

FarmHouse International Fraternity

Recruitment Handbook



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FarmHouse International Fraternity Recruitment Handbook

- I. Introduction

- II. Recruitment Program
 - a. Recruitment Teams & Your Role
 - b. Rush vs. Recruitment
 - c. Setting & Achieving Goals
 - d. Common Excuses for Poor Recruitment
 - e. Dry Recruitment
 - f. Quantity vs. Quality

- III. Recruitment Process
 - a. Targeting Students
 - b. The Five Step Model for Recruitment
 - c. Randy Rodger's 4 Keys to Recruitment Success
 - d. Maintaining Interest
 - e. Selection Process

- IV. Additional Resources
 - a. What Are Freshmen Looking For?
 - b. Conversation Skills
 - c. Common Objections & the Right Response
 - d. 10 Commandments of Recruiting
 - e. The Do's & Don'ts

I. INTRODUCTION

This handbook is designed to help every brother understand the recruitment process and how each one of us plays a vital role in growing FarmHouse Fraternity. Use the information here as a guide to assist you in your contributions to the chapter's recruiting efforts. Some areas will be more relevant to your FarmHouse chapter and campus than other areas may be. However, keep in mind that this resource is for all chapters and campus climates can change from year to year. Recruitment is the responsibility of the entire chapter – not just the Vice President – Recruitment or the other chapter officers. The lifeblood of FarmHouse is new member recruitment and the future of FarmHouse is created one new member at a time.

FarmHouse strives to Build Men along the 4-fold lines of development: intellectually, spiritually, socially and morally, and physically. If you do not recruit men with the raw material, tools, and desire necessary to live up to The Object of FarmHouse it can create problems in your chapter and for FarmHouse as a whole. You are not recruiting men for a party – you are recruiting brothers for life. Always try to live up to – and recruit men who will want to – our creed.

Builder of Men Creed

He best builds lives
of other men
Who starts from within
so that when
the Job's all done
the Judge will say,
“A Master Builder passed this way.”

II. RECRUITMENT PROGRAM

Recruitment Teams and Your Role

It is your duty to maintain a commitment to recruitment and actively participate in the recruitment retreat. Some FarmHouse Chapters have found great success in organizing the entire chapter into a “committee of the whole” for recruitment purposes and forming recruitment teams of 3 to 5 brothers. These recruitment teams provide a variety of opportunities for chapter members to meet and recruit potential candidates for membership in FarmHouse.

As a member of a recruitment team, you need to coordinate your recruitment activities with the members of your team and the VP-Recruitment. If you feel that a particular task that your team has been assigned is not a good fit, or that another team has talents better suited for that project, discuss it with the VP – Recruitment and the other team. Make sure you understand what your team needs to accomplish, the timeline, and make sure everyone is committed to finishing their portion of the project. Make sure that you have a written outline of the recruitment program with details of each team members’ assignments. If you recruit one person – and encourage all of your other brothers to do the same, the Chapter size would double. It is your job to meet and recruit at least one person.

It goes without saying that your recruitment efforts should be based on The Object of FarmHouse – the same values that were in place when we were founded more than 100 years ago in Missouri.

The Object

The object of our Fraternity is to promote good fellowship, to encourage studiousness, and to inspire its members in seeking the best in their chose lines of study as well as in life. Progress shall mark our every step; the spirit of congeniality shall reign at all times; and every member shall be honest with himself as with his brothers. Men elected to our membership are considered to be of good moral character, to be high in scholarship, to have the capacity for meeting and making friends, and to give promise of service to their fellowmen and to the world. To be and become such may at times require a sacrifice of time, pleasure, and comforts.

Rush vs. Recruitment

Rush is usually defined as the formal period during the year-round recruitment process when bids may be extended to incoming freshmen. It is regulated by the IFC. Recruitment is a continual process of getting to know prospective members and becoming their friends. Rush is a period and recruitment is a process. Collegiate athletics are a perfect example: the head football coach does not throw a few parties every fall and expect the most talented high school seniors to pick his school and join the team. The coach and his staff, the players, alumni – all get involved in the recruiting process. They identify the needs of the team and go after players that fill those needs. They get to know the players, their families and current coaches. You need to be a part of a similar commitment by your chapter to recruit the best men for FarmHouse. Recruitment is two simple things:

- **Making friends.** Friendship is the first step of brotherhood. Sincere, personal contact at recruitment events, individual appointments, phone calls and letters will make a difference.
- **Selling your product.** It is important that you know and promote your product - brotherhood. Recruitment events and contacts should focus on presenting information about FarmHouse. Many recruitment events have been held in which prospective members were never told the benefits of FarmHouse, qualities of our Fraternity, how to join, the cost, etc.

Recruiting at any time does not violate rush restrictions. Every chapter should have an active recruitment program outside the formal rush period. Every member should be on the lookout for quality men who would make great FarmHouse members. If you have deferred freshmen recruitment, this is especially important. As soon as fall recruitment is complete, the chapter is free to focus on recruiting the many qualified candidates that did not participate for the spring.

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 Rush or recruitment, there are times when you may not offer men bids – but that does not mean that they cannot be recruited. All recruits **must** be an enrolled student in the college/university. Take a prospective member to dinner, play sports with him, or offer to study with him. What they do is not important – quality interaction is. **All formal and informal recruitment events/activities must be free from alcohol and in accordance to local and International bylaws.**

Goals & Targets

At the recruitment retreat, you should be actively involved in developing the membership criteria. It is the job of everyone in the chapter to set your goals for recruitment and what type of men you are seeking. Ultimately the chapter will bid those men who wish to actively involve themselves in leadership in the chapter and have proven themselves in their activities. A good academic record with a desire to graduate and demonstrated commitment in past endeavors is also desired. Consensus among chapter members on interpretation of “quality” for individuals receiving bids should be reached. Elements of the criteria may include:

- Past academic record and potential for future academic success
- Past leadership involvement and potential chapter involvement
- Expected commitment to chapter
- Expected university and community involvement
- Commitment
- Enthusiasm
- Compatibility

Common Excuses for Poor Recruitment

Everyone has heard these reasons – either from another chapter or at their own. The only reason a chapter will do poorly recruiting new members is if they choose to do so. All of the common excuses are rationalizations for correctable errors in a chapter’s recruiting efforts.

- “No one did well this term.”
- “We only got 6 guys but they’re top quality.”
- “The Alpha Alpha’s gave out bids to everyone – that’s why they have a huge class – we believe in quality.”
- “Our house is too far from campus.”
- “The house is too close to campus.”
- “The house is too old.”
- “We don’t have a house.”
- “The other chapters cheated.”
- “How can you tell what a guy is going to be like if you can’t drink with him?”
- “Guys aren’t into fraternities like they used to be.”
- “This risk management stuff has really hurt us.”
- “We can’t compete with the big chapters.”
- “Our brothers don’t know how to recruit.”
- “We don’t know any guys on campus.”
- “There are no good guys left on campus.”

Do not use these excuses. What these excuses do is mask the actual problems: the whole chapter is not involved; the chapter was not prepared for recruitment; the chapter does not have a commitment to year-round recruiting; Brothers are not involved on campus; Brothers are lazy and consider recruitment too much work; alcohol is the only social tool that brothers know how to use, etc.

All of these excuses and root causes create a negative attitude. Accept your chapter's past shortcomings, recognize that they are problems of your own doing – and therefore correctable, and work towards a prosperous future.

Dry Recruitment

In an age of increasing accountability, when the oldest and strongest human institutions are being subjected to constant criticism, prospective students are inclined to carefully weigh the benefits gained from joining anything, including a fraternity. Most students entering college today are there for the primary purpose of getting an education; this fact must be taken into consideration and given great emphasis in your recruitment philosophy.

Dry recruitment distances Greek life from the stereotypical “Big Bash” party atmosphere and is more relevant to the incoming freshman of today. There is more scrutiny than ever on liability and the dangers of alcohol abuse by the general public, administration and faculty, and students. Dry recruitment eliminates the legal liability present when chapters furnish alcohol to minors and unknown guests. Your chapter must stand on its merits. Dry recruitment gets rid of the crutch that comes from alcohol use. Moreover, by tradition and action of the FarmHouse Conclaves, the presence and consumption of alcoholic beverages is not allowed in FarmHouse chapter houses or on property. Some effects of Dry Recruitment have been:

- The quality of the recruits has improved.
- The retention rate to initiation has risen.
- There have been great financial savings for the chapters.
- Statistics show that although fewer people went through recruitment, those who did were more interested and a higher percentage associated.
- There has been little to no negative publicity regarding dry rush functions.

Dry Recruitment forces chapters to be more creative and organized and refocuses the process to its core – the making of friends. Your chapter's main goal in meeting the needs of today's prospective member should be to involve him rather than merely entertaining him. He wants to become involved in fraternity activities. He wants to feel what it is like to become part of the group, not be part of a passive audience entertained by the group. Offering as much “one-to-one” interaction with the individual members in your chapter as possible is necessary.

Quality vs. Quantity

One of the never-ending discussions in the fraternity world will be “Is it the quantity of new members or the quality of new member that make a successful recruitment?” Without going into a detailed discussion, the short answer is you can have both. The quality and quantity of your new members should not be determined by who comes through recruitment, but rather your chapter’s preparation to seek the men that meet the requirements you have set in your planning. When you know what you want in new members, you will quickly determine if a man has the qualities the chapter seeks.

Related to the Quality versus Quantity debate is “How big should our Chapter be?” No one can tell you how large or how small your chapter can, or should, be. Every FarmHouse chapter is unique and has its own special needs relative to its requirements for manpower. However, a few simple rules should be kept in mind during recruitment:

- *A chapter below 20 men will find it hard to consistently remain viable.* The chapter must consistently be above 20 members to run the officer system suggested by the Fraternity, conduct suggested activities, not have members holding two positions, and have fun.
- *To remain competitive on campus you need to be at, or above, the average sized fraternity chapter on your campus.* Until you reach this level, you will always find yourself trying to explain why your chapter is much smaller than the rest of the fraternities on campus.
- *Remember the margins!* You cannot buy a fraternity at a discount, but the Vice President-Finance will be able to tell you that each additional man you pledge significantly increases your chapter’s fixed income, while only marginally increasing expense. Also, the larger your chapter, the larger of an influence on campus and the greater impact FarmHouse can have on philanthropic events, community service work, student organizations, etc.

It is a common misconception that in order to maintain the current chapter size, you only need to recruit the number of men to fill the chapter house. However, it is important to remember not all men who join are initiated. The chapter should initiate at least 85% of the men who are pledging. Not all men who are initiated live in the house for multiple years or remain active in the chapter. Unfortunately, “things” happen. Members drop out of school. Members fail out of school for a semester or year. Members marry their girlfriends. They transfer to another institution. They are suspended from membership. They encounter financial difficulties and are unable to live in the chapter house. They become part-time students.

The Theory of Capacity holds that in order to maintain a full house and stable membership size, a chapter must pledge and initiate at least 2/3 of the house capacity each year. This may vary with the size of house and live-in requirements. The chapter must pledge and initiate 35% of the August chapter membership size each year in order to maintain its size. For example, a 100-man chapter in August must initiate at least 35 men in that academic year to maintain its size. A 50-man chapter in August must initiate at least 18 men to maintain its size. If your chapter wants to grow, you must initiate more than 35% of your membership size each year.

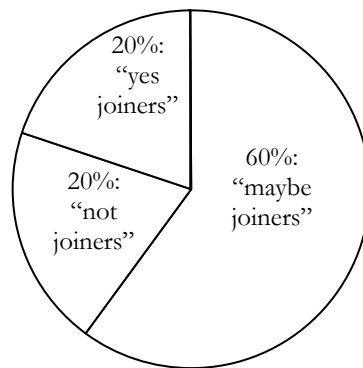
Bigger is not necessarily better, but the average FarmHouse chapter size for the 2003-04 school year was 42 men. Do not let the quality vs. quantity arguments stereotype you into a chapter size that paralyzes what you can do programmatically. Keep an open mind as you set the recruitment goal and truly let your determination of where you want to be lead you to how many new members you need to take this year. Then, break it down to how many new members the chapter needs to take during a specific rush period.

III. RECRUITMENT PROCESS

Targeting Students

Once you have identified the goals of recruitment, you need to find the men you are looking for. You must be part of the chapter's effort to locate potential new members and personalize their exposure to the chapter.

- Students fall into three categories: they will definitely join a fraternity; definitely not join a fraternity; or “maybe” join a fraternity – and maybes are more than 1/2 of the population.
- Efforts in the past have targeted the “yes” joiners. We wait for the students to come to us.
- The number of “yes” joiners on campus is shrinking due to demographic shifts in the student population.



We have to change our recruitment practices if we are going to be successful in the future. We can no longer wait for quality men to find us – we have to actively find them through one-on-one recruitment efforts. Places to go and people to speak with include:

- Residence hall move-in (either by yourselves or coordinated with campus housing or IFC)
- Freshman event (potentially in cooperation with resident assistants)
- Residence halls (being sensitive to rules and regulations)
- Student organizations in which brothers are members
- InterFraternity Council/Greek Life master interest list (if compiled)
- Resident Assistants/Community Advisors
- Brothers serving as Orientation counselors
- Sports teams
- Sororities – do they have any friends or brothers that would be good FarmHouses?
- Contact professors for recommendations
- Contact alumni and parents
- Academic/Professional Clubs
- Student Government
- Church
- Agriculture College
- Campus Professors
- Collegiate 4-H
- FFA (especially State Officers)
- Alpha Zeta and other honoraries

For your chapter to develop an appropriate pool of contacts, you must use a combination of finding the top students from these suggested areas and more. No single area will suffice in providing a sufficient quantity of new members. It is especially important for every FarmHouse member to make personal contacts with as many men as they can since the one-on-one relationship is integral during a successful recruitment process.

Persistence is the Key

A recent survey among sales executives revealed that: 80% of all sales were made after the **fifth sales call**, BUT ...

- 48% of salespeople call once and give up
- 25% call twice and quit
- 12% make three calls and stop
- 5% give up after the fourth call
- only 10% keep on calling.

And it is the last 10% (1 in 10) that make 80% of the sales!!

Translate this persistence into recruitment plans. Many of us would have never been interested in FarmHouse unless we were asked to come to an event. Invite men to the chapter's events all year – every thing is a recruitment event! Recruitment takes place every day at any time and in any place.

The Five-Step Model for Recruitment

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

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

Fraternities are based on friendship and brotherhood. Our founders were friends with similar ideals who created FarmHouse to be a vehicle to improve individual’s lives and to be a Builder of Men. Instead of choosing people that we do not know if they share our values, why not choose our friends? Do not 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 fall under the 4th Step. If the prospective members are friends, then the events will be FUN – not strained or superficial. Now is when your friends need to hear honestly about the commitment that they make when they join. If they do not get accurate information about the cost, expectations and time commitment, they will may 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 would not 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.

Too often, chapters try to jump straight into Steps 4 and 5 when recruiting. Our recruitment efforts must be personal and focus upon one-on-one interaction. When fraternity men develop individual personal relationships with prospective members, fraternity is no longer an abstract concept but an organizational opportunity with a name and a face. In today’s age, men generally do not seek out fraternity membership, but many are ideal candidates for membership. The chapter’s recruitment effort must be personal, one-on-one, and active. Prospective members will only be able to gain a favorable impression of Greek life only through meeting current members; a publication will not cut it. Public relations, websites, videos, and social activities are important, but recruitment goes beyond those aspects. Only fraternity members, themselves, engaging in everyday dialogue with these “maybe joiners” will create the friendships that produce new members and lifelong FarmHouse brothers. Nothing else will accomplish that desired result.

1Randy Rodgers' 4 Keys to Recruitment Success

Complementing the NIC's Five Step Model for Recruitment, are four keys as espoused by recruiting expert Randy Rodgers (IL '66) 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 themselves different 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.*

After early identification, thorough evaluation, and marketing, face to face contact is the final step in the recruitment process. Face contact may take place when an chapter member drives to the prospects home and talks to he 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.

Maintaining Interest

Ideally a new member will already have become friends with a number of the brothers and has begun assimilation into the chapter. This process of assimilation during the recruitment process – not after he has agreed to a bid – is vital to maintaining the prospective member's interest. This is crucial for the men in the maybe category.

- Be active, not passive about your recruitment. Invite the potential new member to events.
- Members should escort all guests to the chapter house. Many people are uncomfortable going to the chapter house by themselves.
- Offer rides to chapter events.
- Meet a potential new member outside of a formal event, such as dinner or a football game.
- Introduce the potential new member to additional brothers. This will cause him to continually meet new brothers and feel more at home in the chapter.
- Continually introduce potential members to each other. Many of these men may accept bids, and they should feel comfortable with their class of fellow new members.
- Introduce the potential new member to brothers with similar interests or brothers with similar personalities.
- Simple, everyday events such as pick-up sports provide an atmosphere for easy interaction.
- Events should emphasize interaction between the brother and potential new member interaction, not entertainment.
- Talk with, not at, the potential new member. Listen to what he wants to talk about.
- Initial conversation topics, coinciding with early contacts, should focus on fun activities within the chapter and profile chapter members.
- Follow-up conversations should concentrate on his interest in fraternities and specifically his interest in your chapter. In other words, what is the potential new member looking for in a fraternity?
- Additional conversation topics after initial contacts should include brothers sharing their first year experiences within the chapter with the potential new member.
- Final topics prior to extending bids should allow brothers to discuss brotherhood with him and his potential place in the chapter. Simply put, what will the chapter do for the potential new member and what will he do for the chapter?
- Involve the student's family.

Selection Process

Voting Eligibility

For the majority of our chapters, members who do not attend recruiting functions should not be allowed to vote. It is not fair to give a man the privilege of a voice when he has done none of the work required to earn it. This is especially important because to vote on the merits of a prospective member, the brother should have met him and gotten to know him. Not attending the events makes that impossible. If you want to determine who will be in your chapter, make sure you have done the work necessary to have your say.

Extending Bids that Get Accepted

Bid presentation is the final push for membership and is one of the most important, and often neglected, elements of successful chapter recruitment. It is merely an invitation that the prospective member still has to accept – perhaps when they are weighing other options. The sale is not closed! The bid presentation should result in an intense, personal dialogue between one brother and the potential new member.

- The brother who best knows him and has the greatest rapport with the potential new member should be assigned to present the invitation to join the chapter in a personalized, small group setting. Other members may congratulate the man afterwards.
- The brother presenting the bid must explain to the potential new member the fit between himself and the chapter and why the brothers want him to join. They should share the chapter's expectations.
- The brother presenting the bid must be sure that all the potential new member's questions are answered (academic, parental, financial, and time concerns, etc.).
- Dress appropriately; it should be a dignified occasion.

IV. ADDITIONAL RESOURCES

What Are Freshmen Looking For?

Researchers at UCLA compiled a recent survey of college freshmen at campuses all across the United States. These are some of the highlights of their findings:

- 77.8% said that “getting a better job” was very important to them
- 55.9% plan on seeking a graduate degree
- 62.7% said they performed volunteer work in high school
- 35.2% said they expect to work during school to pay for expenses
- 40.2% said their father did not attend college
- 13.7% indicated that there was a “very good” chance they would join a fraternity

Conversation Skills

Conversation on everyday, simple topics using open-ended questions will allow the guest to equally participate. Questions should begin with what, whom, why, and how. Do not use the four most boring questions contrived by fraternity men. You know what they are – Major? Hometown? Year? Where do you live? In recruitment, your chapter needs to know what they are selling, whom they are selling it to, what the costs and benefits of the products are, and why they believe in FarmHouse. There are several things to keep in mind when talking to a new recruit:

- Do not talk too much about yourself or your fraternity.
- Let the new recruit talk about himself as much as possible.
- Make the new recruit feel comfortable to ensure he will want to come back.
- Keep in mind the worst place to recruit is the chapter house – a potential member is easily intimidated; therefore, try to do more recruiting in an environment where he feels comfortable.
- Ask the new recruit questions so you can find out what common interests you have.
- Keep in mind the new recruit is usually asked the same questions at every fraternity.

Ask open-ended questions that give the new recruit a chance to tell you a little bit about himself. For instance:

- What do you like to do?
- What have you done for a summer job?
- What aspects of school do you like/dislike so far?
- What events have you been involved in on campus or in high school?
- What places have you traveled to?
- What are some of your interesting hobbies?

Tips on remembering names:

- When introducing yourself, concentrate on the man’s name. If it has an interesting pronunciation, ask him to repeat it.
- Use his name often in conversation.
- Associate his face with that name.
- Who else do you know that has that name?
- Write it down on a cue card or in a small notebook with a description of the potential new member.

Common Objections & the Right Response

You will know what a lot of these objections are – and you overcame them. Keep in mind these responses when confronted with these frequently cited barriers to joining a fraternity.

“I need to focus on developing a career.”

We have an extensive alumni network that can help you get started.

“I want to focus on developing my leadership skills and becoming more involved.”

Here are examples of leadership development opportunities:

- Regional Leadership Conferences
- FarmHouse Leadership Academy
- Conclave
- Chapter offices & committees
- Chapter programming and activities
- Guest speakers at chapter meetings

“I want to meet new people.”

We can help with that... let me introduce you to my brother Cliff. It takes students years to generate the friendships you will have once you join FarmHouse.

“I am very focused on community service & philanthropy.”

FarmHouse has a number of philanthropy and service projects

“It costs a lot of money to join.”

- There are costs, but the value that you get far exceeds the amount of money you will spend.
- There is a lifetime of benefits ahead.
- You can set up a payment plan.
- There are some grants available from alumni.
- Most things worth having cost money.

“It takes too much time”

- Busy people get more done.
- Chapter activities take up about five hours per week – you don't have 5 hours?
- Your time spent in the chapter balances your other activities.
- Part of our time together is studying – you have to do that anyway.

“I don't want to get stereotyped.”

- Our chapter is very diverse – we only ask for unity around our founding principles.
- You will be free to be yourself.
- People join something during college – joining us stays with you your whole life.

“My parents do not want me to join a fraternity.”

- I would be happy to talk to them about how much FarmHouse has meant to my college experience.
- They can speak to my parents. They had reservations at first as well.
- We have mothers and fathers clubs that give them an opportunity to stay involved.

“Being Greek is all about partying. I’m a serious student.”

- Our chapter houses are all alcohol free.
- Have you read our risk management policy? Let me share it with you.
- We spend more time studying and on philanthropy than drinking.
- Animal House is gone, friend. We are a leadership development organization that fosters brotherhood and builds men intellectually, spiritually, socially and morally, and physically. You can be part of a legacy. I would like you to consider joining today.

Ten Commandments of Recruitment

1. Think Like the New Recruit
Remember, he has probably just graduated high school and is most likely leaving home for the first time. He knows little about college and especially about fraternities. Make him feel at home.
2. Assume a New Recruit Knows Nothing
He does not know any more than what he has read in papers, seen at the movies, or been told by “someone who knows.” They do not know the terms you use or the Greek alphabet. Explain everything.
3. Sell the Greek Community First
He has to be sold on the concept of a fraternity before you can sell him on your chapter.
4. Spectacle is Cheap
Not cheap to pay for, but it’s cheap in effect. Personal contact is paramount; spectacle can supplement it, but cannot replace it. Instead, work to make personal connections.
5. Keep in Mind What You are Selling
You are selling a group of friends. Your group is diverse and varied in interest, yes... but you share the same values that he wants to live up to.
6. Make Friends
Most recruits pledge where they have the most friends and believe the brothers to be the best group they can find. Be yourself and put your best foot forward. Try to present yourself as a good example of the chapter. Be honest, straightforward, and friendly.
7. You Get What You Recruit
The trouble with many recruitment techniques is that they attract the more casual, insincere types and, worse, they frighten away or disgust the highly motivated men who will do something for the chapter and in return improve themselves. Seek out the individuals who will advance your chapter after you leave.
8. What’s the Competition?
Is it the competition the other fraternities or the new residence hall on campus? Do not disparage the competition. You explain why your chapter is better – exemplify excellence.
9. Keep Good Records
If you find a positive prospect, always give a record of it to the recruitment chairman. Do not trust your memory. Write things down. Use a small pocket notebook. After a big event, follow up with your best prospects. A quick phone call or handwritten note goes a long way toward making people feel special and wanted in your chapter.
10. Plan Ahead: Think, Try
Only the individual can do the job of recruitment. Be positive in your approach and do not pass the buck. Everybody has a job to do and they must all do it for recruitment to be successful. Each brother should find his replacement.

The Do's & Don'ts

The "Do's"

- Always be on time for functions, which means 15 minutes early.
- Dress neatly and appropriately. You are representing FarmHouse Fraternity.
- Use a firm handshake; make sure you know the guest's name before you release his hand.
- Be cheerful, honest and enthusiastic.
- Use his name in conversation and maintain eye contact; it shows respect and interest.
- Make him feel comfortable; find common ground for discussion.
- Encourage him to talk freely and ask his opinion.
- Avoid "Recruiting Questions" (hometown, major, etc.) and yes/no questions.
- Listen
- Be knowledgeable about our Fraternity. (Costs, history, statistics, etc.)
- Tell the guest why you joined the chapter and what it has done for you.
- Meet as many guests as possible.
- Write concise, quality comments.
- Even if a man does not get a bid, make sure he knows what a class act the chapter is.
- Follow up with thank you cards, calls, etc.

The "Don'ts"

- Do not put down, or make sarcastic statements about brothers in front of a potential new member. The chapter may know you are joking, but an impressionable guest may mistake it for bad brotherhood.
- Do not insult other fraternities and sororities – you do not know where a potential new member's brother, sister or parent may have joined.
- Do not act rude – even to guests you have little interest in.
- Do not act bored.
- Do not bunch up with other active chapter members and leave guests unattended. It makes the chapter look bad, and makes them feel uncomfortable.
- Do not let first impressions turn you off. Give each potential new member a chance to prove his worth or lack thereof.
- Do not assume that our guests understand Greek organizations – you may need to explain many details of fraternity operations that you take for granted (joining, big brothers, etc.)
- Do not stay with someone that you are not interested in for any length of time.

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