out on a whole semester as a Brother.
- This is a chance to be unique when it comes to your fraternal experience
- AEPi has proven to be the best decision I ever made at college, and I can't let you pass up on this experience. The bond our chapter has is stronger than any roadblocks in front of us, including school being virtual. I promise you won't regret it.

# SPONSORSHIP PACKET EXAMPLE

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[MONTH DAY, YEAR]

THE ALPHA EPSILON PI FRATERNITY IS A NON-PROFIT ORGANIZATION THAT PRODUCES THE FUTURE LEADERS OF AMERICA ON OVER 185 CAMPUSES WORLDWIDE. WE TAKE GREAT PRIDE IN OUR HISTORY AND OUR HERITAGE DATING BACK TO 1913 WHEN THE FIRST CHAPTER WAS STARTED AT NEW YORK UNIVERSITY. TODAY, WE PROUDLY BOAST ONE OF THE HIGHEST GRADE POINT AVERAGES INTERNATIONALLY, A STRONG COMMITMENT TO PHILANTHROPY AND AWARENESS, AND AN UNDERGRADUATE BROTHERHOOD OF ROUGHLY 10,000.

OUR CHAPTER, AT [SCHOOL], HAS WORKED VERY HARD OVER THE YEARS TO BUILD A STRONG BROTHERHOOD THAT WILL CONTINUE TO ACHIEVE GREATNESS. EACH SEMESTER, WE ARE GIVEN THE OPPORTUNITY TO OPEN OUR DOORS TO STUDENTS NOT YET AFFILIATED WITH OUR ORGANIZATION, AND SELECT A LIMITED NUMBER OF HIGHLY MOTIVATED LEADERS, WITH STRONG MORALS, VALUES, AND WILL TO FIND SUCCESS IN ALL ASPECTS OF LIFE.

WITH THIS RECRUITMENT PERIOD, A RARE OPPORTUNITY TO CAPTURE INEXPENSIVE EXPOSURE FOR LOCAL AND NATIONAL BUSINESSES IS MADE AVAILABLE THROUGH THE USE OF OUR ORGANIZATIONS' MARKETING TOOLS. OVER THE YEARS OF INNOVATION AND TRIAL AND ERROR, WE HAVE FORMULATED THE MOST SUCCESSFUL MARKETING CAMPAIGN IN ORDER TO REACH THE ENTIRE [NUMBER OF UNDERGRAD STUDENTS AT SCHOOL] PLUS UNDERGRADUATE STUDENT BODY AT [SCHOOL], AS WELL AS THE MAJORITY OF THE [CITY OR LARGER COUNTY]. WE ARE PROUD TO OFFER THE USE OF OUR MARKETING CAMPAIGN TO YOUR BUSINESS IN ORDER TO GENERATE THE BUSINESS RESULTS YOU DESIRE.

ENCLOSED IS A SPONSORSHIP PACKAGE WHICH INCLUDES INFORMATION OF THE ADVERTISING MADE AVAILABLE THROUGH OUR ORGANIZATION. I HOPE THAT YOUR BUSINESS WILL CONSIDER THIS GREAT OPPORTUNITY OF EXPOSURE WHILE SUPPORTING OUR [SPRING/FALL YEAR] RECRUITMENT PERIOD. IF YOU HAVE ANY QUESTIONS, PLEASE FEEL FREE TO CONTACT ME. MY CONTACT INFORMATION IS LISTED BELOW.

SINCERELY,  
[YOUR NAME]

[YOUR POSITION]

ALPHA EPSILON PI FRATERNITY

[YOUR PHONE NUMBER]

THE INFORMATION LISTED BELOW ARE THE VARIOUS EXPOSURE OPPORTUNITIES FOLLOWED BY THE ADVERTISING PACKAGES AVAILABLE.

## EXPOSURE OPPORTUNITIES

### **[BELOW, YOU WILL LIST OFF THE TYPES OF EXPOSURE YOU CAN OFFER]**

MEN'S RUSH SHIRT: 120 COUNT

WOMEN'S RUSH SHIRT: 100 COUNT

RUSH FLYERS: 1,000 COUNT

KICKOFF PARTY FLYERS: 1,000 COUNT

RUSH PAMPHLETS: 500 COUNT

BANNER (1 RUSH EVENT & KICKOFF PARTY. PROVIDED BY BUSINESS. MAX SIZE: 8FT X 4FT)

RUSH VIDEO (DISPLAYED DURING RUSH EVENTS. POSTED ON FACEBOOK)

LINKS TO BUSINESS ON FACEBOOK "RUSH ALPHA EPSILON PI" GROUP

SPRING 2021 PHILANTHROPY SHIRTS: 100 COUNT

### **[BELOW THAT, OFFER BUNDLE DEALS WHICH A BUSINESS CAN PURCHASE FROM YOU WITH A SPECIFIC DONATED AMOUNT]**

OPTION 1: \$250

*1" X 2" LOGO ON 1 SHIRT STYLE OF YOUR CHOICE*

*LOGO ON 1,000 KICKOFF PARTY FLYERS*

*BANNER*

OPTION 2: \$350

*1" X 2" LOGO ON THE 2 SHIRT STYLES*

*LOGO ON 1,000 KICKOFF PARTY FLYERS*

*LOGO ON 1,000 RUSH FLYERS*

*BANNER*

OPTION 3: \$500 & UP

*2" X 4" LOGO ON ALL SHIRTS*

*LOGO ON 1,000 KICKOFF PARTY FLYERS*

*LOGO ON 1,000 RUSH FLYERS*

*LOGO ON 500 RUSH PAMPHLETS*

*RUSH VIDEO*

*LINKS ON FACEBOOK*

*BANNER*

*OPTIONS MAY BE ALTERED AND NEGOTIATED. TERMS WILL BE DOCUMENTED IN CONTRACT.*

## The Mission Statement of Alpha Epsilon Pi



The mission of Alpha Epsilon Pi is to provide education, resources and training to the future leaders of the world's Jewish communities. This mission is demonstrated every day through acts of brotherhood, Tzedakah (charity), social awareness and support for Jewish communities and Israel.

Alpha Epsilon Pi was founded to provide opportunities for the Jewish college man seeking the best possible college and fraternity experience. We have maintained the integrity of our purpose by strengthening our ties to the Jewish community and serving as a link between high school and career.

Our heritage stems from one source: young Jewish men banding together in allegiance. The fraternity can be a home away from home, providing the same stabilizing and guiding values that students previously gained from their families. Jewish students search out Alpha Epsilon Pi because it is a Jewish fraternity. In the fraternity's 105-year history, more than 102,000 men have worn the badge of Alpha Epsilon Pi and each year, approximately 3,000 undergraduates perform the Ritual of Initiation, which remains the same ritual adopted decades ago.

Perhaps of greater importance, Alpha Epsilon Pi provides education, resources and training to develop leadership for the future of the Jewish community. Tomorrow's Jewish leaders are in our chapters today. These are the young men who must be counted upon to support Jewish causes and to prepare to be one of tomorrow's Jewish leaders, so that they may aid themselves, their family, their community and their people.

Throughout our history, the fraternity setting has served as a "learning laboratory," a testing ground for young men who later become leaders in business, education, government, religion and science. A goal of our fraternity is to help each student to develop character, responsibility and a proper set of values through living together in brotherhood. Alpha Epsilon Pi prepares young men for their role in life as responsible citizens.

**Therefore, our basic purpose is to provide the opportunity for a Jewish man to be able to join a Jewish organization whose purpose is not specifically religious, but rather social and cultural in nature. Alpha Epsilon Pi is a Jewish fraternity and brotherhood in Alpha Epsilon Pi is open to all who are willing to espouse its values and mission.**

# CONTRACT AND RECEIPT

THIS CONTRACT BINDS THE ALPHA EPSILON PI FRATERNITY [CHAPTER] CHAPTER WITH

\_\_\_\_\_ ON \_\_\_\_\_ (DATE),

IN AN AGREEMENT FOR THE SUM OF \$\_\_\_\_\_ FOR OPTION #\_\_\_\_\_.

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

PHONE NUMBER: (\_\_\_\_) \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

SIGNATURE: \_\_\_\_\_

[TAX ID NUMBER: \_ \_ - \_ \_ \_ \_ \_ ]

[NAME OF MASTER]  
PRESIDENT  
ALPHA EPSILON PI FRATERNITY  
[CHAPTER]  
[PHONE NUMBER]  
[EMAIL]

[NAME OF RUSH CHAIRMAN]  
RUSH CHAIRMAN  
ALPHA EPSILON PI FRATERNITY  
[CHAPTER]  
[PHONE NUMBER]  
[EMAIL]







