



the recruiter

FarmHouse ~ 102 Years and Still Growing Strong

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Are you Ready for Summer Recruitment?

Big Staff Changes at FH HQ

Our new executive director Chad Harris is getting settled in as departing executive director Jim Griffith completes his final days in the office.

Senior Leadership Consultant Adam Peters will be moving on to new opportunities as a Youth Director at Peace Lutheran Church in Waverly, Nebraska. FarmHouse is now accepting applications for an expansion consultant; a full job description can be found at www.farmhouse.org.

Meet your new Educational Leadership Consultant...

Marc Hildesheim

Washington State
Bachelor of Science, Kinesiology

Hometown:

Rockford, WA

FarmHouse Offices Held:

President, House Manager

Why is Marc an ELC? "I love the idea of being able to travel, meet FarmHouse brothers, and help them out whenever possible."



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It's nearing the end of the semester, your chapter has completed your strategic plan, and you have your summer recruitment goals set. So now you're asking yourself how you are going to get there, or maybe you're wondering if your chapter is really ready to begin recruiting your new member class for the fall. Here are just a few things to try and to help with a successful summer recruitment program.

- ✓ **Know the Rules:** Contact your IFC recruitment chair to make sure you are up to date with all the rules at your university. When can you start contacting prospective recruits? What is the last day you can sign prospective new members for the fall? What limitations are placed on the events you can hold? You don't want to go out and have a great summer recruitment only to find out you did not follow all the rules.
- ✓ **Collect Names:** Get as many names as possible. Collect them from the university, parents, alumni, friends, girlfriends, former teachers. Get as many as possible from where ever you can.
- ✓ **Be Prepared:** Now you've got your list of names and are ready to start calling everyone. But wait, what are you going to tell them? You need to sell your recruits on FarmHouse within the first 30 seconds of your conversation. Take some time as a chapter to come up with a plan for what is going to be said within that 30 seconds. Make sure everyone is communicating the same message! What materials are you going to bring with you? Does your chapter have a DVD, scrapbook, or brochure that will help answer the prospective member's questions?
- ✓ **Meet Them on Their Turf:** An incoming first year student is already focused on making a big change in his life. Do you want to add the discomfort of expecting him to come to a big event with a bunch of people he doesn't know? Bring FarmHouse to him and answer his questions. This will also be a great chance to answer any questions the parents may have. The recruit and his parents will really appreciate the personal attention.
- ✓ **Work together:** Don't expect one or two people to make all the visits. Remember every member is trained on what your chapter wants to sell about FH, so they are all qualified to make visits. If there is a recruit from a member's hometown or surrounding area, have them meet with him. Another great method is to get your alumni involved and see if they know or would be willing to meet with a prospective new member.

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- ✓ **Use Your Resources:** We already discussed getting your members and alumni involved, but what about your parents? Nothing can calm the worries of a mother like another mom.
- ✓ **Host a Great Event:** So you've gone to the potential's house and his parents approve, but he is not quite sold. Have an event where we he can meet your members and the other new members. Include alumni and parents. They are helping you with the work of finding names, so let them join in the fun too. They provide a different perspective on why joining FH is so important.
- ✓ **Don't be Phony:** Recruitment events should reflect your brotherhood, alumni, and chapter events.
- ✓ **Follow Up:** If someone is unsure about signing, don't give up on him. You don't want to pursue him to the point that you become annoying but you don't want to lose a good prospect. Also, if someone accepts a bid early in the summer keep him up to date with what is going on. Let him know that he is already a part of your brotherhood.
- ✓ **Additional Help:** For ideas on recruitment events and planning visit the resource page at www.farmhouse.org.
- ✓ **So now go out, have fun, and good luck recruiting!**

Marketing FarmHouse

One of the problems many chapters face is their members do not know how to sell FarmHouse Fraternity. As a fraternity we have many great things to offer to our potential members, such as excellence in academics, alcohol free housing, and our promise of service. How does your chapter market these unique aspects? Use the form below as a chapter to discuss what you want to market and how you will put your marketing plan in to action.

FarmHouse Aspect	How is this Displayed?	What are your marketing tools?
1 Physical	Intramural Participation Workout Partners	Intramural Awards/Pictures (in brochures/scrapbook) Testimonials
2 Intellectual		
3 Spiritual	Chapter Church Book Discussions	
4 Social/Moral		
5 Alcohol Free Housing		
6 Service	Habitat For Humanity	
7 Campus Involvement		List/Knowledge of organizations List/Knowledge of Brother's Leadership Roles
8 Other traits/points of pride/chapter aspects		
9		
10		

Follow up Questions:

- What mediums (brochures, CDs, fliers, Facebook ads, etc.) are being used for recruitment? Are there more effective methods out there?
- What are the most effective ways/locations to communicate with students on your campus? In your community? In your hometown?
- Is your chapter actually following through with what you sell to prospective new members? If not, how can you remedy this situation?
- Is everyone in the chapter familiar with your marketing plan?