



the recruiter

FarmHouse ~ 99 Years and Still Growing Strong

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Back to School...Fall Recruitment

An often overlooked source for new members are clubs and organizations, we must tap these sources. Find a roster of campus organizations from the university web-site or student life office. With the list, select what organizations FarmHouse should approach. The organizations to target first are those which FarmHouse men are already involved in. Now, determine what other clubs and organizations potential FarmHouse men may be involved with.

Next, make contact with the organizations' president or advisor. Ask them for the opportunity to speak at their next meeting. At the meeting, give a brief explanation of FarmHouse and the chapter. Use the opportunity to invite people to an event and hand out some specific information about the chapter. Display correct contact info on all handouts, those interested may contact you at a later date or they may pass the material to a friend who may be interested.

Taking The Initiative

The 10% Initiative is a program created to promote gradual growth from one school year to the next to ensure the health of our chapters across North America. As the numbers of greeks on our campuses decrease or stays stagnate FarmHouse cannot use this as an excuse for declining membership.

FarmHouse International will help its chapters grow through existing programs and conferences such as: FarmHouse Leadership Academy with a focused recruitment track, Regional Leadership Conferences, presence at the National FFA Convention and FFA scholarship lists. Every chapter will be visited by our Leadership Consultant one semester and by a member of the Regional Advisory Council the next semester. An electronic recruitment newsletter will also be created and made available three times a year.

Those who reach the 10% Initiative will be recognized in *Pearls & Rubies* along with receiving a plaque at the 100th Anniversary in Columbia, MO, April 14-17 2005.

What Does 10% Growth Look Like?

Growth will be measured by adding up the fall dues paying members plus the spring dues paying members. That number must be 10% higher than the previous year's total.

Examples:

Auburn: $F'02 (91) + S'03 (84) = 175$

$F'03 (101) + S'04 (96) = 197$

Growth: $197/175 = 13\%$ (12 men)

Michigan St.: $F'02 (33) + S'03 (33) = 66$

$F'03 (53) + S'04 (44) = 97$

Growth: $97/66 = 47\%$ (16 men)

Texas A&M: $F'02 (22) + S'03 (20) = 42$

$F'03 (35) + S'04 (31) = 66$

Growth: $66/42 = 57\%$ (12 men)

“The best definition of poor recruitment is doing things over and over and expecting better results.”

What Does Growth do for a Chapter?

There are numerous reasons why chapters don't want to grow: "we like our small chapter", "we have strong brotherhood", "our campus won't help us recruit". Growth is the difference between a good chapter and a great chapter.

Manpower

An increase in membership whether 3 or 12 men increases the membership to draw from for intramural teams, community service projects, homecoming projects, chapter leadership and fraternity work. More bodies allows for workloads to be spread evenly so members don't become burned out.

Drastic membership change

A chapter that continually grows will be able to withstand a membership change that could devastate a smaller chapter. A chapter that always floats around 25 members may not be able to survive if there is a large graduating class or if a pledge class walks out. Growing chapters have the ability to rebound after a sudden loss.

Available leadership

Chapters that are always expanding and recruiting future leaders guarantee themselves leaders to replace leaders. Often, small chapters have a couple of strong leaders who carry the load during their time in the chapter and when they leave, there is a void to fill. Imagine an election in which 4 strong candidates run for the presidency or there is an election in which 1 person runs for an office without contention. Which would you rather have?

Campus Identity and Influence

With more members, a person is not overburdened with FH activities. He has more of an opportunity to be involved in other campus organizations or student government. Involvement outside of FH allows for a greater recruiting pool and for an identity on campus.

Financial Benefits

Cost is often an issue. More members leads to a larger base to spread the costs over. That means cheaper social dues, food costs and rent. An increase in revenue allows for a larger recruitment, social, housing and brotherhood budget.

6 Tips for a Recruitment Event

1. Name Tags

Name tags should be worn at all events. Write the name you go by; be careful with nicknames that may be inappropriate. Guests should also be given name tags when they arrive. Display the name tag on your chest, not on your hat or belt buckle.

2. Dress

The chapter should agree on a dress code for the events whether it be polos and khaki shorts or FarmHouse t-shirts and blue jeans. Clothing represents the people. If someone just finished working, have them sneak in the back door to clean up before they join the crowd. Don't allow the person who just came from the school farm to walk through the middle of an event.

3. Facial Hair

All actives present should be clean shaven. Facial hair is acceptable as long as it is properly groomed.

4. Body Language

Smile. A good attitude is contagious, and a negative attitude is easily spotted. If you are having a bad day, put it behind you and have a little fun for a while.

Maintain eye contact when talking with people, doing so shows that you are genuinely interested in what they have to say.

5. The Handshake

A handshake should be firm, but don't crush the other person's hand. Make eye contact with the person whose hand you are shaking. Do not let go until you get their name and understand it. Practice shaking hands at chapter meetings because a good handshake is also valuable in one's professional life.

6. Name Memorization

After you learn a person's name, repeat it at least three times in the first 30 seconds. Name association may also help remember a person's name, tall Ted or funny Frank, it sounds odd but it will work.

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