

# NEW MODEL IMPLEMENTATION MANUAL & PROGRAM GUIDE



THE FRATERNITY OF PHI GAMMA DELTA

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# NEW MODEL IMPLEMENTATION

# Roles & Responsibilities

Everyone has a role in making Phi Gamma Delta membership meaningful and developmental. Review the roles and responsibilities below to guide your chapter's leadership.

## Chapter Membership

- Foundation of Courage Member
- Courageous Leadership Member
- Perge! Member

### Chapter Membership Roles

## Chapter Leadership

- Built to Lead Chairman
- Foundation of Courage Chairman
- Recruitment Chair

### Chapter Leadership Roles

## Volunteer Leadership

- BCA Recruitment
- BCA Foundation of Courage
- BCA Built to Lead
- Purple Legionnaire
- Section Leader

### Volunteer Leadership Roles

## Reporting

Reporting for Foundation of Courage and Built to Lead programming will be completed through **Phi Gamma Delta's Learning Portal (LMS)**.

### Step 1: Login to the Chapters Learning Portal Account

IHQ staff will provide your chapter login information.

### Step 2: Go to the Learning Center

You can click "Go to your Learning Center" on your learning portal home page.

### Step 3: Select the Program You Need to Report As Completed

You will select one of the following to submit your program:

- **Foundation of Courage:** Chapters will use this to submit each Foundation of Courage program individually.
- **Diversity, Equity, Inclusion & Belonging:** Chapters will use this to submit their annual DEIB program.
- **Excellent on Purpose:** The chapter will use this to submit all three Excellent on Purpose programs.
- **Find Your Fit: Election Prep:** The chapter will use this to submit Find Your Fit.
- **Menu Experiences:** Chapters will use this to submit each Menu Experience programs individually.
- **Our Most Precious Inheritance:** The chapter will use this to submit the ritual retreat.

### Step 4: Complete Appropriate Form Within the Program

Health & Safety programming will be submitted to the appropriate IHQ staff member.

## Training Expectations

Training is provided annually to help chapter members, chapter leadership and volunteer leaders fulfill their roles and responsibilities. The chapter should plan to have members participate in the following trainings. The chapter should budget for the cost associated with each event. Trainings include:

Academy

Ekklesia

LMS Courses

The Summit

# Recruitment

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## Growth Education

### Certified Recruiter Training

Certified Recruiter Training, through PhiredUp, provides brothers with a baseline understanding of critical recruitment concepts and is the foundation of Phi Gamma Delta's Growth System. This fully virtual, go-at-your-own-pace classroom includes videos and links to helpful resources to assist chapters with implementation.

- **Phi Gamma Delta's Certified Recruiter Training** (available for Phi Gam members for free)

### ChapterBuilder Training

ChapterBuilder Training helps a chapter's leadership and members implement ChapterBuilder in their recruitment efforts. ChapterBuilder is a Customer Relationship Management (CRM) tool built specifically for fraternities. Using this CRM, chapters can monitor leads, connect with their local IFC, manage events and communicate directly with potential members.

- **Schedule ChapterBuilder Tech Training & Live Support**
- **PhiredUp's ChapterBuilder Training & Onboarding Program** (free)

### Growth Programs

Phi Gamma Delta's Growth Programs dive deeper into the concepts covered by Certified Recruiter Training. The programs are skills-based, produce deliverables, and can be administered at any time by a qualified facilitator to meet a chapter's needs. The Growth Programs fully leverage Phi Gamma Delta's 175 years of growth experience, while also pulling in outside sources to ensure our brothers are on the cutting edge of recruitment.

- Learn more about the Growth Programs at [www.phigam.org/NewModelResources](http://www.phigam.org/NewModelResources)

### Growth Education Reporting

The **Director of Fraternity Growth** can provide information about the chapter's Certified Recruiter and ChapterBuilder training completion rates. Growth System training will be tracked through the system chapters receive training. A **minimum of 60% of chapter members** should complete Certified Recruiter Training. However, we encourage chapters to have 100% of their members complete Certified Recruiter Training. **At a minimum, officers, Recruitment Chairs and BCA Recruitment Advisors should complete ChapterBuilder Training.** We also encourage all members who assist with recruitment to complete ChapterBuilder training based on their role.



# Foundation of Courage

Foundation of Courage is the process for new brothers to be provided necessary tools, education and resources to be a fully engaged member of the chapter. There are seven programs used to achieve this objective that should be completed within 21 days of initiation.

## Foundation of Courage Workbook

### Event Experiences

Program	Description
<b>Brotherhood Welcome</b> <ul style="list-style-type: none"><li>• Facilitation Guide</li><li>• PowerPoint/PDF slides</li></ul>	Brotherhood Welcome is the first formal Fraternity event members experience. This one-hour program is designed to let potential Brother Mentors welcome new members to this part of their journey in Phi Gamma Delta.
<b>Initiation</b>	This is the Fraternity's Ritual - found in the Ritual book.
<b>Post-Initiation Orientation</b> <ul style="list-style-type: none"><li>• Facilitation Guide</li><li>• PowerPoint/PDF slides</li></ul>	Post-Initiation Orientation is designed to help newly initiated brothers to reflect on Ritual and reiterate the importance and relevance to the rest of their membership journey. There is also an opportunity to examine the topic and gain a deeper understanding of our Ritual and its application to everyday life.
<b>Brother Mentor Reveal</b> <ul style="list-style-type: none"><li>• Facilitation Guide</li><li>• PowerPoint/PDF slides</li></ul>	The Brother Mentor Reveal focuses on establishing a guided one-on-one mentor relationship. The selection of mentors is based on a set of predetermined criteria including, but not limited to good standing with academic, financial and behavioral commitments.

## Event Experiences Resources

## Learning Experiences

Program	Description
<b>History of the Fraternity</b> <ul style="list-style-type: none"> <li>• Facilitation Guide</li> <li>• PowerPoint/PDF slides</li> </ul>	Beginning with the Fraternity's founding in 1848, the session encourages brothers to apply lessons from the past to the current time period. Members will have the opportunity to connect chapter history with the wider context of North American history. It also encourages members to see themselves as part of the history of the organization moving forward.
<b>Legacy of the Fraternity</b> <ul style="list-style-type: none"> <li>• Facilitation Guide</li> <li>• PowerPoint/PDF slides</li> </ul>	Introducing the insignia of the Fraternity and the transformational work of Phi Gamma Delta in developing Courageous Leaders. The Legacy of the Fraternity session first introduces the Courageous Leader Framework and then tasks new brothers with preserving the legacy of the Fraternity through their individual actions at life's "Testing Points."
<b>Business of the Fraternity</b> <ul style="list-style-type: none"> <li>• Facilitation Guide</li> <li>• PowerPoint/PDF slides</li> </ul>	This session introduces brothers to the work of the Fraternity: the internal systems that allow a chapter to function and meet the goals set by the Fraternity-at-large. It connects brothers' individual strengths and goals to the work of committees, leadership positions and chapter meetings. The goal is to integrate brothers to the chapter as a whole and set them up for success as a contributing member.

### Learning Experiences Resources

The seven Foundation of Courage programs are implemented and facilitated by a team of people. Click on each link below to learn more:

- [Brother Mentor](#)
- [Foundation of Courage Chairman](#)
- [Foundation of Courage Member](#)





# Courageous Leadership

Courageous Leadership is experienced and during every portion of Phi Gamma Delta membership. These programs are for all members to participate in. Programs are designed to help Courageous Leadership be a continual conversation in the chapter.

## Excellence on Purpose: Getting Started

**Getting Started** is the first program to schedule upon adoption and is only done the semester the chapter starts implementing the Built to Lead programming.

### Programs Held Annually With Planned Chapter Events

**Our Most Precious Inheritance - Ritual Retreat:** Schedule the **Ritual Retreat** one week prior to hosting initiation.

**Find Your Fit - Election Preparation:** Schedule **Election Preparation** 1-2 months before your chapter elections.

**Growth System Programs:** Growth System Programs are facilitated by IHQ staff such as your Field Secretary. Schedule them during a visit.

### Annual Programs Assigned By IHQ, But Happen Anytime:

**Diversity, Equity, Inclusion & Belonging:** If working with an outside resource, schedule this based upon availability and reach out early.

- **Brotherhood & Belonging:** Schedule by emailing the **Director of Education**.
- **Conversations for Change:** Find this program on Phi Gamma Delta's **Learning Portal (LMS)**.

**Health & Safety:** Programs are facilitated by trained fraternity volunteers. Submit a **Program Request Form** to request a date.

## Menu Experiences

Menu Experiences are selected by the chapter during their Excellent on Purpose sessions and scheduled by the Built to Lead Chair. When scheduling Menu Experiences with outside people/resources, work to schedule those events first. The links below have programs provided by Phi Gamma Delta chapters can host.

- **Ability, Duty & Opportunity**
- **Life Skills**
- **Success in College**
- **Executive Leadership**
- **Not for College Days Alone**
- **Work & Play**

## Excellence on Purpose: Transitions

Each of the three Excellent on Purpose sessions should be scheduled near the end of the school year.

- **Courageous Leadership Welcome**
- **Perge! Welcome**
- **Graduate Brother Welcome**



# Perge!

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Phi Gamma Delta is “Not for College Days Alone” and that means preparing for membership post graduation. Perge! is an established program that assists graduating members with their transition to the next stage in life and their next step as a Phi Gamma Delta member.

## Perge! Programming

Information for Perge! programs will be provided in early 2024.





## New Model Benefits

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### Built to Lead Grant Template

The Phi Gamma Delta Educational Foundation is proud to support chapters with their Built to Lead implementation. The Foundation will provide grants up to \$5,000/chapter to participate in, or sponsor, educational, leadership development and service-learning programs to assist with implementation. Grants are awarded on a fiscal year schedule (July 1 - June 30).

New Model Chapters must complete the **Built to Lead Application** to receive a grant. Chapters are responsible for reading, understanding and adhering to instructions outlined in the application. The application link also outlines due dates, notification dates and funding disbursement/crediting.

### Courageous Leader Scholarship Manual

The **Courageous Leader Scholarship** is an opportunity to expand the chapters reach on campus and celebrate non-affiliated students on campus who exemplify what it means to a Courageous Leader. The Courageous Leader Scholarship Manual outlines the four steps to successful scholarship implementation and provide best practices.

# NEW MODEL PROGRAM GUIDE



# Outcomes & Planning

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## Outcomes - Values & Learning

### Values

- **Friendship:** Developing fraternal relationships based on honesty, trust and accountability.
- **Knowledge:** Resume worthy educational experiences and skills for courageous leaders with real world application for today and for the future.
- **Service:** Creating a positive impact in the world through global and local service.
- **Morality:** Expanding skills to take on life's "Testing Points" and making a positive impact on college and community.
- **Excellence:** Working for the advancement of society and the good name of Phi Gamma Delta.

### Learning Cycle

Built to Lead can best be described as a three-pronged iterative cycle. Each segment builds upon the previous one and moves to the next with additional exposure. These segments can be mapped onto the levels of member development outlined on the previous page, though they may manifest differently depending on leadership roles, personality and individual investment in the fraternity.

#### Learn:

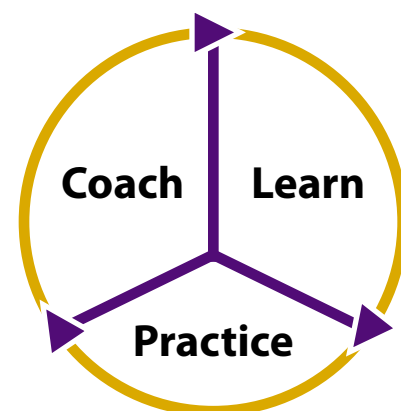
This is the initial exposure to information, concepts and ritual. Focused on information intake, future application and developing understanding.

#### Practice:

This is the real-world, application of the information, concepts and ritual learned in the member experience program. Focused on practical application practice will be both fluid and natural.

#### Coach:

This final phase brings the lessons from the practical application into teaching the content to others. This coaching occurs in both formal ways through the Built to Lead program and through the modeling of behaviors and choices aligned with the Rituals of Phi Gamma Delta. Through coaching others some of the most impactful learning will occur. .



## Planning

Planning ahead is one of the biggest indicators for success with implementation. Chapters should use the **Program Planning Guide** to outline their programming for the year and submit by the second week of their semester on the Phi Gamma Delta Learning Portal.



# Growth System

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## Growth System Summary

Modernizing recruitment to attract and select quality men using a continuous, values-based philosophy.

**Guiding Philosophy:** Recruitment will be used year-round to make a full, honest evaluation of potential members against fraternity values. Efforts are not limited to the formal recruitment setting typically organized by an IFC. Extending an invitation to join is a declaration of confidence to initiate into the brotherhood.



### Growth Education

#### Certified Recruiter

Certified Recruiter provides a baseline understanding of critical recruitment concepts, and is the foundation of Phi Gamma Delta's Growth System.

#### ChapterBuilder

ChapterBuilder Training is linked through Certified Recruiter Training and available through ChapterBuilder.

#### Growth Programs

Phi Gamma Delta's Growth Programs dive deeper into the concepts covered by Certified Recruiter Training.



### Advisor Support

The BCA (Board of Chapter Advisors) Recruitment Advisor will support a chapter in its day-to-day recruitment work, including:

- Mentoring and advising the Recruitment Chair and his committee
- Participating in or leading recruitment workshops
- Coaching on ChapterBuilder use
- Guiding the chapter on using membership selection criteria



### ChapterBuilder

ChapterBuilder is a customer relations management (CRM) tool designed for fraternity recruitment that helps chapters organize and manage their relationships with prospects, including evaluating and sharing comments among brothers.

For more information about the Growth System visit [www.phigam.org/NewModelResources](http://www.phigam.org/NewModelResources).

# Foundation of Courage

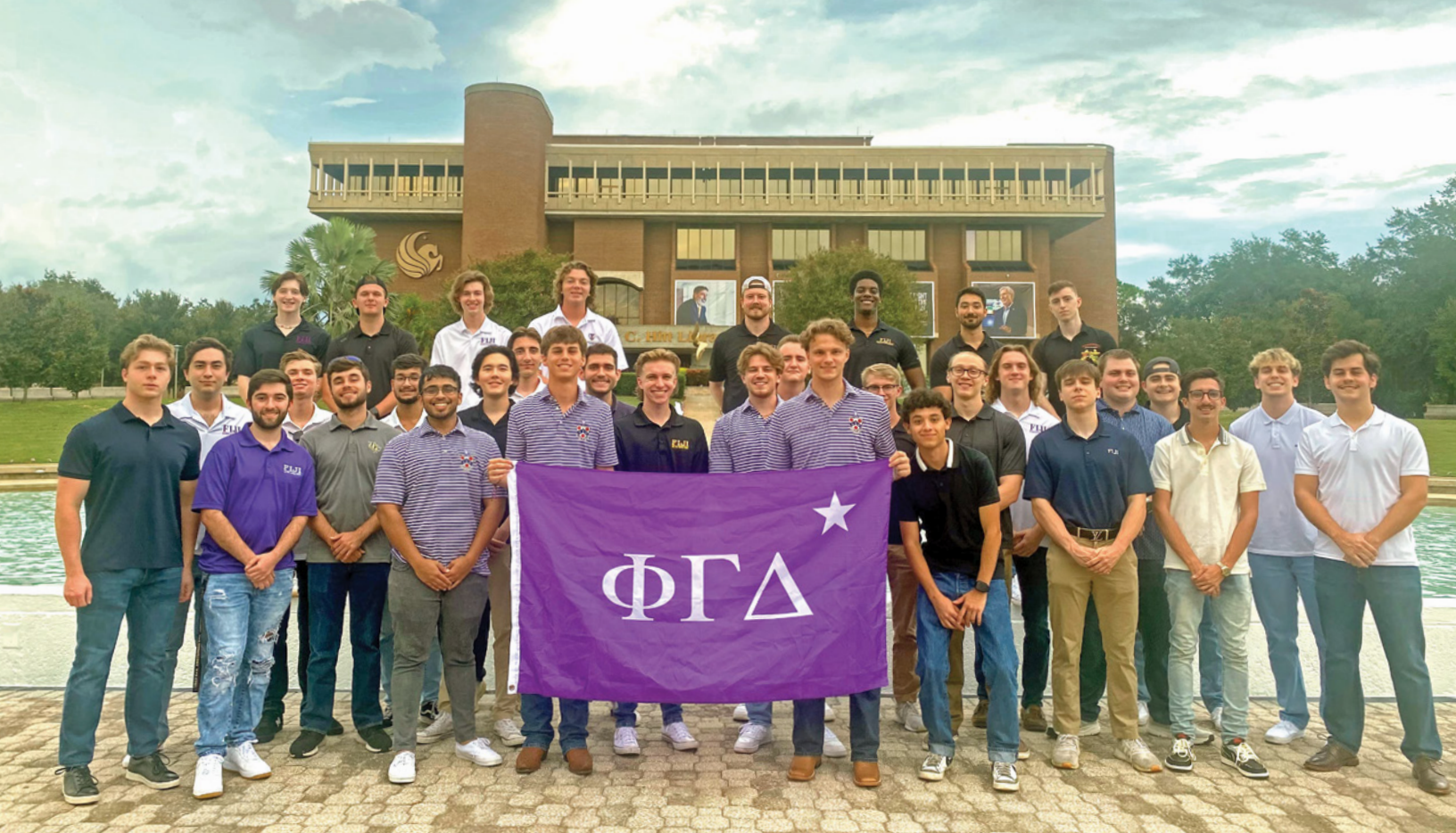
## Foundation of Courage Checklist

- Make sure to schedule space for each session.
- Share the schedule and location in advance.
- Review supply list to ensure you have all necessary materials for the programming.
- Curriculum is prepared for you to ensure each participant has the tools and knowledge to be an active, engaged brother.
- Make sure to review the Facilitation Guides and the PowerPoints prior to the sessions.
- To fully participate, brothers will need a copy of the **Foundation of Courage Workbook**. Make sure you print one copy per brother.

## Master Materials List

Materials the Chapter Needs	Materials Provided By IHQ	Room Specifications for Consideration
<ul style="list-style-type: none"><li>• Post-It notes</li><li>• Writing utensils for each participant</li><li>• Printed copies of the Foundation of Courage Workbook (each brother will need a printed copy of this workbook to participate)</li></ul>	<ul style="list-style-type: none"><li>• Facilitation Guide</li><li>• Supplemental videos</li><li>• PowerPoint presentations</li></ul>	<ul style="list-style-type: none"><li>• Max capacity double the number of brothers participating in the activity (e.g. a room that holds 10 for a group of five brothers)</li><li>• Set up tables and chairs to ensure there is room for movement</li><li>• AV available including: computer, projector, screen, audio outputs, online video platform (such as Zoom offered by the International Fraternity or campus)</li></ul>

**You Can Find the Foundation of  
Courage Materials Here**



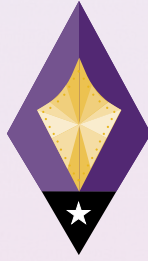
# Built to Lead

## Built to Lead Checklist

- Create and share the Chapter Calendar with members of the chapter. (Note: We encourage chapters to consider required campus programming that may meet expectations and work with IHQ staff to get approval for required campus programming to fulfill Built to Lead programming expectations.)
- Review all Built to Lead programs to ensure they are scheduled at the appropriate time.
  - **Election Preparation:** 4-6 weeks prior to elections.
  - **Ritual Education Retreat:** 1-2 weeks prior to initiation.
  - **Excellent on Purpose:** At the end of the academic term.
  - **Diversity, Equity, Inclusion & Belonging:** Once annually.
  - **Health & Safety:** Once annually – assigned and scheduled with IHQ staff.
- Curriculum has been developed to ensure there is a consistent Phi Gamma Delta experience and to reduce burden of planning on chapters. Review curriculum and provide materials prior to each program.
- Review Menu Experience examples and resources provided, and consider local campus resources you can use to host the required two programs for each Menu Experience.
- Submit the Chapter Calendar on Phi Gamma Delta's Learning Portal.

**Build to Lead Programming  
Checklist**





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