



The Recruiter

FarmHouse Fraternity ~ Builder of Men

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FarmHouse Wants You:

Parallels Between Fraternity and Military Recruitment

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I believe that the military and fraternities are similar organizations. The parallels I see between these groups include:

- Money/scholarships
- Personal development
- Service
- Education
- Life skills
- Security
- Travel
- Networking

With these organizations being similar in many ways, what can fraternities learn from the United State Military? I believe they are a strong recruiting force, the benefits and opportunities are different when it comes to the military and fraternities, but the military has been recruiting, branding and marketing themselves for over 200 years.

It is important to train troops and have powerful weapons, but it is more critical to have the troops to train. Without soldiers all of the technology and firepower in the world is useless.

While I was in high school I

looked into the active duty and Reserve Officer Training Corps (ROTC). I wanted to be educated and have personal growth. I spoke with recruiters from the Air Force, Army and the Marines; I did not want to be on a boat, so I did not talk with the Navy or the Coast Guard. I also talked to an officer at The Ohio State University's Air Force ROTC program.

Through my experiences with military recruiting I believe that the military is on a QUEST for new members. I believe FarmHouse chapters should also be on a QUEST for new members following the military's ideals.

Question – Military recruiters are great at answering questions to see what you desire. Their goal to make sure I was a good fit for their organization. You too must have questions to ask potential members. See if they can be a fit for the chapter.



Understand – After questions were asked, the recruiter would listen to my responses and try to understand what I wanted out of military service. It is vital for you to listen to the potential member. To promote your chapter you must know what the potential member wants from his college and fraternity experience, see how your chapter can help him attain his goals.

Educate – When a recruiter asked me questions and understood my responses he then educated me based on his understanding of my desires. When I was looking at the military I was not interested in becoming a hero or shooting a big gun, I wanted to build my professional skills and get an education. The recruiter needed to educate me on how the military could build my skills, not how physically strong I would be. The information provided must align with the potential member's wants, desires, and

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6 Tips for a Recruitment Event

1. Name Tags

Name tags should be worn at all events. Write the name you go by; be careful with nicknames that may be inappropriate. Guests should also be given name tags when they arrive. Display the name tag on your chest, not on your hat or belt buckle.

2. Dress

The chapter should agree on a dress code for the events whether it be polos and khaki shorts or FarmHouse t-shirts and blue jeans. Clothing represents the people. If someone just finished working, have them sneak in the back door to clean up before they join the crowd. Don't allow the person who just came from the school farm to walk through the middle of an event.

3. Personal Hygiene

Members present should be well groomed and showered. Facial hair should be properly groomed.

4. Body Language

Smile. A good attitude is contagious, and a negative attitude is easily spotted. If you are having a bad day, put it behind you and have a little fun for a while. Maintain eye contact when talking with people, doing so shows that you are genuinely interested in what they have to say.

5. The Handshake

A handshake should be firm, but do not crush the other person's hand. Make eye contact with the person whose hand you are shaking. Do not let go until you get their name and understand it. Practice shaking hands at chapter meetings because a good handshake is also valuable in one's professional life.

6. Name Memorization

After you learn a person's name, repeat it at least three times in the first 30 seconds. Name association may also help remember a person's name, tall Ted

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needs which you must find out through asking questions and understanding his responses. Educate the potential member based on their interests, not yours.

Share – After covering the above steps, the recruiter would then share a personal story or something physical. I received promotional items, watched videos, saw dress uniforms and heard personal stories. If a potential mem-

ber is interested in community service, ask him to come along to one of your events. If he is interested in brotherhood building and networking, ask him to come to a homecoming event or bowling. Always look for ways to include, show and share with potential members what FarmHouse is all about.

Talents – The recruiter would work to show me how my talents would be used and how the military would benefit from my service. As a FarmHouse member

you must show the potential member how the chapter would benefit from him being a member of FarmHouse. Show the potential member how FarmHouse's talents, networking, high grade, involvement and other talents, will benefit the potential member.

Be on a QUEST for new members

- Question
- Understand
- Educate
- Share
- Talents

Learn about recruiting at the 2010 Regional Leadership Conferences

Dallas, TX — Feb 5-7

Billings, MT — Feb 19-21

St. Louis, MO — Feb 12-14

Atlanta, GA — Feb 26-28

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