



PHI GAMMA DELTA
BUILDING COURAGEOUS LEADERS

Courageous Leader Scholarship

A Manual for Delivery Values-Based Scholarships to Your Campus

The Courageous Leader Scholarship

Your chapter will serve as the conduit for the Courageous Leader Scholarship (CLS) on your campus. CLS is designed to reward values-based college men to who want to succeed as scholars and leaders. Your chapter's role will be to manage the scholarship process and select top candidates for the award. You know your campus better than anyone and can recognize who has potential to succeed.

The Courageous Leader Scholarship seeks high-caliber students while giving back to your campus's community to help fund collegian's tuition. This scholarship, based on Phi Gamma Delta's values, will open the doors to new friendships with individuals who recognize the importance of courageous leadership and who live the Fraternity's mission and vision. A well-executed Courageous Leader Scholarship process will create a positive perception of Phi Gamma Delta for scholarship applicants, their parents, faculty, administrators and the campus community. You will also help fulfill the mission of your college/university.

The Courageous Leader Scholarship follows a four-stage process:



Stage 1: Prepare for Scholarship

- Select your CLS Chair and selection committee.
- Create a scholarship application using a platform of your choice that you feel comfortable using.
- Develop a timeline utilizing the resources in this document for the implementation of your scholarship process for internal use. Share it with your cabinet, Purple Legionnaire, Board of Chapter Advisors and your IHQ Coach.

Stage 2: Market Application

- Send application to area high school guidance counselors.
- Work with the appropriate campus office, such as the Fraternity & Sorority Life staff to receive a list of all non-affiliated men on your campus.
- Use social media and social networks to promote applications.
- Promote at activity fairs/tabling events.
- Post flyers around campus and in residence halls.
- Review applications and identify top candidates.

Stage 3: Interview Applicants

- Select and train the interview team how to conduct interviews.
- Conduct in-person or virtual interviews for those who meet the qualifications.
- Select finalists and invite them to your scholarship celebration.

Stage 4: Announce Winners

- Announce winners and/or hold a scholarship dinner to announce winners.
- Help applicants acclimate to campus.
- Invite applicants to chapter events and introduce them to brothers and one another.

Stage 1: Prepare for Scholarship

Select your Courageous Leader Scholarship chair and selection committee.

- Position Descriptions: For most chapters, this leadership role should be held by the Built to Lead chair and the committee should include the scholarship chair, recruitment chair, and an involved BCA member.

Set up your chapter's online application.

- Details of working with the PGDEF. Contact the Foundation at brobinson@phigam.org or 859-255-1484 x133.
- Eligibility requirements are male students, who are not associated with another Greek letter organization, enrolled at the University as a full-time student.
- Application questions should include demographic information (Hometown, year in school, GPA, major), and essay questions that are connected to Fraternity values.

Develop a timeline.

- Example timeline. See the attached sample timeline. The process should be started months in advance.
- Share it with your cabinet, Purple Legionnaire, Board of Chapter Advisors, and your IHQ Coach.

Stage 2: Market Application

Send application to area high school guidance counselors and work with the appropriate campus office to receive a list of all non-affiliated men on your campus.

- The process and difficulty of obtaining contact information for scholarship marketing can vary from one institution to the next. The office of fraternity and sorority life, or its equivalent on your campus, may be able to point you in the right direction. Student contact information is typically found in the financial aid, admissions, or registrar's office. Be prepared to explain the scholarship and present the materials you wish to mail when requesting this information. When possible, ask that the list of contact information be restricted to male, full-time incoming students who meet the minimum GPA for the scholarship. Additionally, a list of feeder high schools for your institution can be found online or in the same offices as contact information.

Use social media and social networks to promote applications.

- Example images and text
- Post in Class of 20XX classes or social media pages.
- Referrals: graduate brothers, sorority women, faculty
- Some of the best applications come from the personal connections of chapter members. Many have friends, family members, or high school acquaintances that are eligible to apply for the scholarship. Members can use their connections with high school teachers, counselors, coaches, and community leaders to find even more applicants from their hometowns.

Review applications and identify top candidates.

Stage 3: Interview Applicants

Train interview team how to conduct interviews.

- Keep Phi Gamma Delta separated. During all scholarship promotion we set a clear expectation that joining Phi Gam is not a requirement to receiving the scholarship. Therefore, you'll receive applications from some that are not interested in joining a fraternity. The purpose of the

interview is to learn more about the applicant's values, persistence, and personal excellence. All applicants must be considered on the merits of their application and interview regardless of their perception or interest in fraternities.

- The interview teams should be made up of 3-4 upper classmen with mixed skill sets including extroverted, introverted, critical thinkers and introspective personalities.

Conduct in-person or virtual interviews for those who meet the qualifications.

- Location should be a room on campus or in the chapter house that is large enough to accommodate all, quiet enough so that there are no noise distractions, and where foot traffic will also not be a distraction.
- Preparing for the interview
 - Call the applicant 24-48 hours prior to the interview to confirm and remind them of the date, time and location of the interview.
 - Review the candidate's application. Make note of any interesting or ambiguous information.
 - Be prepared and bring something to take notes on.
 - Make sure you're clean, shaven, have showered and are presentable.
 - Set an expectation for attire and look sharp. Business casual attire is recommended.
 - Conducting the interview
 - Suggested questions.
 - Evaluation criteria/rubric
- Following the interview
 - Follow up best practices.

Select finalists and invite them to your scholarship celebration.

- Informing finalists
 - The Courageous Leader Scholarship chair should call the finalists, congratulate them on being selected as a finalist, explain the finalist interview, and schedule the final interview. If hosting, the awards banquet planner should send banquet invitations to both the finalist and his family.
 - Ideally, every applicant you want to recruit should be a finalist. After all, the longer they are involved in the scholarship process, the more opportunities you have to interact with them.
- Informing non-finalists
 - Once the group has agreed on the finalists, the interviewers should notify the non-finalists as soon as possible, preferably by phone. This is also a good opportunity to invite them to recruitment events, if desired.

Stage 4: Announce Winners

Help applicants acclimate to campus and the classroom.

Continue to maintain contact with the scholarship applicants.

Invite applicants to chapter events and introduce them to brothers and one another.

- Example events count as menu experiences.

Sample Timeline

November – Select a Courageous Leader Scholarship chairman. Evaluate the most recent CLS and identify areas for improvement.

January – Finalize a CLS budget and specific timeline for the next year.

February – Finalize all hard copy or electronic application and solicitation materials.

April – Email the application to incoming students. Send it from a customized email address such as CollegeCLSapplication@gmail.com. The application should be available online and must be very easy to complete. Asking for difficult or time-consuming items like essays and transcripts is the biggest obstacle to having many candidates to interview. Set a preferred deadline for 30 days after the application is sent, but also have a final deadline that allows you to send multiple email reminders.

May – Reserve a banquet location. Send invitation letters to special guests and speakers.

June – Select and notify first round semi-finalists.

August – Conduct an interview with every applicant that reaches your minimum GPA requirement. Meeting as many applicants as possible is a critical way to use the scholarship for recruitment purposes. Host the meetings in the first two weeks of the school year, before freshmen start getting busy. Some chapters conduct interviews in the students' homes over the summer, which can be effective but difficult to organize.

Mid-August – Another crucial, often-missed step is the process of becoming friends with applicants. This step can't be skipped as you push CLS applicants through the process. Host a BBQ to welcome all applicants to campus or invite them to chapter non-alcoholic events. Get to know them as friends and introduce them to Phi Gamma Delta before the awards banquet.

Late August – Host the banquet and award scholarships before the university's formal recruitment occurs. Invite the finalists' parents to attend, so they see how great Phi Gamma Delta is and encourage their son to join.

Scholarship Leadership

Courageous Leader Scholarship Chairman

The CLS Chairman is a vital position that should be filled by a capable, ambitious individual who is familiar with the recruitment process. He should be organized, well-respected and results oriented. The CLS chairman may be elected or appointed. The primary responsibilities of the CLS chairman are:

- Create a timeline and develop a plan for the CLS.
- Select a CLS committee to implement the scholarship.
- Communicate with incoming students to drive applications for the scholarship.
- Train the interview committee to ensure an impactful interview process.
- Facilitate an interview process for all qualified applicants.
- Oversee the planning and execution of a Courageous Leader Scholarship banquet.
- Ensure top candidates are included on the recruitment chairman's potential new member list.
- Set and work to achieve SMART goals (specific, measurable, achievable, relevant, and timely).



Courageous Leader Scholarship Committee

To accomplish everything that should be done for a successful CLS, the chairman will need the help of several other chapter members. In many chapters, this can be a cross-functional committee that includes

chapter officers or members involved on other committees. In larger chapters, the CLS chairman may have his own committee. The specific roles of committee members can vary from chapter to chapter. Below are common roles on the CLS committee:

KEYNOTE SPEAKER COORDINATOR: If you decide to hold a Scholarship Banquet, the keynote speaker coordinator is responsible for identifying, recruiting, and communicating with the keynote speaker. This should be the CLS chairman, Built to Lead coordinator, or another member capable of properly representing the fraternity to potential speakers.

MARKETING COORDINATOR: The marketing coordinator is responsible for the creation and marketing of the scholarship application and related materials (cover letter, online marketing, mailing, etc.). This should be another member with advanced written communication skills and attention to detail.

INTERVIEW COORDINATOR: The interview coordinator is responsible for developing and implementing the interview plan including recruiting/training interviewers, delegating interviews, and confirming interview completion. This should be a member who is organized and delegates responsibility well.

SCHOLARSHIP BANQUET PLANNER: The scholarship banquet planner is responsible for planning and overseeing the CLS banquet including reserving a venue, inviting guests, creating a script, ordering certificates, sending thank-you notes, and coordinating banquet arrangements. This should be a member with event planning experience.

CLS Chairman

Keynote Speaker Coordinator

Marketing Coordinator

Interview Coordinator

Interviewers

(x5)

CLS Banquet Coordinator

Recruitment Chairman

Recruitment Coordinator

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RECRUITMENT CHAIRMAN: The recruitment chairman's duty is to drive chapter excellence through new member recruitment. He is responsible for the chapter's overall recruitment performance, in which the CLS can play a large role. The recruitment chairman is responsible for coaching and supporting the CLS chairman. The recruitment chairman cannot serve as the CLS chairman. The two roles are too much work for one man and over-involving the recruitment chairman can jeopardize the integrity of the scholarship.

RECRUITMENT COORDINATOR: The recruitment coordinator is responsible for ensuring that qualified applicants become potential new members in the chapter's recruitment process. This includes providing opportunities for applicants to acclimate to campus and meet members. This should be the vice president of recruitment or a member of the recruitment committee.

Volunteers

CLS MENTOR: The CLS mentor is a volunteer whose sole responsibility is to educate, guide and support the CLS chairman and his committee as they implement the scholarship. They meet regularly with the CLS chairman, provide advice when problems arise, and hold the chairman and committee accountable for meeting deadlines. It is vital that the CLS mentor understands all aspects of the chapter's CLS. Additionally, they help the leaders continuously improve the scholarship and provide continuity from year to year.

RECRUITMENT VOLUNTEERS: Recruitment mentors ensure that the CLS is the centerpiece of the chapter's recruitment strategy. Their primary responsibilities when it comes to the CLS are to understand how the scholarship should be run, support the CLS mentor, and explain the CLS to the chapter, alumni, faculty, and administration.

Funding the CLS

There are several sources of funding for the CLS. The most common sources of funding are below:

CHAPTER BUDGET: Chapter funds should be used to pay for some of the expenses associated with the scholarship process and promotion. Remember, if the scholarship is successfully implemented, you will see a return on investment.

CHAPTER SCHOLARSHIP FUND WITH THE PHI GAMMA DELTA EDUCATIONAL FOUNDATION: Each chapter has a fund through the Foundation that can be used for the CLS. For more information and resources on chapter scholarship funds please refer to the Foundation's website:

ALUMNI VOLUNTEER CORPORATION BUDGET: Many AVCs will fund a portion of the CLS if they are able to do so. Speak with your AVC President or Treasurer and submit a written request at a monthly AVC meeting well in advance of needing the funds.

FUNDRAISING: Many chapters use fundraising events, such as a golf tournament, to help cover CLS costs.

MARY MCCARTY'S CLUB BUDGET: In some cases, a chapter's parents club may be able to support the CLS financially through their budget, fundraising efforts, or donations. Parents should be invited to the banquet regardless of the existence of a parent's club or its ability to contribute.

ALUMNI DONATIONS: Often, donors get excited about giving to a specific program, such as the CLS. Donations to the CLS may be tax-deductible if made through the Phi Gamma Delta Educational Foundation. Speak with your President for more information. Be sure to send personalized invitations and thank-you notes to all donors.

ESTABLISH BUDGET: Work with the treasurer, CLS mentor and CLS committee to create a budget for the scholarship. A budget template is included in the third sheet of the Courageous Leader Scholarship Project Plan. Edit the template to reflect the specific line items of your chapter's scholarship. The best place to start when creating a budget is with the previous year's budget.

If this is the first year your chapter has conducted a Courageous Leader Scholarship, find price quotes for each line item of the template budget or ask your regional director for an example from another chapter.