



FarmHouse International Fraternity
New Member Education Program
Topic Summary: Recruitment

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Recruiting members is the key to the survival and growth of your chapter and to the fraternity. Recruitment is the responsibility of the entire chapter – not just the Vice President-Recruitment or the other chapter officers. The lifeblood of FarmHouse is truly new member recruitment and the future of FarmHouse is created one new member at a time. Every member needs to do his part

The Five-Step Model for Recruitment

The North American Interfraternity Conference has developed a very successful model for recruitment that every FarmHouse man should commit to learning and following 5 steps.

Step 1. Meet Him

Most of the people that we should be recruiting, we already know. We meet people naturally through class, friends, sports and other campus involvements. We can increase these “natural” contacts through increasing our members involvements on campus.

Step 2. Make Him a Friend

At the core, Fraternities are based on friendship and brotherhood. Our founders were friends with similar ideals who created FarmHouse to be a vehicle to improve our individual lives and to be an organization of Builder of Men. Instead of choosing people that we don't know to share our values why not choose our friends? Don't take chances with people who could ruin your organization when they become members. Create brotherhood among friends. That is what works!

Step 3. Introduce Him to Your Friends

The key to recruitment is going from Step 2 to Step 3. We need to turn our friends into members. People join people. Helping your brothers in the chapter to befriend the prospective member is what makes recruitment work.

Step 4. Introduce Him to FarmHouse

Formal Rush and Recruitment periods can fit into Step 4 very well. If the prospective members are friends, then the events are not fake and superficial, they are fun. Now is when friends need to hear honestly about the commitment that is made when they join. If they do not get accurate information regarding the cost, expectations and time involvements, they will most likely drop out when they learn the truth. Helping them understand that this is a lifelong commitment before they join creates active seniors as well as involved alumni.

Step 5. Ask Him to Join

If you sold cars for a living you wouldn't limit the days you worked to two per year. So why do so many chapters limit the number of times that they give bids? Inviting someone to join does not mean that they have to start immediately. Why not obtain a verbal commitment to begin at the next appropriate time? Use the excitement that a prospective member has when they receive a bid to your advantage. Have him help recruit others before they join.

Randy Rodgers' 4 Keys to Recruitment Success

Complementing the NIC's Five Step Model for Recruitment, are four keys as espoused by Randy Rodgers that lead to recruitment success.

1. Early Identification.

Early identification means gathering names of prospective members to begin the recruitment process. Here are a few ways to compile names of prospects: get names from chapter members, classmates, high school friends, FFA and 4-H connections. Search for Ag College enrollment lists, IFC lists, university Dean's lists, transfer students, scholarship recipients, alumni referrals and even names from parents.

2. Thorough Evaluation.

This step starts with applying the individual characteristics laid out in "The Object" to our evaluation process. This process will help identify the top candidates your chapter should recruit.

For a prospect to be "high in scholarship", we can look at his GPA and ACT or SAT scores. A capacity for "meeting and making friends" can be indicated by a person's extra curricular activities.

Being active in their community and church is a sign of "service to their fellow men and to the world."

3. Marketing.

This step may be the first step in making contact with individuals on the prospect list. Determine how the chapter will market itself. Will you start with personal phone calls to everyone followed up by a letter or brochure then inviting them to a summer event? Every chapter markets itself differently – via booklets, brochures, brochures on CD, post cards and web-sites. *It is important that chapter web-sites are up to date. The internet is often the first place someone will go to learn more about a specific topic.*

There must be a clear and consistent message communicated through the marketing process. How will we market our 4-fold development, our campus leadership, our Greek Week or homecoming dominance, the high chapter GPA or our alcohol free housing policy?

4. Face to Face Contact & Closure.

After early identification, thorough evaluation, and marketing, face to face contact is the final step in the recruitment process. Face to Face contact may take place when a chapter member drives to the prospects home and talks to him and his parents about FarmHouse. Summer activities, such as: lake/pool parties, camping/canoe trips, baseball games, cookouts and campus/FarmHouse tours are also another way to increase face to face contact with our prospects. Face to face contact is a final way to evaluate the candidate, in person, one last time. Does he enjoy good fellowship, have the ability to meet and make friends and does he have a spirit of congeniality? Remember the candidates are also evaluating the chapter. If we say we are campus leaders, high on scholarship and all around good guys, is that the message that we are displaying? During face to face contact, each individual's attitude and behavior can reflect positively or negatively on the candidates opinion of the chapter.

Tied to Face to Face Contact is the most important part of the recruitment process is Making The Ask and Closing The Deal. Most men never join a Fraternity because they weren't invited to join as an undergraduate. After you've carefully followed Steps 1-4, don't be afraid to extend the invitation and risk being turned down by some of the top student leaders on campus. We have a great product to sell, don't be afraid to go after the best and brightest men on campus.

You Can Recruit Anytime

This does not violate rush restrictions. Every chapter should have an active informal recruitment. It does not necessarily need to be publicized. Every member should be on the lookout for quality men who would make great FarmHouse members. Remember the chapter can recruit a man whenever they want. Many chapters are under the assumption that once recruiting is over they cannot recruit any more men. Due to the restrictions of formal recruitment, there are times when you may not offer men bids – but that does not mean that they cannot be recruited.