



the recruiter

FarmHouse ~ Builder of Men

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He Best Builds Lives of Other Men...

Everything is in place. The DJ starts his rotation with the likes of George Strait, Bob Seger, Lynard Skynard, Alan Jackson and Kenny Chesney. Young men unfamiliar to you have filled the volleyball pit while at any given time a half-dozen bean bags fly across the yard. Numerous guests enjoy the appetizers as you remark to the vice president of recruitment, "Nice work, great turnout!" This sounds like the beginning of a great recruitment event, but how will things play out for the chapter?

The chapter obviously spent many hours preparing for this event. Anyone who has planned this type of event knows the volume of behind-the-scenes work that takes place weeks or months beforehand. They have many guests, food, entertainment and good music; what more could they ask for? At this point in the story the stage is set for a banner recruitment year.

But aside from the logistics of the party, is the chapter really prepared for the event? The young men have come, now what happens? If chapter members don't know what to do with hoards of potential members roaming around the yard, they need

to take another look at event preparation.

Chapters need to place as much emphasis on preparing their members for an event as they would on preparing the taco salad, bean bag toss or playlist. Do your members know how much it costs to live in the chapter house? Out-of-house dues? What are the requirements to join FarmHouse? What is the chapter's GPA? Will I have time to study if I join? All chapter members should be able to answer these questions and many more that potential new members may ask.

"He best builds lives of other men who starts from within..." So begins the Master Builder Creed.

We can apply this advice to our recruitment training. Each member should start from within himself.

Ask yourself: "Why did I join? What reservations did I have about FarmHouse? What kind of questions did I ask before I joined? Who influenced my decision, and how did they do it?" Each member answering his own questions is the first step in preparing himself to speak with potentials. Once everyone has done that, the chapter should get together to share their questions and re-

sponses. We each joined FarmHouse for a variety of reasons, and every member's story is an important lesson in recruitment.

Discussions among members and self-analysis will get the process of "starting from within" under way. Starting from within, however, does not apply a restriction to stay within. Once you have a handle on the internal side of recruitment, then turn to the more outward tasks. Invite the people, hire the DJ, book the location, put on the finishing touches, but never forget that recruitment starts from within.

Seth Zilverberg (SD '02)

"...every member's story is an important lesson in recruitment."

Congratulations 10% Initiative Chapters

- Alberta 16.67%
- Guelph 20.00%
- Iowa State 20.91%
- Kentucky 17.89%
- Purdue 25.89%
- Texas A&M 43.42%
- Western KY 26.15%

The percentage represents membership growth from the 05-06 academic year to 06-07 year.

What Does 10% Growth Look Like?

We calculate growth by adding up the fall dues paying members plus the spring dues paying members for the past two academic years. Subtract the earliest academic year from the most recent year to get the increase (or decreased) in men. The increase in men divided by the earlier year's total men gives us the decimal increase which we multiply by one hundred to convert to percentage.

Examples:

Alberta:

F'05 31 men + *S'06* 35 men = 66 men for 2005-2006

F'06 37 + *S'07* 40 men = 77 men for 2006-2007

77 men - 66 men = 11 men gained

11 men / 66 men = .1667 decimal increase

.1667 * 100% = 16.67% increase

Iowa State:

F'05 57 men + *S'06* 53 men = 110 men for 2005-2006

F'06 64 + *S'07* 69 men = 133 men for 2006-2007

133 men - 110 men = 23 men gained

23 men / 110 men = .2091 decimal increase

.2091 * 100% = 20.91% increase

Texas A&M:

F'05 36 men + *S'06* 40 men = 76 men for 2005-2006

F'06 55 + *S'07* 54 men = 109 men for 2006-2007

109 men - 76 men = 33 men gained

33 men / 76 men = .4342 decimal increase

.4342 * 100% = 43.42% increase

Taking The Initiative

The 10% Initiative promotes gradual growth from one school year to the next, ensuring the health of our chapters across North America. FarmHouse will not accept declining overall Greek membership as an excuse for declining FarmHouse membership.

FarmHouse International will help its chapters grow through 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. Additionally, a Leadership Consultant will visit all chapters at least annually and more often when the chapter needs help recruiting.

Those who reach the 10% Initiative will be recognized in *Pearls & Rubies* and receive a plaque at Leadership Academy.

Help!

Need help recruiting, but don't know where to start? Check out these helpful hints.

- Ask your chapter alumni advisor what has been successful in the past. If you don't have an alumni advisor, recruit one!
- Talk to recruiters for your university. Universities often have recruiters for specific colleges as well as the university as a whole. Some of your peers might even be ambassadors, trained to recruit.
- Call your International consultants. A perspective from outside your chapter, but still FarmHouse specific will sometimes provide the spark needed to ignite your program.

FarmHouse International Fraternity Consultants

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Conclave 2008

Deep in the Heart of FarmHouse
August 13-17, Lubbock Texas