

New Member Recruitment

Planning/Organization

- Start and maintain a rush database.
- Through plan developed new ideas such as using alumni as a resource, having a rush bible study, developing a rush booklet, having a booth at the State FFA Convention, and stepping up our prospecting efforts.
- Changed that by appointing a strong Rush committee consisting of ten members to serve for spring, summer and fall.
- Appointed a local alumnus to serve as an Alumni Rush Advisor.

Targeting Prospects

- Compile a thorough list of potential members before rush officially starts.
- Obtained a copy of the Ag Collage Scholarship List from an Associate Dean of Ag College. Sent personalized letters to each of them.
- A section of our Spring Alumni Newsletter was dedicated to recruitment, asking alumni to call the recruitment chairmen or to send us the names of gentlemen they thought were prospective FarmHouse men.
- Collaborate with other campus organizations to aid in recruitment.
- Target academic advisors.
- Continue to increase diversity in majors, personalities, talents and backgrounds.
- Utilize a strong networking system with our alumni, faculty, and parents.
- Worked a booth at both University Day (high school open houses) sessions and obtained names for an ongoing hot list.

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Marketing

- Continue handwriting letters to potential new members.
- FarmHouse members staffed FFA functions (National and State FFA Convention, Regional FFA Days, leadership conferences, and competitions).
- Invite parents of extended bids to visit the chapter house.
- Provide promotional information about the house focused to parents.
- Create a web site specifically for newly recruited members.
- Allow names to be submitted via the web site.
- Purchased a new professional tabletop promotional display for use at activity fairs and conventions.
- During the spring semester, flyers were posted in sorority houses asking for names of potential recruits.
- Worked a booth at all ten Freshmen Orientation Sessions during the summer.

Involving/Educate members

- Hold a rush workshop facilitated by alumni and/or International staff as part of the yearly fall retreat at the beginning of the fall semester.
- Use active chapter's input and creativity to help plan recruitment.
- Create a strong rush committee with defined roles.