



the recruiter

FarmHouse ~ 100 Years and Still Growing Strong

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Preparing Your Chapter for 365 Day Recruiting

Most recruiters have heard the term 365 day recruiting by now. But are we really practicing it? Do we really have all members thinking recruitment EVERY day? Starting off the semester with a chapter retreat is a must. So why not include a recruitment workshop in this retreat? Here are some tips to successfully train your members to recruit!

EXPLAIN OBJECT-BASED RECRUITING to your members. Have members group up and explain to each other the portion of The Object that reads “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 fellow men and to the world.” Have them brainstorm on ideas of how to find men that meet these standards.

CREATE A LIST of questions every member should be able to easily answer. This list should include many questions, but here are a few good examples: “I don’t think I can afford to live here; how much does it cost?” “What do I get from dues?” “What are the requirements of being a brother?” “I’m pretty busy; how much time will this take?” “I don’t want to join a fraternity and get hazed,” “What has the fraternity done for you?” “What else is going on at FarmHouse this week, and may I come check it out?” “What leadership opportunities are available from FarmHouse?” Ensuring that every member can confidently answer questions like these will increase your chances of success come recruitment time!

PRACTICE answering these questions. Have members break up into small groups and role-play. Give everyone a chance to answer questions and to play the recruit. Especially work with the TOUGHEST questions, like those about hazing, parental concern, alcohol, time, and money. Members will find it easier to answer these questions if they have a bank of responses other members have used.

INCLUDE NEW MEMBERS in your exercises. If you have guys that just moved in, they are probably your youngest and therefore the ones who will see the most recruits. They need to be up to speed with all the questions they should be able to answer!

DEFINE YOUR S.W.O.T. so in conversation every member can utilize your strengths, show how weaknesses (when asked) are really opportunities, and understand the threats that your chapter is up against.

Meet your new Educational Leadership Consultants...

Adam Peters

Purdue 2002

Bachelors of Science, Agricultural Economics

HOMETOWN: Brownstown, Indiana

FARMHOUSE OFFICES HELD:

Vice President of Recruitment, Alumni Relations Chairman

WHY IS ADAM AN ELC?:

“I took this job to help and motivate chapters to take their programs (and themselves) to the next level!”



Shawn Eagleburger

Iowa State 2002

Bachelors of Fine Arts, Interior Design

HOMETOWN: St. Joseph, Missouri

FARMHOUSE OFFICES HELD:

Vice President of Recruitment, Vice President

WHY IS SHAWN AN ELC?:

“I was able to meet so many great ELCs from other chapters when I was on the IFC and see the effect they had on chapters...I am excited to try to do the same thing.”

Recruitment Rule 1: You can't do it alone. *Steps to Membership Motivation*

What are you doing to motivate your brothers to recruit new members? Here are a few suggestions we have come across and developed to give you the tools to motivate your chapter to make recruitment an entire house effort. Try these steps...

Would you call yourself a positive person?	If not, change or get out. A recruiter must stay optimistic. You will get frustrated, you will feel tired, you may find yourself wanting to quit at times...choose to channel that energy into drive. Sometimes negative energy allows us to achieve, but only if we let it. Remember that if you are not positive about recruitment, your chapter, your events, your membership, your chapter house, your alumni, and your international headquarters then how can you expect anyone else to be? SMILE and have fun!
What are you doing to communicate with your chapter and keep them excited?	If you are not communicating your goals as a recruiter to your chapter, you will never achieve them. You must keep your brothers informed as to what the chapter is doing in terms of recruitment. Try sending out weekly updates. Deliver your message all year round, not only during peak recruitment times. Also, remember part of communication is listening – in order to feel they are welcome in the process of recruitment, your brothers must feel they are heard.
What reasons do you give brothers to get involved with recruitment?	Giving someone certain tasks decreases the chance that they are going to do nothing – if it is their reputation on the line they are more willing to pull through. Try out a recruitment committee or expand your recruitment committee if one already exists. Try a chapter brainstorming session or open discussion bid meetings. People support what initiatives they help create. Allow everyone in the chapter to take ownership of the recruitment program.
Do you involve all members of the chapter in the process of recruitment?	Recognition can go a long way and can be as simple as telling someone they did a good job. Congratulate and thanks brothers by name weekly at your chapter meeting. Think about offering awards to brothers who participate heavily. What about posting the names of outstanding recruiters on a bulleting board at your chapter house or in your newsletter? Show your brothers you appreciate their service.
How are you portraying the work of recruitment?	Ever hear the phrase “recruitment is the lifeblood of our fraternity?” Your brothers need to be reminded of this. The men you recruit today will determine the fate of your chapter. Where do your brothers want to be in five years?...ten years? The only way to get there is to recruit quality men. Remind them how vital your recruitment program is.
Are you walking the walk?	You are expected to be a role model for everyone involved in the chapter. Work hard, be self-motivated, be positive, have fun, and others will follow. Never ask others to perform a task that you would never do.

Recruitment Tips Every Member Should Know
The North-American Interfraternity Conference's
5-Step Model of Recruitment

MEET THEM
↓
MAKE THEM YOUR FRIEND
↓
INTRODUCE THEM TO YOUR FRIENDS
↓
INTRODUCE THEM TO FARMHOUSE
↓
ASK THEM TO JOIN

Too many groups skips easy steps in recruiting a new member. Following this path is proven to lead to success.



We are here to help you...Feel free to contact us anytime!

Adam Peters, 816-210-4558
adam@farmhouse.org

Shawn Eagleburger, 816-210-4764
shawn@farmhouse.org

Educational Leadership Consultants
FarmHouse International Fraternity
11020 NW Ambassador Drive
Suite 330
Kansas City, Missouri 64153
1-800-722-1905