



### **Does Recruitment Boot Camp Actually Work????**

Yes, it does. If you don't believe us, check out another great success story we recently received from Lambda Chi Alpha at the University of Maryland:

"At the beginning of last semester, we only had 24 brothers. I put together a very professional recruitment brochure and raised the standards for acceptance, which really attracted a lot of guys to our chapter. I also organized everyone in to teams, and we did a great job of making recruitment a more personal rush process. We also made a simple rush shirt, and will reprint that shirt in a different color next semester to try and create a brand for our chapter. Over the course of the rush process, we had over 70 different kids show up to our house. From this, we only handed out 28 bids, and signed 21. Many of those who didn't sign initially are deferring to the Fall semester. Basically, we were able to be extremely selective, while still almost doubling our chapter size."

Ladies and gentleman, when you follow a successful system amazing things WILL happen for your chapter! Recruitment Boot Camp has been working for years on all size campuses, in all parts of the country and produced some incredible results.