



THE CREST

An ePublication for the Brothers and Friends of Acacia Fraternity

JULY 9, 2013

[Recruitment? During summer?](#)


[Voting for Acacia Fraternity Foundation Directors](#)

[Acacia Leadership Academy is around the corner!](#)

[Cameron Herold, Carleton '88 gives a TED talk](#)

JOIN ACACIA ONLINE:



Send us an e-mail: 

[DONATE TO ACACIA](#)

Greetings!

Summer is in full swing, and college campuses are relatively quiet for the season. Acacians, however, are busy as always bettering our Fraternity's record. From active members using summer to recruit their fall pledge classes, to Headquarters staff and volunteers preparing for Acacia Leadership Academy, there is much going on in the world of Acacia. We hope you enjoy taking a moment to read this latest issue of *The Crest* to learn more.

RECRUITMENT? DURING SUMMER?

Yes! Recruitment during summer, specifically in the form of *scholarship-based recruitment*, is a driving force behind many of Acacia's top chapters today. Undergrads are hard at work at this very moment laying the foundation for a successful year and for years to come.

What is scholarship-based recruitment, and why is it successful? Scholarship-based recruitment is as simple as it sounds – it's all about finding potential new members through an Acacia scholarship offering. And while each chapter does things slightly differently, each scholarship recruitment program is built on the premise of recognizing exemplary individuals in our campus communities and finding young men who might make fine Acacians. It works because it attracts the type of young men – whether they are incoming freshmen or underclassmen already on campus – who exemplify our values and excel in areas such as academics, leadership, and service.



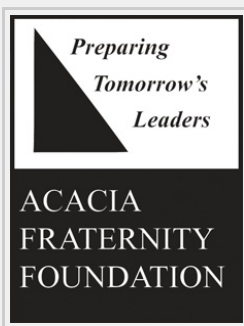
Acacia chapters employ numerous methods to promote their scholarships to deserving candidates. Some chapters send letters and promotional materials to high school guidance counselors across their home states. Other chapters are able to coordinate with their universities to send out letters and scholarship applications via mail or email to incoming freshmen. And most of our chapters have the ability to collect scholarship applications through their chapter websites.

Once applications begin pouring in during summer break, the second phase of work begins – sorting through applications to determine who is worthy of consideration for an award. Interviews may be held via phone, video chat, on campus, or even at the applicant’s home. After interviews have been conducted and the chapter’s scholarship committee (often including area alumni) has made its decisions, awards are announced and presented during a scholarship banquet.

The chapter benefits not only by recognizing the eventual scholarship winners and rewarding those who exemplify our values, but through the entire process which reveals many men who might make great Acacia brothers. By meeting so many qualified applicants every year, our chapters have a strong foundation of potential new members to invite to recruitment events once the school year begins. We have discovered no better way to attract high-quality men to Acacia than through scholarship-based recruitment.

Interested in learning more about how you can support your chapter’s summer scholarship recruitment efforts? [Send us an email](#), and we’d be happy to point you in the right direction.

WE NEED YOUR HELP! VOTE FOR DIRECTORS OF THE ACACIA FRATERNITY FOUNDATION



Were you one of 1,100+ donors to the Acacia Fraternity Foundation during the 2012-2013 fiscal year? If so – whether you are an active, alumni, or honorary member in good standing – you are a voting member of the Foundation.

This year's Annual Meeting will be held at 1:00 p.m. on Saturday, August 3, 2013, at the Courtyard by Marriott, 310 S.

College Avenue, Bloomington, Indiana 47403.

*At least ten percent of the Foundation's members must attend the Annual Meeting in person **or by proxy**, and part of the business to be conducted is election of five new Foundation Directors. **It is easy to cast your vote by proxy.** Simply click the link below and answer a few short questions to cast your vote; the whole process only takes 2-3 minutes to complete.*

[**Vote online by proxy for AFF Directors.**](#)

Your generous gifts to the Foundation help to support the educational activities of the Fraternity such as *Cornerstones*, Leadership Consultant visits to chapters, and an aggressive expansion effort in the coming years. Your gifts also help support over 130 worthy scholarship recipients and fund the educational portions of chapter houses. We thank you and appreciate your ongoing support.

ACACIA LEADERSHIP ACADEMY IS AROUND THE CORNER!

This summer, Acacia undergraduates from every chapter and colony across North America will assemble for the 10th Biennial Acacia Leadership Academy in Bloomington, Indiana. ALA is a leading educational program of the Fraternity and an incredible opportunity to equip young Acacia leaders with the skills and knowledge they need to lead our chapters to sustained success. Your financial support is instrumental in bringing deserving Acacians together for this event.



[Visit our online giving page](#) and select "Acacia Leadership Academy" to make your contribution today.

To learn which active members from your chapter will be attending this year's ALA, send an email to Patrick McGovern at pmcgovern@acacia.org.

CAMERON HEROLD, *CARLETON '88*: LET'S RAISE KIDS TO BE ENTREPRENEURS

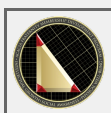
Are you familiar with the amazing "TED Talks" that so many of our friends and family share online with each other? These videos feature top speakers on a variety of fascinating topics, all aiming to advance TED's mission of spreading great ideas.

Cameron Herold, *Carleton '88* spoke on the topic of entrepreneurship and raising our kids to be entrepreneurs at TEDxEdmonton in 2010. Though this talk is a few years old, its message is as relevant today as ever.

[Watch Brother Herold's TED Talk.](#)

Brother Herold is a lifelong entrepreneur, which is evidenced by his role as a Founding Father of the Carleton Chapter of Acacia and its first Venerable Dean. His work growing 1-800-GOT-JUNK into an incredibly successful enterprise also earned him a feature in our [Winter 2006 issue of The TRIAD Magazine](#).

Alumni: Be a mentor



Undergraduate Acacians need your support. [Volunteer to be a mentor today.](#)

and have a meaningful and lasting

Update your Membership



Change of address? New email? Family or career news? [Update your info](#) to keep us and

your fellow Acacians informed.

Order Acacia Gear



Check out a wide variety of Acacia gear, from apparel to jewelry to gift ideas. [Find it all](#)

[right here](#) Your purchase directly

