

Scholarship Recruitment



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Acacia Fraternity Leadership Scholarship Program

Membership Recruitment has become increasingly more difficult. Data provided by universities and the National Interfraternity Conference (NIC) states that the traditional college-age student (18-22) is becoming less of the norm. Since fraternities have traditionally recruited from this group, it's obvious recruitment has become more and more competitive between chapters on your campus in recent years. Has the number of men on your campus joining fraternities or going through formal recruitment been on the decline?

With the costs of a college education continuing to rise, students are thinking twice about what they want to achieve during their college years. The bottom line is this: today's student wants to know how his university, living arrangements, and activities are going to get him ahead in the job market.

This Gold Book will not only promote good scholarship opportunities but will also help your chapter get the jump on the all-important competitive game of membership recruitment. As you read through this Gold Book, remember you are promoting scholarship on behalf of the Acacia Fraternity and the University. Recruitment is an ancillary benefit; make sure you maintain this perspective. The integrity of your fraternity and Chapter rides on this important rule.

Enclosed are the materials for conducting an Acacia Leadership Scholarship Program. The program consists of offering scholarships to incoming freshmen men, reviewing the applications and interviewing/recruiting the best applicants. If implemented correctly, this program will work. You should be able to recruit the bulk of your pledge class before the Fall semester even begins.

The first step should be to organize a Leadership Scholarship committee. There should be two committee chairmen in charge of interviews and visits, with additional members to assist with mailings and other events. We recommend that the two committee chairmen consist of your Recruitment and Scholarship Chairmen. The Recruitment Chairman will be responsible for overseeing interviews and setting up events. The Scholarship Chairman's main focus will be to make sure that all mailings during the school year are properly administered. You may wish to divide these responsibilities depending on the strength and weakness of your officers. Alumni should be involved in the interview process and follow-up (more on that later).

Chapters may want to look at potentially hiring the chairman through the chapter or the housing corporation. By hired, we mean that they should be compensated with free room and board, a break on dues, or some other financial payment. If done correctly, the committee chairmen will be working potentially 40 hours a week. The number of pledges they recruit, and their dues will more than compensate for the wages. A quota can be set, and the chairmen can be paid according to that quota. For example, if they are supposed to recruit 20 men and only get 18, 90% of their salary can be paid.

Creating Your Chapter's Acacia Leadership Scholarship

The first thing to decide is how many scholarships the chapter is offering and for what amounts. The Chapter should identify how much money they have going to Scholarships, and then find a good balance between Quality and Quantity of Scholarships offered. For example, a Chapter may have \$5,000 set aside for Scholarships. They decide to offer five Scholarships of \$2,500, \$1000, and three \$500 Scholarships – depending on the quality of men who apply.

Financing the program:

Chapter Funds: Each brother can pay a summer dues fee to help fund summer recruitment and operations for the scholarship. With this money, the chapter should establish a recruitment budget for the summer expenses of events and travel (if necessary) for the scholarship. Alternatively, the chapter can set aside a portion of the overall budget each year to fund this program out of membership dues until sufficient funds are available from other sources.

Alumni Donations: The biggest support may come from your alumni. Many alumni don't have the time to get involved with the day-to-day operations – but given the opportunity to indirectly support the chapter's recruitment program, you'll be surprised in the interest you can generate. Alumni can donate through the **Acacia Fraternity Foundation**. Endowed Scholarships are perpetual scholarships that exist drawing off the interest from the investments each year and leaving the principal intact. This is the preferred method for developing scholarships as it is the most cost effective over time.

Money received through the Foundation is tax deductible which may help in your chapters fund raising efforts. For more information regarding usage of the **Acacia Fraternity Foundation** please contact your Chapter's Success Coach.

Creating the Application:

The first step the Chapter should take in creating their own Scholarship Application is identifying the areas of interest the chapter hopes to acquire through this form. The biggest advantage Leadership Scholarships give Chapters in the Recruitment Process is the ability to ask questions and vet Potential New Members that often take several meetings to learn when recruiting outside of the scholarship.

The following is a list of areas and questions that you should include in your application to properly identify quality applicants and give an idea of the Potential New Member's fit with the Chapter.

- Name and Contact Information
- Parents Contact Information
- Potential Major
- GPA
- Test Scores (ACT/SAT)
- Extracurricular Activities
- Honors and Awards
- Human Service Involvement
- Copy of Transcript

A Potential Template of the Application is included on page 19. Chapters can ask additional questions, including essays and recommendation letters, and those examples are included on the template.

Marketing the Scholarship:

Remember, you are not buying pledges, however, this scholarship program gives you the opportunity to meet top quality men who will be attending your school.

The next step is to offer the scholarship to the men. This can be done in a variety of different ways. Here are a few of our favorites:

1. Solicit applications through high school Guidance Counselors.
 - Get a list of the top feeder schools.
 - Send out the application (page 19), the cover letter (page 18) and the Guidance Counselor cover letter (page 23) to all of these schools.
 - This mailing is to go out *before winter break*. The deadline for applying should be set for mid-Spring.
 - By February 1, send out another letter to the Guidance Counselors reminding them that the applications are due in the near future.
2. Contact Enrollment Office at your University:
 - Get a list of incoming freshmen from the university. In order to do this, send the list request letter enclosed (page 21), the abbreviated scholarship cover letter (page 18) and the application (page 19) to the proper university office.
 - Check with your University's Fraternity & Sorority Life office to see if there are any special procedures or deadlines for this process.
 - Mail cover letters and applications to the names the office provides.
 - *In the event your university will not release that information (increasingly common) ask if they would be willing to send the information on your behalf to eligible students.*
3. Contact your university Financial Aid office to check the possibility of posting the scholarship information with all other scholarship opportunities available to incoming freshmen.
4. Market the scholarship through social media.
 - Post on the Chapter's Instagram, Twitter, or other Social Media pages marketing the scholarship.
 - Have Chapter members share the post so their followers from their hometowns can see the opportunity.
 - Look into buying ads on Social Media platforms to promote the scholarships.
5. Contact Alumni for names of incoming Freshmen Leaders.
 - Send an email to your Chapter's Alumni letting them know to share this opportunity with family or other incoming students they may interact with.
 - Work with Acacia HQ to reach out to Alumni in your state who aren't a member of your chapter to request recommendations.
6. Tabling at Summer Orientation.
 - If your university offers tabling at Orientation events, look at promoting your scholarship during the summer at these events.
 - This will require the Chapter to look at extending their interview and application process – but it is a good opportunity to have talking points when speaking with parents and students during Orientation.

Reviewing the Applicants

As Applications start to come in, the Chapter should have an organized process on how they will review the applicants. A well ran scholarships program will have 100+ applicants, and the chapter should identify the best way to review these as they come in.

The Leadership Scholarship Committee should agree upon a list of standards that applicants must hit before they are even considered for the interview. This will help the committee quickly go through the applicants and disqualify any applicants that don't hit certain points. These standards could be as simple as an ACT Score above 23 and a GPA above 3.0.

When it comes to identifying who to invite to the interview process, our recommendation is to invite **all** applicants who hit the minimum standards set by the Committee. This will give the Chapter the opportunity to interview as many quality applicants as possible and won't disqualify some applicants who may not have a stellar resume but do meet your academic standards.

The Scholarship Committee should utilize ChapterBuilder to help maintain the list of applicants. Uploading the names of all the applicants will help the recruitment team follow up with quality applicants and add to the names list. The most efficient way to do this would be to create your scholarship application as a form in ChapterBuilder. Alternatively, you can create a list of applicants and their information to be bulk uploaded into chapter builder as a csv file if you have another method of collecting scholarship applications that you prefer.

Scholarship Interviews

Interviews for the scholarship can consist of two different formats. One can be a more informal interview process with members of the Recruitment Committee whenever the applicant and the committee members are both available. The second can be a formalized Scholarship Weekend involving a majority of the Chapter and multiple Alumni. Both scenarios have their pros and cons – and a chapter can also look at having both.

Informal Interview Process:

Once it is determined who will be moving on to the interview process, come together as a committee to call all applicants who the Chapter would like to interview. The Scholarship Committee should identify what days and times they will be available during the interview process so that when calls are made you can find available timeslots for the applicants to interview. Use a service like Google Calendars to book all the times on a shared calendar to ensure you do not double-book a time slot!

Ideally, the interviews can take place at the Chapter House and the Applicants are able to bring their parents or guardians. Below are two sample scripts Committee members can use while scheduling the calls. The first one is for when they can come to the Chapter House and the second one is for when an in-home visit is needed instead. If the Chapter does not have a house or isn't confident in the cleanliness/quality of the home – a location somewhere on campus would also be a suitable location to hold the interviews.

Call Script for Scheduling Interview at Chapter House:

RC: "Hi, John, this is Chuck Sink from the Acacia Leadership Scholarship Committee at the University. We were looking over your application and think you are a great candidate to advance to our interview process. We would love to host both you and your family at our Chapter House in the near future for an interview. Do you have plans to come to town soon?"

A: Hi Chuck. It's great to meet you. We will be in town in 3 weeks for enrollment.

RC: That's great. Do you know what day that is and what your schedule is like?

A: It is on the 18th. We will be free in the afternoon between 2-4 pm.

RC: Perfect. Would you all like to come by the Chapter House at 2:30 pm for an interview?

A: That should work out great.

RC: Awesome. We have your email from the application. I will be sending you an email later today with more details about the day and a calendar invite. Looking forward to meeting you and feel free to text me any questions you may have about the interview process, or just attending the University in General.

A: Perfect. Thank you, Chuck!

Call-Script for Remote Interviews:

RC: "Hi, John, this is Chuck Sink from the Acacia Leadership Scholarship Committee at

the University. We were looking over your application and think you are a great candidate to advance to our interview process. We would love to host both you and your family at our Chapter House in the near future for an interview. Do you have plans to come to town soon?

A: Unfortunately, we don't have any plans to come visit.

RC: "Not a problem at all. Our Scholarship Committee is actually planning some remote interviews as well. Would you and your family be open to us doing an interview at your home sometime? (The Chapter may also consider doing a Virtual Interview with the Applicant)"

A: Yeah, that would be great.

RC: Perfect. What is your schedule like this summer and are there any weeks that work?

A: An evening during the week would be great.

RC: Okay. We have your email from the application. I am going to send you an email later this evening. Please talk to your parents and let us know what date and time work best for you all for our interview. It should be only about an hour total.

A: Will do.

RC: Awesome. Looking forward to meeting you and feel free to text me any questions you may have about the interview process, or just attending the University in General.

It is important to speak slowly, concisely and confidently when introducing yourself on the phone. As the calls are made, make sure to add all scheduled interviews to a calendar for all members of the committee can view, so that no interviews overlap.

After you make the calls, every committee member should send three different follow up emails. The first one is reminding those who scheduled an in-house interview about their date and time. The second should be an email asking when the best time would be to do an in-home interview. The last email is to individuals who are still unsure about doing an on campus or in-home interview.

Once you finalize a schedule for all the interviews, the Committee should begin identifying who will be attending what specific interviews. Once the committee identifies all parties involved in the interview process, send a second email confirming the time, location, and introducing who will be conducting the interview on Acacia's behalf. A reminder email should be sent out a week before the interview.

The Committee member who made the original outreach should also send informal text messages to the applicant confirming they received the emails and answer any questions they may have. This is also a great opportunity to build a relationship outside of the scholarship.

The Scholarship Interview – Questions

The interview should start out with introductions. It is highly recommended that an alumnus be one of the interviewers, especially if parents are in attendance. The parents can relate to him better and it will make your program seem more credible. Divide the questions so that both the alumnus and the chairmen ask them. The opening remarks should be something like:

"John, we have invited you here today to interview for the Acacia Leadership Scholarship. The criteria for selecting (a) winner(s) will be based on evidence of leadership skills, academic performance and extra-curricular activities. If you have any questions or you are unclear about what we are asking, feel free to stop us and ask us to clarify. "

The first question could be:

"Keeping in mind that this is a leadership scholarship, would you give me your definition of a leader? "

A good question to follow is:

"Using that as your definition, can you cite for me a specific example where you have done that? "

Other possible questions:

- *What do you consider to be your three biggest strengths?*
- *What do you consider to be your three biggest weaknesses?*
- *What is the most challenging thing you have done? What did you get out of it?*
- *What is the most rewarding thing you have done? What did you get out of it?*
- *What do you think is the number one problem facing society and what can be done to correct it?*
- *Why did you decide to go into (insert anticipated major, if known)?*
- *What is your ideal career choice and why?*
- *In what ways do you see college being different from high school and how do you plan to adjust to those differences?*
- *There are many distractions at the University. How do you plan on reaching a balance between your social life and academics?*
- *Aside from attaining your degree, what do you expect to get out of your college experience? (This is a big one).*
- *How do you feel your family has influenced your life?*
- *What will be your top three goals at the University? How do you plan on achieving those goals?*
- *If we were to ask a friend of yours to use three terms to describe you, what would he/she say?*
- *If we were to ask that same friend where he/she expects you to be in ten years, what would he/she say?*

- *If you could have dinner with any person living or dead, who would it be and what would you talk to them about?*
- *I see that you were incredibly involved in extra-curricular activities in high school. Why did you feel it necessary to get involved in other activities instead of concentrating purely on your academics?*
- *I/we am/are interviewing several other applicants for this scholarship. Why do you feel you deserve it?*

Note: Be sure to take notes during the interview to help with reviewing applicants and to help sell them on the fraternity later on. Upload all notes to their ChapterBuilder profile for the committee's record.

The interview should be ended by saying:

"We will announce the winners by the third week of classes. At this point do you have any questions for us concerning our scholarships, the university, financial aid, the fraternity, or even why we offer a scholarship? "

The interviewers should be knowledgeable in these areas in case they do have a question. Make sure their parents are also included in this portion of the interview.

Scholarship Weekend Process:

If the Chapter would prefer to have a more formalized interview process, a Scholarship Weekend would be the best way to formalize the process. The timing of the Scholarship Weekend is entirely up to how the Chapter intends to utilize the Scholarship for the bulk of their recruitment and how the local IFC conducts recruitment rules.

Identifying the Perfect Weekend:

If your university has no restrictions on when a bid can be offered, the earlier the weekend happens the better. The best way to identify when to hold the Scholarship Weekend is to identify what date will maximize the most applicants attending and how smoothly we can transition the relationship from applicant to friend to new member.

If there is a restriction on when a bid can be offered, there is no rush to when the Weekend should occur, and the bulk of the focus should be on marketing the scholarship to maximize the number of attendees.

Ideally, the Chapter may look at having two different Scholarship Weekends – one at the beginning of the Summer and one at the end. This gives the Chapter an opportunity to interview the early applicants and begin building relationships with them while also working to build their applicant pool and names list.

Scheduling the Interviews:

When a weekend is selected, the Scholarship Committee should look at having the interviews occur over two days – with half the applicants coming on Saturday and the other half coming on Sunday. This will give the Chapter an opportunity to connect with more Applicants over the weekend.

To determine how many participants should be included each day, the Committee should factor in the space in which the interviews will be conducted, how many chapter members will be available to hold the interviews, and how many alumni will be present to help conduct the interviews and answer any questions from parents.

It may be wise to rent out rooms on campus for a portion of the interview and then have the day wrap up by giving a tour of the Chapter house to those interested.

If there are more quality applicants than can be interviewed over a two-day span, a second weekend may be necessary. This will also help with those applicants who cannot make the first weekend.

Before calling the Applicants, the Scholarship Committee should identify the following:

- Times of event. (A 3 to 4 hour time frame would be a good range.)
- Location of event. (At the Chapter house. On campus.)
- Date of Interviews.
- How many Applicants maximum on each day.

Like the informal process, the chapter should upload the applicants to ChapterBuilder to help organize the call process. Additionally, the Committee should put together an excel sheet online accessible for all Committee members to edit. As calls are taking place, they should write down what days the applicants will be taking part in the interview.

When calling Applicants, prioritize those with the strongest applications to ensure they are getting first selection of a time slot. Look at the applications and determine who from the Chapter would match well with the applicants.

Call-Script for Scheduling Scholarship Weekend Interviews

RC: "Hi, John, this is Chuck Sink from the Acacia Leadership Scholarship Committee at the University. We were looking over your application and think you are a great candidate to advance to our interview process. We are hosting interviews on Saturday, May 30 and Sunday, May 31 and want to give you an opportunity to attend. The interviews should be from 1-4pm. What day works better for you?"

A: Hi Chuck. It's great to hear from you. May 30 would work better than the 31st.

RC: That's great. I will put you down for May 30. Be on the lookout for an email from our Scholarship Committee with more details about the day. Also, we would love to have your parents come with you on this day. Along with the interview, this will be a time to have them come along and ask us any questions about our organization or the university in general.

A: That's great. I will bring them along.

RC: Perfect. I'll be sending you a follow up email soon to confirm the date and location of your interview. Feel free to send me a text if you have any other questions throughout this process. We look forward to meeting you.

If none of the Scholarship Weekend dates work for the applicant, it is recommended the Scholarship Committee work to provide an informal or virtual time for them. To schedule the informal interview, follow the process listed on page 7.

Formal Scholarship Weekend Format

There are a variety of ways the Chapter can proceed with the Scholarship Weekend. Ideally, most of the Chapter and multiple Alumni are participating in the interview process.

The Check-in Process:

The Check-in process should happen about 15-20 minutes before the start time. This process can be led by 2-3 Chapter members at a table with a list of the applicants coming. During check-in, have name tags with the applicant's name and hometown provided.

Look at having the Committee members not being the ones at the check-in table. This will give them the opportunity to introduce themselves to the applicants they have been in contact with, and they can make more introductions to other chapter members and help the applicants and their parents feel more welcome.

The Scholarship Weekend Introduction:

As listed above, altogether it should be about a 3-hour process. The start of the interview should be welcoming the applicants and their parents. The welcome can be a brief introduction and overview of the Scholarship process, discussing how many applicants the Fraternity had this year, how long it has been around, and any other details the Chapter may find useful at this time. For the opening, it is recommended to have Alumni involved in some way. This could be them doing the introduction to begin with or showing

In addition, the Chapter should utilize this time to give an overview of the day's schedule and divide the applicants up in any necessary way. Once the introduction is done, the committee can dismiss the parents or direct them to some activity the chapter has planned for them. It is important to make the parents feel just as welcomed as the Applicants. If there is nothing planned for the parents while the interview is taking place, just let them know when the interview portion will wrap up and ensure they are back before the end presentation.

The Interview Process:

The interview process can be divided into several different activities to ensure the Chapter is having an opportunity to learn more about the Applicants and to give the applicants a good overview of Acacia as an organization.

Before beginning the activities, make sure the applicants are divided evenly into groups of however many activities you all have. For example, if you have 30 applicants and 3 Activities, make sure they are divided into 3 groups of 10. Below are a few activities the Chapter can have during the interview.

Questions:

This portion of the interview is very similar to the informal interview. Make sure there are enough undergraduates and alumni to ask the questions (one of each for each applicant is a good balance, if doable.) For this section you can use the list of questions on page 9 or use the document on page 26 or a combination of the two.

Leadership Activity:

This activity can be led by an Alum, and he can have 1 or 2 Chapter Members to assist him with instructions. The goal will be to divide the group into two or three smaller groups and have them complete a specific task. Make sure to keep notes during this process on how the groups interact with one another, who stood out, and any other information you can gather. For example, give each small group a set of supplies and ask them to build the tallest structure they can with them in the next 10 minutes.

Applicant Round-Table:

This activity gives applicants an opportunity to get to know one another. It can be led by one chapter member and one alum. If you have a Faculty Advisor or an Alumnus who has a role on campus, this would be a good opportunity for them. This is also a good opportunity to ask someone from Student Life to be involved in your scholarship interview.

Have the facilitators have some pre-set questions to lead the conversation, but the main point of the activity is for the group to get to know one another and have any questions answered about the upcoming year.

Applicant Scoring:

During all these activities, the Chapter Members in the room should have individual scoring sheets. For the Applicant Round-Table, make sure the facilitators fill out their sheets afterward. An example for the scoring sheet can be found on page 29. The categories cover Academics, Leadership, Collegiate Experience/Plan, Interest and Hobbies, and Interest in Acacia.

Interview De-Briefing and Closing Remarks:

After all the applicants have gone to every activity, bring them back together with their parents in one room to do a wrap-up and review of the day. *(If there was an informal interview, modify these conversations with the group to fit a more informal setting with the applicant, their parents, and the members of the committee who conducted the interview)*

The Recruitment or Scholarship Chairman should collaborate with an alum to wrap-up the day thanking the parents and applicants and leading a debrief going over the activities. This will give the parents an opportunity to hear about the interviews and all that happened. The wrap up should also include any questions the parents or applicants have about the University, the scholarship, or Acacia.

They will hopefully ask about the fraternity at this time. Now is your chance to take their needs and expectations of college and sell them on how Acacia will fulfill those needs and help them achieve their goals. For example:

"I see leadership is important to you. As you may have witnessed throughout this process our Fraternity cares a great deal about leadership too. What better way to become a better leader than joining a group that values leadership and provides opportunities and support to its members to develop those skills..."

Make every effort to sell the parent(s) on the advantages of Acacia.

If they ask why, you are giving a scholarship or if they have to join the fraternity to get the scholarship, you might say:

"The scholarship is not contingent on you joining our fraternity or even having any interest in our fraternity. What the scholarship program does for us is give us a chance to identify and meet with high caliber young men from all over the state/country/region. Young men who have academics as their priority, servant leaders who care about and connect with others, and have a vision for the future. While these are the kind of people we want to recruit into our fraternity, these are also the type of young men we want to help as they begin their collegiate journey"

Some Selling Points for why they should consider joining Acacia are:

- At Acacia, academics are the *number one* priority - there will be a positive academic support group.
- "Human Service." Be sure to mention philanthropies and human service projects.
- You will get more out of your college experience.
- You will have a place to come back to as an alumni.
- Lifelong Friendships.
- Diversified social functions – formals.
- Parents clubs, Dads/ Moms clubs - explain how input from parents is wanted and needed.
- Guest speakers – house moms on etiquette, athletic coaches, professors, etc.
- A great way to meet more people.
- National leadership development opportunities – undergraduate consul, conclave, summit
- Networking capabilities with successful alumni. – mention the alumni in the room and their current careers.

If they ask about other fraternities, explain that Acacia takes a slightly different approach to recruitment

than other fraternities by trying to help you adjust to the university before you get here. Remember, DO NOT talk disparagingly about other fraternities. Be positive about the whole Greek system.

Post-Interview Follow Up

As the debriefing ends, it is important to give those applicants who are interested in Acacia an opportunity to let the Chapter know. Create a ChapterBuilder form and have laptops open at the Check-in table. Direct those who are interested in finding out more about Acacia to the laptops. Even though they are already in ChapterBuilder, this will add a field under the name saying they are interested based on the title chosen for the form.

The Chapter should also offer to give tours of the Chapter House (if applicable) to all who are interested after the interview. Be sure to let the parents and applicants know the timeline for when they will find out more information about the Scholarship. If there are multiple weekends planned, please let them know the timeline.

Recruiting the Applicant

Making the transition from Applicant to Potential New Member is a key factor in the Acacia Leadership Scholarship programming being successful.

After each interview date, have all members involved in the day log onto ChapterBuilder and write all notes about the Applicants on their profile. Have someone on the Committee take pictures of the Applicants for reference and upload the picture as their ChapterBuilder Profile Picture.

Once the interviews have concluded, the committee should have a better perspective of all the Applicants and can pair them with members of the Chapter who would best match with the now Potential New Member.

The Recruitment Chairman should assign the Applicants to individual Chapter Members who connected with the Applicants during the interviews. The evening of the interview, that Chapter Member should send a text message to the Applicant following him up on the interview. Here is a good text message script the Chapter can use:

“Hey John. This is Chuck from Acacia! Our Scholarship Committee gave me your phone number. It was great meeting you today at our Scholarship Interviews! I just wanted to follow up to see how you felt about the interview process and if you had any lingering questions?”

This makes another connection for the applicant and gets some honest input from them about the interview process. As the relationship develops, the Chapter Member should make it a point to let the Applicant know how many quality Applicants they had this year and although they may not win a Scholarship, the Chapter still sees them as a quality recruit.

It helps to make the Alumni the final decision makers on who is awarded the Scholarship so that Potential new Members (PNMs) are not upset at the Chapter for not winning the Scholarship.

As the weeks go on, the Chapter should invite all PNMs to recruitment events big or small. Get an idea of when the PNMs will be in town and try to invite them to lunch or coffee with other members of the Chapter.

Awarding the scholarships:

The scholarships should always be awarded to the most deserving applicants whether or not they are interested in Acacia Fraternity. Look at awarding the scholarship in August just before classes begin.

If the chapter has multiple winners look at having a Banquet to award them all at once. Utilize the campus calendar to identify a date when incoming freshman aren't busy after they first move in. The banquet does not have to be longer than an hour. Be sure to invite parents and alumni. Invite a dean or a professor to be your guest speaker. Get a photographer to take pictures of guys and their parents.

Utilize this banquet to invite all Potential New Members that have been signed over the Summer. Invite their parents to attend as well so they can get an introduction to Acacia Fraternity. Let them know that while their son may have missed out on this scholarship, there are more opportunities through Acacia to earn Scholarships.

Ensure all information needed to award the winners the scholarship is properly collected. You will need their full name and Student ID. There may be other information needed to formally gift the scholarship.

Additional Materials:

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Scholarship Announcement Cover Letter

Welcome to the University of _____!

Congratulations on having chosen one of the finest universities in the country. The University of _____ offers its new students many exciting and challenging opportunities. While the rigors of college life are often demanding, the rewards, including the development of your academic and leadership abilities, are great.

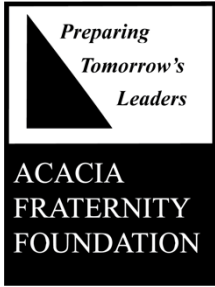
The reason for attending college is to obtain an education and at Acacia this primary goal is always reinforced. We have created a comprehensive scholarship program to aid each Acacian in his studies. This includes such things as study sessions, proper use of test files, and working with an older member in your area of study. We also reward academic achievement with both international and local monetary scholarships.

Acacia is a fraternity founded on two ideals: high academics and community leadership. In that spirit, Acacia is awarding one merit-based scholarship in the amount of \$2500 and two in the amount of \$1000 each to incoming male freshmen at the University. The scholarship winner will be chosen based upon an evaluation of the enclosed application. Please complete it in its entirety and return it to us.

The deadline for applying for the scholarship is May 1, 2020. The selection committee will be composed of two undergraduate and four alumni Acacia fraternity members. Applicants will be judged based upon the following criteria: evidence of leadership, academic abilities and extracurricular activities.

A representative of the fraternity will contact you within two weeks of receiving your application. Your eligibility for the scholarship is not contingent upon membership in the fraternity, nor upon demonstrating financial need. The scholarship winner will be notified by approximately September 1, 2020.

Sincerely,



Acacia Leadership Scholarship Application

Offered by the _____ Chapter of Acacia Fraternity and the
 Acacia Fraternity Foundation
 Chapter Address
 (Phone Number)

Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

ACADEMIC INFORMATION (All information will be kept confidential)

Test scores	Eng./ Verb.	Math	Soc. Stud.	Nat. Sci.	Comp.	High School
ACT						GPA (Explain scale)
SAT						Intended Major
Honors Courses Tak						

ACTIVITIES INFORMATION

Extracurricular Activities:
Community Activities:
Honors and Awards:
Athletic Activities:

Please attach to this application the following information:

1. Statement of financial need, to include income, scholarships, loans, parental and other support which applicant is presently receiving (expects to receive next academic year), budget showing anticipated expenses for school year and expected financial shortfall.
2. A statement from applicant (confirmation from university) that he will be enrolled at the college or university named above for the upcoming fall semester.
3. Name, address and phone number of two persons - one not connected with the high school now attended by applicant, and one who is at present time on the staff of the high school attended by applicant.
4. Please describe your goals at the University of Wyoming on the back of this form or on a separate page.

I hereby certify that, to the best of my knowledge and belief, the above information
and that attached hereto is true and correct.

APPLICANT _____ Date _____

SIGNATURE _____

Please return application to:
Scholarship Selection Committee
Acacia Fraternity
Chapter House Address

**An online application form can also be created with the above questions. This is encouraged to help market the scholarship online*

ENROLLMENT LIST REQUEST LETTER

March 9, 2020

Mr. Herb Evert
750 University Avenue 151 A
Madison, WI 53706-1490

Dear Mr. Evert,

By way of introduction, my name is Chuck Sink, Scholarship Chairman for the Acacia Fraternity at UNIVERSITY. I am writing to introduce a new scholarship program being promoted by our Fraternity.

The international fraternity has adopted a scholarship program to promote academic excellence. Acacia Fraternity is awarding three merit-based scholarships to the three incoming freshman men at the University of _____ who best meet the following criteria: evidence of leadership, academic abilities and extracurricular activities. The scholarships will be given out as follows: one \$200 scholarship and two \$1000 scholarships. They will be reviewed and selected by alumni of the _____ Chapter. Therefore, on behalf of the _____ Chapter, I am requesting the release of the names of all incoming male freshmen so that we may solicit worthy candidates.

Enclosed is a copy of the cover letter and scholarship application. It should be noted that it is not a prerequisite to join the fraternity or be interested in fraternities to receive the scholarship.

We would greatly appreciate the opportunity to offer this scholarship and hope that you find our program worthy of consideration. If our program meets with your approval, we would ask to receive the list in mailing label form at the following address: INSERT ADDRESS. If you are unable to share the information with us, please let us know if you would be able to send this out directly on our behalf. We would be happy to incur any shipping or printing costs. Thanks again and if you have any questions feel free to call me. I can be reached at (INSERT PHONE NUMBER).

Sincerely,

SCHOLARSHIP ANNOUNCEMENT – EMAIL TO FRESHMEN ENROLLMENT LIST

Welcome to the University of ____!

Congratulations on having chosen one of the finest universities in the country. The University of ____ offers its new students many exciting and challenging opportunities. While the rigors of college are often demanding, the rewards, including the development of your academic and leadership abilities are great.

Acacia is a fraternity founded on two ideals: High academics and community leadership. In that spirit, Acacia is awarding one merit-based scholarship in the amount of \$500 and two in the amount of \$100 each to incoming male freshmen at the University of Wisconsin. The scholarship winner will be chosen based upon an evaluation of the enclosed application. Please complete it in its entirety and return it to us.

The deadline for applying for the scholarship is June 1, 2020. The selection committee will be composed of two undergraduate and four alumni Acacia Fraternity members. Applicants will be judged based upon the following criteria: evidence of leadership, academic abilities, and extracurricular activities.

A representative of the fraternity will contact you within two weeks of receiving your application. Your eligibility for the scholarship is not contingent upon membership in the fraternity, nor upon demonstrating financial need.

Sincerely,

[Signature]

INSERT VD/SCHOLARSHIP CHAIR NAME HERE

INSERT TITLE HERE

HIGH SCHOOL COUNSELOR LETTER

March 1, 2020

Dear Counselor,

This letter announces a scholarship opportunity for young men at your school with strong academic and leadership skills, who plan to attend the University of _____.

Acacia Fraternity at the University of _____ is offering one \$2500 and two \$1000 scholarships to the persons, selected by the Scholarship Committee, who best portray the attributes of a student-scholar-leader. This selection will be made without regard to financial need.

Acacia is an international fraternity committed to the well-rounded development of young men. We would very much appreciate your help in distributing this information, and a copy of the enclosed application form, to potential University of _____ students. We are asking you to use your best resources to identify the most effective way to communicate this message.

We do encourage students to submit an application even if a final decision for their choice of college has not yet been made. Applications must be postmarked no later than May 1st, 2020.

If you have any questions, or if we may be of assistance, please contact our scholarship committee chairman, INSERT NAME HERE at INSERT EMAIL HERE or INSERT NUMBER HERE. Your assistance, on behalf of these young people, is very much appreciated.

Yours truly,

INSERT ALUMS NAME HERE
Director, Wisconsin Acacia Alumni Association

COUNSELOR REMINDER LETTER

February 1, 2020

Dear Counselor,

This letter is a reminder of the due date of March 1st for scholarship applications for the Acacia Leadership Scholarship. As you can recall from the letter I sent you on December 15th, the University of _____ Chapter of Acacia Fraternity is offering a scholarship opportunity for young men at your school with strong academic and leadership skills, who plan to attend the University of Wisconsin-Madison.

Acacia Fraternity at the University of Wisconsin is offering one \$2500 scholarship and two \$1000 scholarships to the persons selected by the Scholarship Selection Committee, who best portray the attributes of a student-scholar-leader.

Acacia is an international fraternity committed to the well-rounded development of young men. We would very much appreciate your help with distributing this information, and a copy of the enclosed application form, to potential University of _____ students. We are asking you to use your best resources to identify the most effective way to communicate this message.

We do encourage students to submit an application even if a final decision for their choice of college has not been made. Applications must be postmarked no later than March 1, 2020.

If you have any questions, or if we may be of assistance, please contact our scholarship committee chairman, INSERT NAME HERE at INSERT EMAIL HERE or INSERT NUMBER HERE. Your assistance, on behalf of these young people, is very much appreciated.

Sincerely,

(Insert Alums Name Here)
Director, Wisconsin Acacia Alumni Association

INTERVIEW CONFIRMATION EMAIL

(Insert name),

I am writing this email to confirm your interview for the Acacia Leadership Scholarship will be on Saturday, August 8. The interview will be from 1-3pm and will consist of group and individual interviews. We ask you to arrive 15-20 minutes before the interview to get signed in. The dress code will be Business Professional.

On the day of your interview, we also will take time to introduce you to our organization, Acacia Fraternity. Acacia is a new Fraternity on campus at Iowa this fall and is aiming to recruit young men who are interested in starting a new leadership organization on campus. Whether you are interested in joining a Fraternity during your collegiate years or not, we want to emphasize your interest is not a criterion for receiving the Acacia Leadership Scholarship.

However, if you are interested in joining a fraternity, or simply want to learn more about the process of starting a brand-new organization at Iowa, I would be glad to have a conversation with you about our vision for the future. We are looking for young men who want to create their own fraternity culture, all while looking to be a part of something bigger than themselves and impacting the community around them.

If you have any questions about the scholarship interview or the fraternity, feel free to reach out to me at jmiles@acacia.org. I look forward to hearing from you and meeting you on August 8 at your interview.

Best regards,

Jerod Miles

Acacia Fraternity

Acacia Leadership Scholarship Interview Sheet

Name: _____

Date: _____

Hometown: _____

Subject: **Academics**

1. What steps have you taken to prepare yourself academically?
2. How well have you done in your preparations? GPA? Rank in Class? What has contributed to this?
3. What are you planning to major in? Why?
4. What are specific goals you have for yourself at CU?
5. Why have you set those goals?
6. How much priority do you place on academic success?
7. What will you need to do to succeed academically at CU?

Subject: **Leadership**

1. Tell me about leadership roles you have held – (School, Church, Community, Clubs, etc.)
2. Describe someone you admire as a leader? Why?
3. Tell me about a time that you felt you were a true leader.
4. How do you see your leadership experience expanding at CU?
5. How do you see yourself utilizing your leadership skills after CU?

Notes:

Subject: **Collegiate Experience / Plan**

1. Why did you select C.U. as your college choice?
2. Beyond academics, what do you hope to accomplish at CU?
3. What do you imagine college being like?
4. How have you prepared to succeed at CU?
5. Imagine yourself in ten years. What are the areas you need to develop at CU to be that man?
6. Tell me about how you've seen yourself grow during the past 4 years of high school?
7. Have you ever volunteered your time to help others? How did that experience affect you?

Notes:

Subject: **Interests/Hobbies**

1. What activities do you do for fun and how do you gain from them?
2. What skills have you developed in your hobbies?
3. How would you like to expand your interests and service to others in college?
4. Describe your personal management of the balance between work and play?
5. How do you lead a balanced life?
6. What life lesson have you learned from your past experiences?

Notes:

Subject: **Acacia Membership**

1. Tell me about living environment you want at The University?
2. What do you see as some of your options?
3. How do you think your living situation will factor into your success at The University?
4. Have you considered joining a fraternity?
5. Tell me about the leadership and role model you see if you become one of Acacia's Charter members in our re colonization effort.
6. Tell me what you know about Acacia's Cornerstones program and how that program may assist you in meeting your college goals.

Notes:

If the student has a semester or more at CU, describe & assess his performance. Increase or decrease ratings below based on your assessment.

Semesters at _____

GPA: _____

Dean's List? _____

Other:

Acacia Interview Score Sheet

Name: _____

Date: _____

Hometown: _____

Subject: **Academics**

Rate the applicant's high school academic performance: (8 requires 3.6+ and top 10% of class)

1 2 3 4 5 6 7 8 9 10

Rate the applicant's grasp of academic success thus far.

1 2 3 4 5 6 7 8 9 10

Rate the applicant's ambition and vision academically.

1 2 3 4 5 6 7 8 9 10

Subject: **Leadership**

Rate the applicant's grasp of leadership, his experience & potential

1 2 3 4 5 6 7 8 9 10

Rate the applicant's vision for utilizing their leadership skills at the University and beyond.

1 2 3 4 5 6 7 8 9 10

Subject: **Collegiate Experience / Plan**

Rate the applicant's sense of purpose in preparing to enter the University.

1 2 3 4 5 6 7 8 9 10

Rate the applicant's vision for expanding themselves at the University

1 2 3 4 5 6 7 8 9 10

Overall, how interested should Acacia be in this applicant?

1 2 3 4 5 6 7 8 9 10

Subject: **Interests/Hobbies**

Rate the applicant's current grasp of leading a balanced life.

1 2 3 4 5 6 7 8 9 10

Rate the applicant's vision for growth and balance at college and beyond.

1 2 3 4 5 6 7 8 9 10

Subject: **Acacia Membership**

How interested was the applicant in Acacia?

1 2 3 4 5 6 7 8 9 10