



***SAMPLE CHARGE***

***Charge in Theta Delta Chi  
Fall 2023 & Spring 2024 Improvement Plan***

<b>Charge Contact (Name, Email, Cell)</b>	<b>Andrew H. Green</b>
<b>Primary CFO Contact</b>	<b>Norm Hackett</b>
<b>Secondary CFO Contact</b>	<b>Clay W. Holmes</b>

<b>Broad Area of Improvement One (1): Recruitment</b>	
<b>SMART Goal One</b>	<b>Develop a names list of at least 200 potential new members before Fall Recruitment starts and no later than September 30, 2023, utilizing book scholarship and Phired Up's mind joggers and names driver's activities.</b>
<b>SMART Goal Two</b>	<b>Recruit a class of 20 new member candidates by October 31, 2023.</b>
<b>SMART Goal Three</b>	<b>Incorporate social media into recruitment by at least posting 2 times per month by October 31, 2023.</b>

<b>Broad Area of Improvement Two (2): Philanthropy and Community Service</b>	
<b>SMART Goal One</b>	<b>Host a 5K for Doug Flutie Jr. Foundation for Autism by November 15, 2023.</b>
<b>SMART Goal Two</b>	<b>Brothers will complete 10 service hours each by November 30, 2023.</b>
<b>SMART Goal Three</b>	<b>Startup Bros UnitedD Service Program and develop program manual to begin in February 2023</b>

<b>Broad Area of Improvement Three (3): Ritual</b>	
<b>SMART Goal One</b>	<b>All Brothers will memorize and be able to recite the Preamble by October 15, 2023, prior to the start of New Member Education.</b>
<b>SMART Goal Two</b>	<b>The Charge will purchase all missing ritual equipment by August 31, 2023, to have it for Fall initiation.</b>
<b>SMART Goal Three</b>	<b>By September 30, 2023, the Charge will host a ReCharge workshop to review the ritual and prepare for initiation.</b>



### **Sample Plan for One Broad Area (Recruitment for Fall 2023 ONLY)**

**NOTE:** This plan only represents one broad area goal for the Fall term. Timelines will vary based on the Charge's academic calendar. A complete plan will continue through the end of the academic year and may repeat many of the action items.

#### **June**

- ☐ By **June 15, 2023**, the new Recruitment Chair will inventory the number of bid cards and order them from
  - ☐ <https://www.mytdx.org/headquarters/files/Art/Ordering-Bid-Cards.pdf>
- ☐ By **June 15, 2023**, the new Recruitment Chair will request incoming Freshman lists, no-bid lists, or any other list from the Office of Fraternity and Sorority Life
- ☐ By **June 30, 2023**, the Previous Recruitment Chair will update the transition manual for the position and review it with the newly elected chair.
  - ☐ <https://www.mytdx.org/headquarters/files/Organizational%20Documents/ample%20Transition%20Manuals/Recruitment-Chair-Transition-Manual.docx>
- ☐ By **June 30, 2023**, the Charge Instagram, and other social media accounts, will follow the Class of 2027.
- ☐ By **June 30, 2023**, the Social Media Manager will create content for the Summer at two posts per month and schedule them.
- ☐ By **June 30, 2023**, Charge Officers will watch Phired Up Digital Recruitment Training
  - ☐ [Digital Training](#) Passcode: 1k4Pa&.=
  - ☐ Additional Resources
    - ☐ Social Excellence: <https://tinyurl.com/SoExcel>
    - ☐ Mind Joggers Activity: <https://tinyurl.com/PUmindjoggers>
    - ☐ 60 Names Drivers: <https://tinyurl.com/namesdrivers>
    - ☐ 101 Small Activities: <https://tinyurl.com/101phire>
    - ☐ How to Be a PR Chair: <http://tinyurl.com/HowtoPRChair>
    - ☐ Building a Street Team: <https://blog.phiredup.com/street/>
    - ☐ Names List and PNM Management on [ChapterBuilder](#):
      - ☐ [ChapterBuilder Self-Guided Onboarding Course](#)
      - ☐ [Sign up for ChapterBuilder Live Training](#)
      - ☐ [3 things that Stick \(w/ ChapterBuilder\)](#)

#### **July**

- ☐ By **July 1, 2023**, create a form for \$250 book scholarships (name, phone number, email, address, major)
- ☐ By **July 15th, 2023**, a full Recruitment calendar will be created based on the budget given and shared with the Brotherhood for feedback.
- ☐ By **July 15th, 2023**, post about \$250 book scholarships with a deadline.



- ☐ By **July 31, 2023**, the Recruitment schedule will be added to the Charge's calendar on [mytdx.org](http://mytdx.org) and posted publicly once approved by the Brotherhood, the IFC, and the administration.
- ☐ By **July 31, 2023**, the Brotherhood will complete the Mind Joggers Activity.
- ☐ By **July 31, 2023**, the Recruitment Chair will distribute the contact information for all potential new members and incoming new freshmen.
- ☐ By **July 31, 2023**, make at least two recruitment social media posts.

### **August**

- ☐ By **August 1, 2023**, assign Brother pairs to work together on campus to recruit.
- ☐ By **August 15, 2023**, all potential new members have received at least one form of communication. Content may be created by the Recruitment Chair.
- ☐ By **August 31, 2023**, conduct a Recruitment Workshop to review skills.
- ☐ By **August 31, 2023**, make at least two recruitment social media posts.
- ☐ By **August 31, 2023**, select book scholarship winners, and invite people not chosen to come to a cookout in September.

### **September**

- ☐ By **September 1, 2023**, Review Theta Delta Chi and the host institution's recruitment policy.
- ☐ By **September 1, 2023**, all potential new members have received at least one form of communication.
- ☐ On **Saturday, 14, 2023**, host book scholarship/meet the Freshman cookout.
- ☐ By **September 30, 2023**, ensure all potential new members are registered for IFC recruitment.
- ☐ By **September 30, 2023**, make at least two recruitment social media posts.

### **October**

- ☐ By **October 15, 2023**, ensure all Brother interactions with potential new members are logged.
- ☐ By **October 20, 2023 (Bid Week)**, Recruitment Chair will provide a bid list for Brotherhood review, plans for bid extension, and how to deliver the bids (rules and skills).
- ☐ On **October 23, 2023**, Bids will be delivered.
- ☐ On **October 31, 2023**, host bid acceptance dinner on Founders' Day.
- ☐ By **October 31, 2023**, have all new member candidates register on mytdx.org and complete a handbook and new member pin request form.
- ☐ By **October 31, 2023**, make at least two recruitment social media posts.

### **November**

- ☐ On **November 1, 2023**, start New Member Education
- ☐ By **November 15, 2023**, introduce new members on social media to all alumni and followers.