

UGS RECRUITING GUIDE

Recruiter Key Points & Conversation Flow

Unreal Gaming Syndicate · 2026–2027

THE UGS RECRUITER'S GOLDEN RULE

Recruitment isn't about convincing someone to join. It's about helping someone understand UGS well enough to decide whether UGS is the right community for them.

Recruiting Flow: DISCOVER → CONVERSATION → LEARN ABOUT THEM → EXPLAIN UGS → EXPLAIN EXPECTATIONS → ANSWER QUESTIONS → APPLICATION / ONBOARDING → WELCOME → CONNECT THEM WITH THEIR SQUAD

1. START THE CONVERSATION

Are you 18 or older?

UGS is an 18+ gaming community.

If they are under 18, they are not eligible for membership.

Have you ever been part of a gaming community or clan before?

This is a good way to understand their experience.

You can ask: "Have you ever been part of a gaming community or clan before? If so, what did you like or dislike about it?"

This isn't just about recruiting them. It helps us understand what they're looking for.

How did you hear about UGS?

- Ask: "How did you hear about UGS?" or "What made you interested in checking us out?"

If they already know about UGS, you can ask: "What do you know about UGS so far?"

2. LEARN ABOUT THE GAMER

What games do you play?

- Ask what they currently play and what they enjoy.

UGS isn't about forcing someone into a particular game. The goal is to help people find their people, play their games, and become part of the community.

You can ask: "What games are you mainly playing right now?"

"Are you more into competitive gaming, casual gaming, or a little bit of both?"

"Are there any games you're looking forward to playing?"

Do you have any other gamertags or usernames?

If yes, document them according to the current recruitment process.

This helps leadership understand how the member may be known across different platforms.

Are you the only person using this account/gamertag?

If multiple people use the same account or gamertag, explain: "Your account and the way it's used can affect your membership. Everyone using your account needs to follow UGS standards and the Code of Conduct."

Members are responsible for protecting their account and ensuring their use of UGS platforms and branding complies with UGS requirements.

3. EXPLAIN WHAT UGS IS

UGS elevator pitch

- Suggested recruiter wording:

“UGS is an 18+ gaming community built around friendship, competition, leadership, creativity, and personal growth. We’re not just a Discord server where people jump in and play games. We have an actual structure with squads, leadership, departments, events, competitive opportunities, mentorship, and ways for members to contribute.”

- Then: “The idea is pretty simple: find your people, play your games, and help build the community.”

You can explain that UGS is rooted in Appalachia, with a long-term goal of building a strong gaming and creator community that can grow beyond the region.

4. EXPLAIN UGS’S HISTORY

Keep this part relatively short

“UGS was established in 2026, but the community’s leadership has a much longer history in gaming communities. The founder previously built Xiled Gaming Network, which grew into a large global gaming community. UGS takes the lessons from that experience and is building something new around structure, leadership, competition, and community.”

If they want more information, direct them to the official UGS Member Handbook.

5. EXPLAIN THE CURRENT DIVISION STRUCTURE

UGS currently has ONE active division: SHADOW FORGE

“Pressure. Discipline. Loyalty.”

- Explain: “Right now, Shadow Forge is UGS’s primary active division. It’s the home of the Syndicate and carries the competitive and cultural identity of UGS.”

Shadow Forge focuses on

- Competitive excellence
- Structured training
- Crown Championship participation
- Leadership development
- Mentorship
- Strong member activity
- Community culture

Future divisions

UGS may establish additional divisions in the future as the organization grows.

6. EXPLAIN SQUADS

The member's home

“Your squad is basically your home inside UGS. That’s where you’ll get to know people, play games, participate in activities, meet leadership, and build relationships.”

Squads can provide

- Game nights
- Social activities
- Workshops
- Training
- Mentorship
- Promotion opportunities
- Competitive opportunities
- Community activities

Key point

“You’re part of your squad, but you’re also part of the larger UGS community. You’re encouraged to interact with everyone.”

7. EXPLAIN THE EIGHT DEPARTMENTS

Current departments

- 1. Activity / Events
- 2. Art
- 3. Competitive Esports
- 4. Community Resources
- 5. Recruitment
- 6. Education / Knowledge
- 7. Technology / Administration
- 8. Content Creation

How to explain them

“Departments are another way members can contribute beyond their squad. If you’re interested in things like events, art, esports, recruitment, education, technology, or content creation, there are opportunities to get involved.”

- Department membership doesn’t replace their squad responsibilities unless leadership specifically authorizes it.

8. EXPLAIN THE SIX PILLARS

1. Strength Through Unity

- We support one another and don’t intentionally leave teammates behind.

2. Excellence in Competition

- We compete to improve while maintaining preparation, sportsmanship, and continuous learning.

3. Loyalty to the Syndicate

- We protect the community, communicate honestly, and represent UGS responsibly.

4. Discipline in Conduct

- We control how we communicate and behave, especially under pressure.

5. Innovation in Play & Community

UGS encourages new ideas, better systems, creative content, and improvement.

6. Resilience in Adversity

- We learn from setbacks and continue building.

Key point

“These aren’t just words in the handbook. The Six Pillars are part of how UGS evaluates members and leadership.”

9. EXPLAIN THE CODE OF CONDUCT

Core message

“UGS has a Code of Conduct that applies to everybody, regardless of rank or position. We want people to have fun, joke around, compete, and be themselves, but there’s a line when behavior starts hurting other people or the community.”

Major prohibited conduct includes

- Harassment
- Bullying
- Discrimination
- Hate speech
- Doxxing
- Stalking
- Intimidation
- Sexual exploitation or unwanted sexual behavior
- Credible threats
- Cheating
- Hacking
- Account theft
- Fraud
- Unauthorized software manipulation
- Public attacks while representing UGS
- Unauthorized use of UGS property
- Poaching members through pressure or deception
- Serious misuse of confidential information

Important recruiter instruction

Do not paraphrase a policy if the recruitment process requires the official Code of Conduct to be presented verbatim.

- Have the recruit review the official Code of Conduct and ask: “Do you have any questions about anything you’ve read, or is there anything you’d like me to clarify?”

10. EXPLAIN THE RANK STRUCTURE

Core message

UGS isn't a community where someone automatically gets a leadership position because they've been around for a certain amount of time.

- Explain: "UGS has a structured rank system. Rank is earned through demonstrated readiness, activity, conduct, leadership, communication, mentorship, and contribution."

Current progression

- Recruit → Private → Corporal → Sergeant → Staff Sergeant → Lieutenant and higher

Higher-level requirements can include

- Interviews
- Written assessments
- Policy tests
- Workshops
- Trial responsibilities
- Leadership reviews
- Performance evaluations

Important

Don't tell a recruit: "You'll be Sergeant after X days."

- Instead say: "There are minimum eligibility periods for promotions, but meeting the time requirement doesn't guarantee a promotion. Leadership evaluates your activity, conduct, readiness, and overall contribution."

11. EXPLAIN THE RECRUIT → PRIVATE PROCESS

Recruit → Private

The handbook says the minimum eligibility is approximately 1 week of consistent activity + completed orientation + clean conduct record.

- Make sure the recruit understands: "That's the minimum eligibility window, not an automatic promotion."

12. EXPLAIN CROWNS

Why Crowns matter

"UGS also has a Crown system that tracks contributions to the community. Things like hosting activities, streaming UGS content, competing, completing training, and other recognized contributions can be recorded."

The system tracks contributions across different Crown categories.

- Explain the philosophy simply: "The idea is that contribution shouldn't just disappear into the void. There's a system that recognizes what members actually do."

13. EXPLAIN COMMUNITY ACTIVITIES

UGS isn't supposed to be

- Join Discord → sit in voice → disappear.

Members can participate in

- ■ Game Nights — Organized gaming sessions.
- ■ Social Events — Watch parties, trivia, discussions, music, party games, etc.
- ■ Workshops — Leadership, recruitment, conflict resolution, safety, competitive improvement, content creation, and other educational topics.

Key point

"You don't have to be the best gamer in the lobby. Being involved and being a good teammate matters too."

14. EXPLAIN THE MEMBER EXPECTATION

Core message

"We're looking for people who have a good attitude, respect other people, communicate, participate, and want to be part of something rather than just using the Discord as a place to find random teammates."

Two Fundamental Commitments

- Every gamer deserves respect.
- No member should be intentionally left behind.

15. EXPLAIN THE DISCORD

Central hub

- Tell the recruit: "The official UGS Discord is the central hub for the community. That's where you'll find announcements, communication, events, leadership, membership information, and community activity."
- Make sure they understand that Discord participation matters because it's the primary communication platform for UGS.

16. EXPLAIN REPRESENTING UGS

Core message

"When you're publicly representing UGS, you're representing more than yourself. That doesn't mean you can't have a personality or have fun. It means you should use good judgment when you're representing the organization."

UGS members are expected to avoid

- Starting public conflicts on behalf of UGS
- Making unauthorized organizational statements
- Misrepresenting leadership decisions
- Using UGS branding for harmful or illegal activity
- Publicly attacking members, partners, or other communities

17. ASK THE RECRUIT WHAT THEY WANT

Bring them into the conversation

- Instead of just talking at them, bring them into the conversation.
- Ask: "What are you actually looking for in a gaming community?"
- Then: "Are you mainly here to find people to game with, compete, meet people, get involved in leadership, create content, or some combination?"

This lets the recruiter connect the recruit with the right opportunities.

18. ANSWER QUESTIONS

Always ask

“What questions do you have about UGS?”

Don't rush this.

If you don't know

Don't make something up.

- Say: “I'm not 100% sure on that, so let me get you the correct answer from leadership.”

That's much better than giving a recruit incorrect information.

19. NEXT STEPS

Walk them through the current official process

- Once they're ready to continue, walk them through the current official UGS recruitment/application process.

Don't create unofficial requirements.

Make sure they understand

- Where to apply
- How to join the Discord
- What orientation involves
- Their squad placement
- Who their immediate leadership is
- Where announcements are located
- How to get involved
- Where to find the handbook
- Who they can contact with questions

20. THE WELCOME

Once officially accepted

“Welcome to Unreal Gaming Syndicate. ■■■”

Personalize it

“You've got your squad, you've got people here you can game with, and you've got plenty of ways to get involved. Don't just sit in the Discord — jump into something, meet people, and make yourself at home.”

THE UGS RECRUITER'S GOLDEN RULE

Recruitment isn't about convincing someone to join. It's about helping someone understand UGS well enough to decide whether UGS is the right community for them.

That fits the UGS handbook and brand strategy: **“Come see what we're building.”**

You're showing them what UGS is, what it expects, what it offers, and where they fit.

FINAL RECRUITING FLOW

DISCOVER → CONVERSATION → LEARN ABOUT THEM → EXPLAIN UGS → EXPLAIN
EXPECTATIONS → ANSWER QUESTIONS → APPLICATION / ONBOARDING → WELCOME →
CONNECT THEM WITH THEIR SQUAD

UGS · Together We Rise · Together We Lead · Together We Become Unreal