



The Business of Brotherhood: Thinking Strategically About Founding and Running Social Fraternities

Michael A. Smith

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Most educational material for fraternities addresses day to day operational problems such as how to make a budget or how to set goals and divide up the work or how to plan a recruiting event. However, many chapters face issues deeper than not having a good budgeting process or a checklist for recruiting. They face fundamental, reason-to-exist problems. Those deep problems are the result of failing to address what businesses call strategic issues--questions about the role the organization will play in the lives of its members and in its environment and how it will compete in the long run. This book addresses that educational gap. It is written for volunteers who work with social fraternities and for undergraduates who want to take their chapters to the next level by questioning some long-held common attitudes and practices concerning founding and running social fraternities.

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