



the recruiter

FarmHouse ~ 100 Years and Still Growing Strong

Volume 1, Issue 3

April 2005

Four Chapters Earn 10% 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 inaugural year of the 10% Initiative wraps up, we would again like to recognize the following chapters that received the award. Four chapters grew by 10% or more, they are:

New Mexico State 10%, Idaho 13%, Alberta 16% and South Dakota State 28%.

So How Did They Do It?

Each chapter attributes their success to a number of changes in their recruitment process, but are there any similarities?

New Mexico State states that keeping recruitment personal paid huge dividends. They gave chapter house tours to families, went to visit recruits at their homes and just kept in touch throughout the summer.

Idaho turned their recruitment position into a paid summer job. Summer recruitment events were organized, phone calls were made and hand written letters were sent. They agreed that the more personal events yielded a greater number of bid acceptance.

Alberta's success was the result of early identification and maintaining contact. Allowing prospective members the opportunity to participate in daily activities to see where their dues would go helped and the chapter's strong campus presence in other student organizations/clubs made FarmHouse's presence known.

South Dakota State started the year off with a recruitment workshop to educate the chapter on recruitment tips. Role-playing was incorporated into the workshop to familiarize actives as to how to answer specific recruitment questions and objections. Another key to the chapters success was the implementation of a "FarmHouse Info Meeting". Five of the chapter's best speakers were selected to talk on different areas of FarmHouse. One of the keys to the meeting was telling prospective members upfront what is required of them to become a member. They laid the expectations out clearly. For anyone who missed the meeting they invited them over for supper and went over the same material in a small more personal setting.

Common Themes?

Adding that personal touch seems to have helped all of these chapters. Consider reevaluating your chapter's current recruitment strategy to incorporate a more personal touch. Early identification and constant contact also appeared to have helped. Feel free to contact these chapters for some helpful advice.

Randy Rodger's 4 Keys 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.

Trent Niemeier
Chapter Leadership Consultant
FarmHouse International Fraternity
11020 NW Ambassador Drive., Suite 330
Kansas City, MO 64153
Cell: 309-502-9048
E-mail: Trent@FarmHouse.org