



the recruiter

FarmHouse Fraternity ~ Builder of Men

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Recruitment and Sex:

What's your recruitment strategy?

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Sex sells. I feel no need to cite any sources on this statement. Just turn on the TV, flip through a magazine or even tune in the radio, and you will get bombarded with both advertisements and programming that capitalize on man's desire for sex. If sex did not sell products and make ratings, then why would we see so much of it in media?

Sex is a good thing. There, I got that out of the way. God made man and woman with different equipment for sexual intercourse. Without sex, I would not be writing this and you would not be reading it.

So, if sex is a good thing and it sells product and draws people to TV programs, perhaps we should add some sex to our recruitment strategy. Although many a fraternity has used this tactic, probably with success, allow me to explain why FarmHouse must rise above the temptation.

FarmHouse men should be considered gentlemen by people on

campus. The chapter alone considering itself gentlemen on campus will not do. When we use women as objects in our recruitment strategy, we have failed in our call to chivalry.

"But I thought we were supposed to use women as a resource?" True, women can be an excellent recruitment resource but should never be reduced to an object. What's the difference? A chapter that frequently holds social functions with a sorority, such as pumpkin carving or Christmas cookie baking, and

then cites those events as a benefit of joining FarmHouse has found women as a resource

in recruiting. A chapter that brags to potential new members about the "easy" girls next door has used women as an object of recruitment. Likewise, one who asks his female friends for referrals of potential FarmHouse men has found women to be a resource, while one who offers his *Playboys* to potential new mem-

bers has used women as an object.

I can recall an incident during my own recruitment that used women as objects. Prior to joining FarmHouse I attended a mini-golf event at the chapter house. Now, aside from potential damage to the house, the mini-golf event was a good idea. FORE! Members in each room of the house constructed a "fairway" for one hole on the "course." However, members in a couple of the rooms ruined this good idea by creating "porno-golf" by strategically placing pictures along the fairway. That soured me, and the incident remained on my mind when I weighed the pros and cons of joining.

When we use women as objects of recruitment we run the risk of not only turning away good prospects, but also ruining the reputation of FarmHouse gentlemen. Why does this spoil our reputation?

The concept of chivalry runs deeper than most modern men realize. Opening a door, standing up in a room, or holding back

Continued on next page

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Lessons From the Road

1. **Cultivate Relationships with Key People** — Whenever I arrive at a new campus, I am presented with the challenge of finding out “how things work.” Something as seemingly simple as making photocopies can become an all-day affair due to university policy, university staff unaware of that policy and me having to learn that policy. Now, I hope someone in your chapter knows how to make copies on your campus, but do you know how to reserve the ballroom, what permits are required for serving food on campus, or where to go for event approval? Even if you do know how to do these things, your relationships with “key people” can be a big help in getting things done on campus. Universities have endless forms to file and administrative approval to gain for even the simplest tasks on campus. When FarmHouse members have good relationships with the people who are involved in the process, jumping through university hoops becomes much easier.
2. **Be Nice** — Anywhere you go, and no matter who you speak with, be nice! You can rest assured that acting grumpy or speaking ill of people will not benefit you. Remember the carpenter 2000 years ago who said love your enemies? Treat everyone with the dignity that a person deserves.
3. **Learn to Listen** — Do you listen or wait to speak? I admit, too often I wait to speak. Rather than think of what to say next, listen to what the other person is saying and what you say next should come naturally.
4. **Be on Time** — If you are early, you are on-time. If you are on-time, you are late. When meeting with prospects or anyone, punctuality is key. Making someone wait on you will send them the message that your time is more important than theirs.
5. **Return Messages** — One of my biggest stressors in recruitment is unreturned voicemail, email and text messages. We all lead busy lives, but we must stay diligent in returning messages. When you don’t return a message, you send the unspoken message that you don’t care. If you don’t have time to immediately return the message, send a quick note that says you will get back to them later...and don’t forget.

Recruitment, from page 1

the profanity with women present are all fine actions for a gentlemen to take. However, these actions alone do not create gentlemen; we must consider more than our external reputation. We need to consider our treatment of women, even when they are not present.

The chivalrous man possesses an inherent respect for women. The protection of women, be it

from a fiery dragon or slanderous gossip, is written across his own soul. He knows it is not his place to discuss the sexual behavior of sorority women, nor any women, regardless of their willingness to share their bodies. Even when it is “just the guys” he speaks with about women using the same respect as if they were present. The pictures of women on his walls show them in dignified poses.

Men of FarmHouse, both the

standards of our organization and the word of our Master call you to be gentlemen. When it comes to recruitment, sex or implications of it should never serve as a selling point of FarmHouse Fraternity. The “s” stands for service.

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