

TRIANGLE FRATERNITY



September 8, 2009

Brothers,

In times of stress, some people run around, scream, and shout. Triangles, however, get back to basics and succeed. Doing just that is paying off for our active organizations across the country.

Based on the initial numbers (this sounds like election night) coming in from the chapters, it looks like recruitment is going strong and getting better. Quite a few chapters are boasting increases from previous years. How?

By applying the basic rules of sales that work every time:

- They get their prospect's attention
- They point out their prospect's need
- They share their solution for that need
- They demonstrate their solution
- And they make the call to action

Triangle Fraternity is the textbook definition of niche marketing – we cater to a specific audience - undergraduates pursuing degrees in engineering, architecture, and the sciences. Our active organizations that are succeeding with recruitment efforts are using dynamic business techniques to capture the market on their campuses.

Now more than ever is a perfect opportunity for a new student to see what it's like to be surrounded by a group of friends who believe in the Code of Ethics with an equal emphasis on leadership and scholarship.

In addition to good recruitment strategies, we are learning that our successful chapters have implemented a “Plan”:

They agree on their goals and identify their prospects.
They assign Brothers to each potential new member.
They conduct daily meetings to reassess the status of each prospect.
They assign a "closer" to close the deal.
They have a new Brother, for life.

And it works.

John C. Gargani pitt82 • National President

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As I discussed in my speech during National Convention, Triangle is stressing four ideas over the next year. Those ideas are:

1. Continued Growth
2. Emphasizing Scholarship
3. Stressing Life Safety
4. Increased Alumni Involvement

It takes a team of Triangles to ensure the sustainability of our Fraternity. Alumni must recruit other alumni to mentor the Actives. Actives must recruit potential new members to ensure the viability of the chapter, colony, or interest group. Triangle Fraternity is a family-owned business; let's make sure we are working together to focus on growth, scholarship, life safety, and increased alumni involvement.

We are off to a good start this fall and I look forward to seeing continued progress.

In F,S, & C,



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