

RECRUITING WITH A SUBSTANCE-FREE HOME

BETA THETA PI FRATERNITY



Beta Theta Pi believes that our environment influences our actions and behaviors, and that chapters and house corporations should provide an environment that promotes academic success, personal respect, and the values of the organization. Our chapter homes, regardless of ownership, should be safe and desirable.

As the Fraternity moves to collaboratively implement the substance-free housing policy adopted at Beta's 179th General Convention, we want to provide our chapters with the tools they need to successfully recruitment new members. The following list of frequently asked questions is designed to help our brothers communicate the benefits of substance-free homes to potential new members.

FAQ – POTENTIAL MEMBERS

**It's important to be transparent with potential new members about your house's substance-free status.*

Q: Why?

A: We believe that where we live influences what we're about. We want a cleaner and safer environment that helps Beta live up to its full potential, and we believe a substance-free house helps us accomplish that.

Q: Does this mean you are a dry fraternity?

A: No! We're committed to having a fun and safe fraternity experience. We use our house in a way that allows us to focus on our academics, build our brotherhood and enjoy our college experience. While we don't have substances in our house, we still host social events that ultimately allow us to keep our chapter house clean while still enjoying a safe social scene.

Q: If you can't drink in the house, where will you hold social events?

A: Our social events will be held at third-party venues, like a hotel, restaurant or other event venue. Hosting events outside of the house provides numerous benefits:

- The house stays clean and comfortable!

- Guests don't have access to private spaces and personal belongings.
- We have assistance in keeping our events under control and our members and guests safe.
- The house is where we live and study, not where we party – this helps us focus on what matters.

Q: How do you expect to recruit guys if you can't drink in the house?

A: Our brotherhood is built on more than a few beers, and it is bigger than the four walls of a fraternity house. We're looking to "Develop Men of Principle for a Principled Life" by recruiting gentlemen, scholars and leaders: we want men who excel in and outside the classroom, are engaged on campus, are leaders in their organizations and are courteous to everyone they encounter on and off campus. We still have a great social scene, but we are focused on becoming better men.

Q: Why would I want to live in a dry house?

A: Living in a substance-free house allows you to have the best of both worlds: you get to have a great fraternity experience living with your fraternity brothers, and you don't live in a run-down environment. We get to build strong bonds with each other in and out of the house, and we treat our house with respect so that we can keep it as nice as it is for the next guys.

Q: How would this benefit me?

A: Living in a substance-free house allows us to push each other to focus on what matters: being better men and excelling in and outside the class room. By living in a substance-free house, you'll have the opportunity to live with your closest friends, while being pushed to be the best version of yourself. Plus, you'll be able to live in an awesome home that stays clean and in one piece.

Q: Will girls want to hang out with you if you can't drink in the house?

A: We aren't a substance-free fraternity; rather, we have a fun social scene outside the house where women feel safe and welcomed around us. The relationships we have with our guests is more important than where and what we're drinking.

Q: So does this mean I can't enjoy a beer in the house while watching a game?

A: We don't allow any substances in the house. While having a beer and watching the game isn't why we are a substance-free house, we're fully committed to our house being substance-free, whether we're talking about planning a social event or watching game.

Q: Ok, but be honest: you guys still drink in the house, right?

A: Two of Beta's Core Values are Trust and Integrity – we expect every member to abide by our membership expectations and live in a substance-free house.

Q: Won't this drive unsafe drinking practices underground?

A: We expect our men to uphold Beta's Core Value of Responsible Conduct – whenever alcohol is present, we need to follow [Beta's Risk Management Policy](#).

**If people are curious about data behind substance-free houses, point them to the [substance-free housing FAQ](#) or the [State of the Fraternity document](#).*

Q: My parents and I looked Beta up, and I'm concerned you're just doing this for PR. How do I know this will be followed and keep me safer?

A: Beta's primary focus is the safety and wellbeing of its members and guests. While we've had challenges in the past, we believe a substance-free house helps us create an environment that will foster authentic brotherhood, an opportunity for personal growth and a place to call home. I would not tolerate a negative experience as a member, so I promise you *that* won't be your experience. We will work to keep you, and all our members and guests, safe.

Q: What are the benefits of living in a substance-free home?

A: We're glad you asked! There are so many, here are a handful, just to name a few:

- We want to attract a man who is looking for more than the stereotypical fraternity experience.
- The place we live shapes what is important to us and becoming better men in a clean and safe environment is central to Beta's mission. When we say we are different than the stereotypical fraternity – look around – we mean it!
- Beta isn't defined by our social experiences; rather, we define ourselves by how we make a positive impact in our community.
- The house is safer.
 - *Point them to the [substance-free housing FAQ](#) or the [State of the Fraternity document](#) if they are curious about data on house safety.*
- The house is cleaner.
- Our alumni are more willing to help us make the house better – we've seen alumni be more willing to donate to a substance-free house because they know their improvements will last.
- We still host fun socials at third-party venues.
- We're committed to developing our brothers to be their best, and our house enables that.

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- A substance-free house is a different experience, and it attracts an intelligent and creative man who is looking for a different experience.
 - It lets Beta be more than a drinking club.
 - I'm not embarrassed for my girlfriend, mom, dad, sister, grandma, etc. to come over to the house – in fact, they love coming over because the house is so nice and clean!
 - It allows us to surround ourselves with other men who want to be the best they can be and live in a clean home – my brothers push me to be the best I can be, and I want more people like that in my chapter.