

## PPP

Project Push-Pull-Push is a membership plan that pushes for 90% retention of current membership roster, pulls **potentially** 10% of brothers back into a financial status in their perspective city of which they live and work, and push **at least** 10% growth through the membership intake process. Each chapter should have a Membership Development Chairman with an energetic and engaging committee to perform the following tasks:

### *Collegiate Guidelines*

#### **August**

1. Start planning process for Membership Intake
  - Select a date
  - Submit PBS7C, Notification of Intake Approval, and Letter from institution
  - Complete paperwork to submit to Area Director, State Director, or MIP Chairman
  - All printed material should be professionally designed
  - The venue should be appealing and welcoming
  - Brothers who are fluent public speakers should be on the program
2. Identify potential prospects on your campus
  - Every chapter is encouraged to have an Intake class of five (STRIVE for FIVE Campaign) brothers or greater
  - Get a list of 25-50 prospects depending on the size of your campus
  - Have each brother discuss the qualities of the prospects during the first 10 minutes of the chapter meeting. Remove any prospects that do not meet the values of the fraternity.
3. Encourage all financial brothers to emphasize paying dues to nonfinancial brothers
4. Schedule a meeting with the NPHC/Greek Affairs Advisor to introduce yourself and the plans for the chapter. ***Note: Have a planned list of activities and initiatives for the meeting.***
5. Setup a display table in the University Center/Union Center/Student Center, any other central location, or the Sigma Gathering location during the first week of school.
  - Include trophies, plaques, awards, certificates, paraphernalia, videos, pictures, etc.
6. Begin having each person in the chapter practice a 60 second selling pitch for Phi Beta Sigma, Inc.
7. Volunteer for Freshman Orientation and moving students into their dorm rooms.
  - Coordinate a BBQ/Sigma labeled bottle water on the move-in day.
8. Participate in the NPHC Convocation/Meet & Greet

#### **September**

1. Get an official membership roster from the BluPrint
2. Obtain a roster from the Greek Advisor to compare against the roster from BluPrint to ensure accuracy. Make the necessary corrections and return to the Greek Advisor.
3. Run the report to retrieve your financial roster from last year in chapter portal from BluPrint
4. Compare roster to chapter's list of financial brothers (resolve any discrepancies)
  - a. Send any errors that have not been corrected to the Regional Director

\* This entire document should be reviewed before the end of the first week of school.

\*\* Some activities can be performed during other months.

*Updated by Collegiate Affairs Teams – August 20, 2015*

5. Encourage all financial brothers to emphasize paying dues to nonfinancial brothers
6. Identify brothers who might have transferred from another school and send the list to the 2<sup>nd</sup> Vice Regional Director.
7. Determine whether active brothers on roster were seniors, juniors, sophomores, or freshmen.
8. Establish a current and ideal percentage breakdown of roster composition. What percentage of brothers are:
  - a. Seniors
  - b. Juniors
  - c. Sophomores
  - d. Freshmen
9. Send communication to brothers about dues collection to begin in the Fall
  - a. Dues will be collected on the first weekend in September for this fiscal year
    - Email
    - Mailings
    - Phone calls
    - Text
    - Social Media (GroupMe & Facebook)
10. Inform brothers that are enrolled in school for the fall **and** not financial to pay their national and regional dues by the third Sunday.
11. During the chapter meeting, ensure every brother has logged into BluPrint to enter their demographics
  - a. Name
  - b. Home Address
  - c. Phone Number(s)
  - d. Email
  - e. Major
12. Setup chapter's method of dues collection (Must be financial on all 3 levels - chapter, region, and national - by beginning of the fraternity year ~ January 1 – December 31)
  - a. Method
    - Ability to pay online
    - Written check/cash
  - b. Process
    - Pickup check/cash from brother's home
    - Mail-out with a letter of chapter's accomplishments
    - Solicitation of dues with a pre-stamped envelope
    - Chapter meetings
13. Host a brotherhood event to heighten the interest and/or attract brothers to the chapter\*
 

• Roundup	• Spades	• Skating
• Picnic	• House Party	• Attend a sporting event
• Bowling	• Bar-B-Q	• Basketball or Flag
• Dominos	• Softball	Football Tournament

\* Events can be done multiple months in a row. Co-hosting with other organizations is encouraged

\*\* MIP cannot be done at any time. Follow time for proper MIP

13. Pick a Frat Shirt Day and a Sigma Gathering location on the campus where the brothers will meet.
  - a. Chant
  - b. Hop/Line Dance
14. Using the contact information, establish a contact process for all brothers in city/area to inform them of the chapter's upcoming activities
  - Phone (personal or calling post)
  - Facebook/Twitter
  - Email
  - Radio / TV
  - Campus Newspaper / Newsletter
  - Bulletin Board
15. Setup an incentive plan for brothers who bring other brothers back to the fold  
 Note: Create a plan that is financially feasible to the chapter  
 A plan can be:
  - Bring back 3 brothers – Local dues paid / Free event tickets / Exchange Discount
  - Bring back 5 brothers – Regional and national dues paid / etc.
  - Bring back 10 brothers – Local, regional, and national dues paid / etc.
  - Bring back 15 brothers – Get all dues paid and Regional Registration / etc.
16. Certify all Collegiate brothers in the Membership Intake Process
  - 100% of brothers **should** be certified to participate in MIP
  - Allows for future growth if key brothers are missing
17. Push growth by beginning to recruit and publicize interest meeting. Start MIP:
  - Every chapter is encouraged to have an Intake class of five brothers or greater
  - Get a list of 25-50 prospects depending on the size of your campus
  - Have each brother discuss the qualities of the prospects during the first 10 minutes of the chapter meeting. Remove any prospects that do not meet the values of the fraternity.
  - All printed material should be professionally designed
  - Brothers who are fluent public speakers should be on the program
  - The venue should be appealing and welcoming
18. At the end of each meeting this month, have every brother do their 60 second sell pitch.
19. Continue Pushing 90% retention
  - a) Write a letter to each group of brothers requesting their dues
    - Seniors, Juniors, and Transfers
20. Communicate membership goals for chapter to brothers.
  - Current year's total
  - Next year's desired total
  - Current total for next year
  - Incentive Plan
21. Determine how to offset the potential lost. Pull from:
  - Recruiting existing members
  - Recruiting transfer members
  - Membership Intake

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22. Coordinate one of the National Program Initiatives that do not require approval from other organizations. This is a perfect opportunity to partner with a NON-NPHC organization.
- Sigma Beta Club (work with alumni chapter)
  - Project S.E.E.D. – BBB
  - Sigma Business Initiative – BBB
  - Adopt a School (Elementary or Middle School) – Education
  - Provide \$300 in scholarships - Education
  - Living Well Modules – Social Action
  - Raise \$500 for March of Dimes – Social Action
- It is imperative that you do these initiatives in the public eye. They need to see your work on campus and in the community. Prospects will be able to see the different ways the chapter makes an impact.*
23. Identify the characteristics of each brother in the chapter and determine which ones are needed.
- |                       |                |              |
|-----------------------|----------------|--------------|
| a. Scholar            | e. Businessman | i. Religious |
| b. Party Animal       | f. Worker      | j. Leader    |
| c. Ladies' Man/Player | g. Dancer      | k. Orator    |
| d. Athlete            | h. Stepper     |              |
24. Protect our fraternity to the fullest by following our Risk Management Policies and **Anti-Hazing Training**. Appoint a brother as the Risk Management Director.
25. Begin conversations with alumni chapter to determine what level of support you can provide to the Sigma Beta Club.
- Note: Collegiate chapters cannot sponsor a Sigma Beta Club!
  - Have alumni chapter schedule a visit for the SBC to visit the campus
26. Attend Alumni Chapter meeting
- Encourage alumni brothers (other than advisor) to attend your meetings.
27. Encourage chapter members to become committee members and/or officer of other student organizations.
- Note: Items a, b, & c offer tuition assistance and/or room & board depending on your campus*
- Student Activity Council
  - Residence Hall Assistant
  - Student Government Association (President, VP, Senator, etc.)
  - NAACP
  - Black Student Association
  - Ambassador Board
  - Orientation Leader/Assistant
  - Black Men United
  - Organizations of the members' major
  - Honor Society

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28. Schedule a meeting with the Dean of Judicial Affairs to introduce yourself and the plans for the chapter. **Note: *Have a planned list of activities and initiatives for the meeting.***
29. Host Interest Meeting
  - a. All printed material should be professionally designed
  - b. The venue should be appealing and welcoming
  - c. Brothers who are fluent public speakers should be on the program
30. Review the early-bird deadlines for State Meetings and Regional Conferences

## October

1. Schedule a meeting with the Provost/Vice President of Student Affairs to introduce yourself and the plans for the chapter. **Note: *Have a planned agenda for the meeting.***
2. Assess the progress of brothers involvement in other organizations
3. Discuss the potential prospects at the chapter meetings and determine which ones you would like to extend an offer of membership.
  - Have brothers prepare a list of prospects
4. Send out communication to brothers about dues for next year
  - Email
  - Mailings
  - Phone calls
  - Text
  - Calling Post
  - Facebook/Instagram
  - GroupMe
5. A payment plan for brothers can be established for the next three months
  - a. At least \$30, \$30, \$30
  - b. Inform transfers and traditional dues payers of chapter's desire to increase membership and the benefits of membership
6. Encourage the Alumni chapter to conduct a workshop on recruiting and other areas that need improvement for the chapter (Be honest with yourselves)
7. Begin pushing 90% retention (Maybe through an installment plan to be paid before the Holidays)
  - Talk to senior and junior brothers to get them on-board for paying dues earlier
  - Inform transfer brothers of the amount required for next year
  - Review the number of brothers who originally paid two years with their initiation fees. If their fees run out in this year, remind them to begin payments.
  - Determine what fundraising activities the chapter can do to offset next year's dues
 

i. Car Wash	vii. Miss Phi Beta Sigma
ii. Food Sale	viii. Step Show
iii. Candy Bars	ix. Talent Show
iv. Raffle Tickets	i. Bowling
v. booth at local stadium/arena	ii. Skating
vi. Krispy Crème Donuts	iii. Party
  - Brothers that are not financial should not be allowed to enter chapter events for free

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8. Coordinate one of the National Program Initiatives that do not require approval from other organizations.
  - Sigma Beta Club
  - Project S.E.E.D. – BBB
  - Sigma Business Initiative – BBB
  - Adopt a School – Education
  - Provide \$300 in scholarships - Education
  - Living Well Modules – Social Action
  - Raise \$500 for March of Dimes – Social Action

*It is imperative that you do these initiatives in the public eye. They need to see your work on campus and in the community. Prospects will be able to see the different ways the chapter makes an impact.*
9. Host a fellowship activity to heighten the interest and/or attract brothers to chapter\*
 

Note: Complete additional insurance form for either of the items below

  - Joint activity with Zeta Phi Beta Sorority, Inc.
  - Sigma Night at the movies
  - Attend a school sporting event
  - Social gathering at brother's home/apartment
10. Continue gathering and soliciting BluPrint profile entries for all brothers on the campus for communication purposes, invitations, fellowshiping, and mailing.
11. Look at local dues structure:
  - Is it conducive for the financial stability of the chapter?
  - Should it be more or less?
  - Should we collect only for one year or two years for new members?
  - Do we have the best payment process in place?
  - They should be completely paid by the start of the fraternity year – January 1
    - i. financial is defined by complete payment to chapter, region, and national
12. Ask a representative from the Career Services Office to do a workshop on one of the following topics and invite potential candidates: resume building, mock interviews, internships, job shadowing, etc.
13. Verify conference deadlines. Get registration and forms submitted.
  - a. Miss PBS, Scholarships, Oratorical, Debate, Step Show, and Graduating Seniors
14. Academic Reception – Invite University Administrators to attend a reception that does the following:
  - a. Recognize all brothers who made the Dean's List
  - b. Recognize the brother who made the highest GPA
  - c. Recognize the brother with the Most Improved GPA
  - d. Recognize brothers who were inducted into any Greek honor society
  - e. Recognize any brothers who were inducted into any academic honor society
  - f. Recognize any administrators that assisted the organization

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## November

1. Schedule a meeting with the University President to introduce yourself and the plans for the chapter. *Note: Have a planned list of activities and initiatives for the meeting.*
2. Assess the progress of brothers involvement in other organizations
  - They should be striving to be officers, committee chairman, or active members
3. Assess progress of pushing 90% retention
4. Implement any new ideas for 90% retention and the potential offset
5. Finalize Membership Intake
6. Send dues to National Headquarters or pay on BluPrint
  - A chapter manager works with IHQ to be able to pay online with credit card.
  - Make a copy of everything sent for chapter files.
7. Plan an Neophyte Celebration
8. Host Sigma Week Activities that include the National Programs (SBC, Social Action, Education, Bigger & Better Business)
9. Host an informational meeting to identify prospects for next semester with the approval from the Regional Director
  - Discuss each prospective member at the remaining meetings and during the break
10. Start planning for the Regional Conference
  - How many brothers are attending?
  - Where are we staying?
  - How are we getting there?
  - How are we paying for it?

## December

1. For next semester, identify other organizations you will be seeking active leadership roles
2. Continue pushing and pulling membership numbers
  - Personally call any brother who has not paid for the upcoming year
  - Keep a log of why they are not financial
3. Find out where graduating seniors will be going and send their information to the Regional Director
4. Inform Sponsoring Alumni Chapter of plan to celebrate/commemorate Founder's Day
5. Coordinate one of the National Program Initiatives that do not require approval from other organizations.
 

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6. Host a study break during finals for those young men who have expressed an interest and/or have been identified as a potential candidate to study with the brothers
7. Continue planning for the State, Regional, and National Conferences

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## January

1. Schedule a meeting with University/College Administration to introduce yourself and the plans for the chapter. **Note: Have a planned agenda for the meeting.**
2. Verify totals with National Headquarters (resolve any discrepancies)  
Note: Phi Beta Sigma Fraternity, Inc. fiscal year is January 1 – December 31
3. Send any errors that have not been corrected to the Regional Director
4. Obtain a roster from the Greek Advisor to compare against the roster from BluPrint to ensure accuracy. Make the necessary corrections and return to the Greek Advisor
5. Encourage all financial brothers to emphasize paying dues to nonfinancial brothers
6. Send communication to all brothers about dues and the late fee attached by Headquarters
  - There is always a national and regional 10% late fee on dues
7. Participate and/or host a Carver's Day and Founders' Day Program/Activity
8. Push 90% retention, Pull **potential** loss of nonfinancial brothers, and push **at least** 10% growth
9. Set the standard at the first meeting by discussing all prospects for MIP
  - Each brother should speak about someone who is interested in Sigma
  - Brothers are to identify and watch the prospects in their natural environment
  - Prospects should be told about **all** the requirements for Membership Intake
10. Coordinate one of the National Program Initiatives that do not require approval from other organizations.  
*It is imperative that you do these initiatives in the public eye. They need to see your work on campus and in the community. Prospects will be able to the different ways the chapter makes an impact*
11. Continue planning for the State, Regional, and Nationals Conferences
  - How many brothers are attending?
  - Where are we staying?
  - How are we getting there?
  - How are we paying for it?

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