

FarmHouse International Fraternity

Vice President of
Recruitment Resource



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FarmHouse International Fraternity Vice President – Recruitment Resource

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I. INTRODUCTION

This handbook is designed to help the Vice President-Recruitment develop a recruitment program particularly suited for his chapter. Use the information presented herein as a guide. Some areas will be more relevant to your FarmHouse chapter and campus than other areas may be. However, keep in mind that this resource is useful for all chapters in FarmHouse since campus climates can change from year to year. Please take the time to review every section in this manual. While you may feel that the titles of certain sections do not necessarily apply to your chapter, they may still contain information or give you an idea that you can use as Vice President-Recruitment.

Finally, as you well know, recruiting members is the key to the survival and growth of your chapter and to the fraternity. Recruitment is the responsibility of the entire chapter – not just you or the other chapter officers. The lifeblood of FarmHouse is truly new member recruitment and the future of FarmHouse is created one new member at a time.

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II. RESPONSIBILITIES

Vice President – Recruitment

The very first step to a successful recruitment is the election of a competent Vice President-Recruitment. Recruitment is possibly the single most important program of the Fraternity. It is strongly recommended by the International Headquarters Staff that the Vice President-Recruitment serve as a member of the Executive Council thereby making this office one of prestige and honor. Without question, the Vice President-Recruitment holds a key position and is integral to the success of any chapter. Several traits that a Vice President - Recruitment should have are:

- Well-organized, friendly, sincere and a respected leader.
- A diplomat, a self starter, a hard worker a man who truly desires to do the job and one who pays attention to details.
- Articulate and able to express himself clearly.
- Able to devote ample time to his recruitment responsibilities throughout the year

Obviously this list of traits is not all inclusive and each Chapter needs to decide for themselves what specific characteristics they feel their Vice President-Recruitment needs to possess. During the selection process, chapter members should remember that it is not the sole responsibility of the VP-Recruitment to work agonizingly for 25 hours each day to recruit 35 men by himself. It will be his responsibility to mobilize the chapter so quality new members are recruited to perpetuate the chapter. Some typical duties of the Vice President-Recruitment will include:

- Chair the committee to conduct all recruitment activities by the Chapter. He should be responsible for conducting a 365-day recruitment program as outlined in the Recruitment Handbook.
- Responsible for enforcing University and FarmHouse rules and policies as they pertain to recruitment events.
- Keep in contact with alumni for recommendations of potential recruits.
- Assess and determine a potential recruit's grade point, his activities, and college interest before any action is taken. The recruit should be invited to the Chapter as often as necessary to determine this information and for the Chapter members to get to know him.
- Motivate fellow chapter members to actively participate in the recruitment program
- Set an example by identifying, targeting, and recruiting new members to FarmHouse

Recruitment Committee

Once the Vice President-Recruitment is selected by the Chapter, he needs to seek assistance and input from others. The best means to accomplish this is to establish a Recruitment committee whose sole charge is to implement a successful recruitment program. As the saying goes “two heads are better than one” and therefore it follows logically that four are better than two, and so on. The Vice President-Recruitment will need all the input, feedback, ideas, and help he can get. While ultimately it is he who is responsible, all of the members of the recruitment committee will be developing the chapter's recruitment program.

Each member of the committee should be assigned a specific responsibility for areas of the recruiting program. There is no such thing as being too prepared for recruitment. In order to formulate the chapter's recruitment goals and plans as well as communicate these plans to the chapter, the duties and responsibilities of the recruitment committee are as follows:

- To review current manpower levels and establish a clear cut program for the entire year.
- To work with the Vice President-Recruitment to establish a recruitment budget.
- To establish specific recruitment goals in line with the chapter's program.
- To delegate specific areas of responsibility to each committee member and to each member of the chapter.
- To make solid contact with all prospective members on campus.
- To solicit recommendations for membership from alumni, parents, high school, guidance counselors, other student organizations, etc., and acknowledge their receipt immediately.
- To hold a recruitment workshop to inform members of the committee's plan for recruitment and teach effective recruitment techniques.
- To work with alumni relations committee and local alumni to secure their cooperation and support in the area for both contacts and events.
- To keep a complete file of prospects and recommendations, along with comments on each individual in a master file using standard profile sheets.
- To look behind the scenes and find as much as possible on all prospects and pass this information along to the chapter.
- To hold weekly committee meetings open to the chapter while maintaining written reports in chapter files for future reference.
- To analyze the results of your progress, appraise its effectiveness and make recommendations to the next committee regarding improvements.

Again, the importance of the recruitment committee cannot be understated. The above list provides broad guidelines and FarmHouse chapters are encouraged to further develop and expand on various responsibilities of the recruitment committee. Each chapter should also identify the ideal size of its recruitment committee based on local campus conditions. A good precept to follow is that the recruitment committee should reflect the diversity of the chapter and be manageable enough to take the leadership role in implementing the chapter's recruitment program.

Recruitment Teams

Some FarmHouse chapters have found great success in organizing the entire chapter into a "committee of the whole" for recruitment purposes and forming recruitment teams of 3 to 5 brothers. These recruitment teams provide a variety of opportunities for chapter members to meet and recruit potential candidates for membership in FarmHouse.

To establish teams, the Vice President-Recruitment and Recruitment Committee members will need to assess the strengths of each FarmHouse brother. Teams should be organized with chapter members from different classes with different talents. It is important to delegate entire projects to these teams, such as "develop a recruiting brochure," as opposed to, "drop this off at the printer." Teams naturally and systematically involve all brothers in the recruiting effort. Building upon the strengths of top recruiters in the chapter and the "role modeling" of good recruiting techniques to all members is another benefit from recruitment teams. Possible assignments for teams of brothers are:

- Publications
- Records on prospective members
- Specific Events
- On-site/Field visits to prospects

III. RECRUITMENT PROGRAM

Evaluating Your Program

As a chapter, you must always review where you have been and plan for where you want to go. Evaluate your chapter on these aspects of new member recruitment. The chapter should maintain a relatively even distribution of freshmen, sophomores, juniors and seniors. It goes without saying that the recruitment program should be based on the values of FarmHouse – the same values that were in place when we were founded over 100 years ago in Missouri. To those ends, the recruitment program should be structured around the following guidelines:

- All recruiting events are free from the use of alcohol.
- Recruitment continues on a yearlong basis.
- A recruitment workshop is conducted twice a year.
- Measurable goals are set prior to each semester's start.
- The chapter conducts a retreat that focuses on recruitment.
- All members participate in recruiting.
- The new members fill out a recruitment evaluation.
- Part of the New Member Education Program includes recruitment school.
- More than 85% of new members are initiated.
- High-quality recruiting publications.
- Membership size is in the top third on campus.
- Alumni are involved in recruitment.

Examine areas where the chapter does poorly. What can be done to improve those areas? Why are they different than areas in which the chapter is strong? Constantly retool and rethink your recruiting strategies. What do other FarmHouse chapters do differently in terms of recruiting? What do other chapters on campus do differently? Consider meeting with other recruitment chairmen from the other campus fraternities to discuss overall recruitment trends on your campus.

Common Excuses for Poor Recruitment

Everyone has heard these reasons – either from another chapter or at their own. The only reason a chapter will do poorly recruiting new members is if they choose to do so. All of the common excuses are rationalizations for correctable errors in a chapter's recruiting efforts.

- “No one did well this semester.”
- “We only got eight guys but they're top quality.”
- “The Alpha Alpha's gave out bids to everyone – that's why they have a huge class - we believe in quality.”
- “Our house is too far from campus.”
- “The house is too close to campus.”
- “The house is too old.”
- “We don't have a house.”
- “The other chapters cheated.”
- “How can you tell what a guy is going to be like if you can't drink with him?”
- “Guys aren't into fraternities like they used to be.”
- “This risk management stuff has really hurt us.”
- “We can't compete with the big chapters.”
- “Our brothers don't know how to recruit.”
- “We don't know any freshman.”
- “All my friend's are already Greek.”
- “There are no good guys left on this campus.”

Do not let your members use these excuses. What these excuses do is mask the actual problems: the whole chapter is not involved, the chapter was not prepared for recruitment, the chapter does not have a commitment to year-round recruiting, brothers are not involved on campus, brothers are lazy and consider recruitment too much work, alcohol is the only social tool that brothers know how to use, etc.

All of these excuses and root causes create a negative attitude. Accept your chapter's past shortcomings, recognize that they are problems of your own doing – and therefore correctable, and work towards a prosperous future. As Vice President-Recruitment you have the right and responsibility to provide the leadership to correct these issues.

Organizing & Training the Chapter

It is your duty to organize the chapter so that the members do the work of recruitment. Educate the members during a recruitment school. Select your committee, delegate, and motivate. Set up teams. Create a successful atmosphere that will motivate the members to achieve the chapter's recruitment goals. You must be the example. A vital part of organization and effective training is having the documentation to support it and easily transfer knowledge.

Goals & Targets

Membership criteria should be developed, discussed at a general chapter meeting or retreat and circulated to all FarmHouse members – including local alumni and advisors. Ultimately the chapter will bid those men who wish to actively involve themselves in leadership in the chapter and have proven themselves in their activities. A good academic record with a desire to graduate and demonstrated commitment in past endeavors is also desired. Consensus among chapter members on interpretation of “quality” for individuals receiving bids should be reached. Elements of the criteria may include:

- Past academic record and potential for future academic success
- Past leadership involvement and potential chapter involvement
- Expected commitment to chapter
- Expected university and community involvement
- Commitment
- Enthusiasm
- Compatibility
- Capacity for achievement
- Scholastic achievement

Theory of Capacity

It is a common misconception that in order to maintain the current chapter size, you only need to recruit the number of men to fill the chapter home. However, it is important to remember not all men who join are initiated. The chapter should initiate at least 85% of the men who are joining. Not all men who are initiated live in the house for multiple years or remain active in the chapter. Unfortunately “things” happen. Members drop out of school. Members fail out of school for a semester or year. Members marry their girlfriends. They transfer to another institution. They are suspended from membership. They encounter financial difficulties and are unable to live in the chapter house. They become part-time students.

The Theory of Capacity holds that in order to maintain a full house and stable membership size, a chapter must add and initiate at least 2/3 of the house capacity each year. This may vary with the size of house and live-in requirements.

Or, translated another way, the chapter must add and initiate 35% of the August chapter membership size each year in order to maintain its size. For example, a 100-man chapter in August must initiate at least 35 men in that academic year to maintain its size. A 50-man chapter in August must initiate at least 18 men to maintain its size. If your chapter wants to grow, you must initiate more than 35% of your membership size each year.

The Theory of Capacity was created to assist the Vice President-Recruitment in educating the brotherhood about the realities of maintaining a chapter and chapter house. Numbers count. If the brothers realize that they must have successful recruiting in order to maintain a chapter, your job becomes easier.

Another motivating tactic is to review chapter size and the chapter budget. With the Vice President-Finance, explain the budget process and the need to have a full house and membership of sufficient size to support the house, and/or chapter programs and operations. Regardless of whether the chapter has a house, rent and dues must be collected to operate the chapter.

Quality vs. Quantity

One of the never ending discussions in the fraternity world will be “Is it the quantity of new members or the quality of new member that make a successful recruitment?” Without going into a detailed discussion, the short answer is you can have both. The quality and quantity of your new members should not be determined by who comes through recruitment, but rather your chapter’s preparedness to go out and seek the men to fill the requirements you have set in your planning. If every member knows what they are looking for in a prospective member, they will very quickly determine if a man has the qualities they are looking for.

Related to the Quality versus Quantity debate is “How big should our Chapter be?” Only your fellow chapter members can answer this question! No one can tell you how large or how small your chapter can, or should, be. Every FarmHouse chapter is unique and has its own special needs relative to its requirements for manpower. However, a few simple rules can apply:

- *A chapter below 20 men will find it hard to consistently remain viable.* The chapter must consistently be above 20 members to run the officer system suggested by the Fraternity, conduct suggested activities, not have a majority of the members holding two positions, and have fun.
- *To remain competitive on campus you need to be at, or above, the average sized fraternity chapter on your campus.* Until you reach this level, you will always find yourself trying to explain why your chapter is much smaller than the rest of the fraternities on campus.
- *Remember the margins!* You can’t buy a fraternity at a discount, but the Vice President-Finance will be able to tell you that each additional man that joins significantly increases your chapter’s fixed income, while only marginally increasing expense. Also, the larger your chapter, the larger of an influence on campus and the greater impact FarmHouse can have on philanthropic events, community service work, student organizations, etc.

- *Bigger is not necessarily better*, but the average chapter size for FarmHouse in 2007 was 42 men. Don't let the quality vs. quantity arguments stereotype you into a chapter size that paralyzes what you can do programmatically. Keep an open mind as you set the recruitment goal and truly let your determination of where you want to be lead you to how many new members you need to take this year. Then, break it down to how many new members the chapter needs to take during a specific recruitment period.
- *Like joins like*. Ideally, we recruit men who are better than ourselves. We advance the chapter by bringing in the best and brightest individuals on campus. However, if the chapter scores a 2.43 GPA, brothers will likely have a difficult time convincing a 4.0 student that FarmHouse is "high in scholarship." Similarly, even if the chapter claims to be "gentlemen," an off-color comment about someone's mom or the girls next door will turn off the truly chivalrous man. "He who best builds men starts from within." Your recruitment strategy must start by chapter members representing the model FarmHouse man. Follow this advice and you will be able to recruit both *quality and quantity*.

IV. RECRUITMENT PROCESS

The Five-Step Model for Recruitment

The North American Interfraternity Conference (NIC) has developed a very successful model for recruitment that every FarmHouse man should commit to learning and following five steps.

Step 1. Meet Him

Most of the people that we should be recruiting, we already know. We meet people naturally through class, friends, sports and other campus involvements. We can increase these “natural” contacts through increasing our members’ involvements on campus.

Step 2. Make Him a Friend

At the core, Fraternities are based on friendship and brotherhood. Our founders were friends with similar ideals who created FarmHouse to be a vehicle to improve our individual lives and to be an organization that builds men. Instead of choosing people that we don’t know to share our values why not choose our friends? Don’t take chances with people who could ruin your organization when they become members. Create brotherhood among friends. That is what works!

Step 3. Introduce Him to Your Friends

The key to recruitment is going from Step 2 to Step 3. We need to turn our friends into members. People join people. Helping your brothers in the chapter to befriend the prospective member is what makes recruitment work.

Step 4. Introduce Him to FarmHouse

Formal Rush and Recruitment periods can fit into Step 4 very well. If the prospective members are friends then the events are not fake and superficial, they are fun. Now is when friends need to hear honestly about the commitment that is made when they join. If you do not provide accurate information regarding the cost, expectations and time involvements, they will most likely drop out when they learn the truth. Helping them understand that this is a lifelong commitment before they join creates active seniors as well as involved alumni.

Step 5. Ask Him to Join

If you sold cars for a living you wouldn’t limit the days you worked to two per year. So why do so many chapters limit the number of times that they give bids? Inviting someone to join does not mean that they have to start immediately. Why not obtain a verbal commitment to begin at the next appropriate time? Use the excitement that a prospective member has when they receive a bid to your advantage. Have him help recruit others before they join.

Too often, chapters try to jump straight into Steps 4 and 5 when recruiting. Our recruitment efforts must be personal and focus upon one-on-one interaction. When fraternity men develop individual personal relationships with prospective members, fraternity is no longer an abstract concept but an organizational opportunity with a name and a face. In today’s age, men generally don’t seek out fraternity membership, but many are ideal candidates for membership. The chapter’s recruitment effort must be personal, one-on-one, and active. Prospective members will only be able to gain a favorable impression of Greek life through meeting current members; a publication will not cut it. Public relations, websites, videos, and social activities are important, but recruitment goes beyond those aspects. Only fraternity members themselves, engaging in everyday dialogue with these “maybe joiners” will create the friendships that produce new members and lifelong FarmHouse brothers. Nothing else will accomplish that desired result as simply ... or effectively.

Randy Rodgers' 4 Keys to Recruitment Success

Complementing the NIC's Five Step Model for Recruitment are four keys developed by recruiting expert Randy Rodgers (IL '66) that lead to recruitment success. As Vice President-Recruitment, you should review the following points with chapter members in implementing the chapter's recruitment program.

1. Early Identification.

Early identification means gathering names of prospective members to begin the recruitment process. Here are a few ways to compile names of prospects: get names from chapter members, classmates, high school friends, FFA and 4-H connections. Search for college enrollment lists, IFC lists, university Dean's lists, transfer students, scholarship recipients, alumni referrals and even names from parents.

2. Thorough Evaluation.

This step starts with applying the individual characteristics laid out in "The Object" to our evaluation process. This process will help identify the top candidates your chapter should recruit. For a prospect to be "high in scholarship", we can look at his GPA and ACT or SAT scores. A capacity for "meeting and making friends" can be indicated by a person's extra curricular activities. Being active in their community and church is a sign of "service to their fellow men and to the world."

3. Marketing.

This step may be the first step in making contact with individuals on the prospect list. Determine how the chapter will market itself. Will you start with personal phone calls to everyone followed up by a letter or brochure then inviting them to a summer event? Chapters market themselves in a variety of ways using booklets, Facebook, brochures, Twitter, post cards, and web-sites. *It is important that chapter web-sites, Facebook pages, and Twitter accounts are up to date. The internet is often the first place someone will go to learn more about a specific topic.* There must be a clear and consistent message communicated through the marketing process. How will we market our 4-fold development, our campus leadership, our Greek Week or homecoming dominance, the high chapter GPA or our alcohol free housing policy?

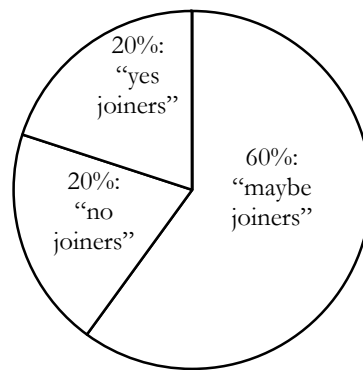
4. Face to Face Contact.

After early identification, thorough evaluation, and marketing, face to face contact is the final step in the recruitment process. Face contact may take place when an chapter member drives to the prospect's home and talks to him and his parents about FarmHouse. Summer activities such as: lake/pool parties, camping/canoe trips, baseball games, cookouts, and campus/FarmHouse tours are also another way to increase face to face contact with our prospects. Face to face contact is a final way to evaluate the candidate, in person, one last time. Does he enjoy good fellowship, have the ability to meet and make friends and does he have a spirit of congeniality? Remember the candidates are also evaluating the chapter. If we say we are campus leaders, high on scholarship and all around gentlemen, is that the message that we are displaying? During face to face contact, each individual's attitude and behavior can reflect positively or negatively on the candidate's opinion of the chapter.

Targeting Students

Developing a recruiting list is essential. Mobilize your chapter to create a large pool of contacts. The chapter must locate potential new members and personalize their exposure to the chapter. The maybes are more than half of the campus population – do not ignore them.

- Students fall into three categories: they will definitely join a fraternity; definitely not join a fraternity; or “maybe” join a fraternity.
- Our efforts in the past have targeted the “yes” joiners. We wait for the students to come to us.
- The number of “yes” joiners on campus is shrinking due to demographic shifts in the student population.



We have to change our recruitment practices if we are going to be successful in the future. We can no longer wait for quality men to find us – we have to actively find them through one-on-one recruitment efforts. Places to go and people to speak with include:

- Residence hall move-in (either by yourselves or coordinated with the IFC)
- Freshman event (potentially in cooperation with resident assistants)
- Residence halls (being sensitive to rules and regulations)
- Student organizations in which brothers are members
- Interfraternal Council/Greek Life master interest list (if compiled)
- Generate a names list of contacts through the members in the chapter
- Presidents of student organizations on campus
- Resident Assistants/Community Advisors
- Brothers serving as Orientation counselors
- Men who made the Dean's List
- National Merit Scholars (admissions office may have list)
- Sports teams
- List of Transfer students
- Speak with sorority women. Do they have any friends or brothers that would be good FarmHouses?
- Contact professors for recommendations
- Contact alumni and parents

- Large Student Organizations
- Academic/Professional Clubs
- Student Government
- Church
- Campus Professors
- Alumni and alumni recommendations
- State 4-H Officers and Collegiate 4-H
- FFA (especially State Officers)
- Alpha Zeta and other honoraries

For your chapter to develop an appropriate pool of contacts, you must use a combination of finding the top students from the above suggested areas. No single area will suffice in providing a sufficient quantity of new members. It is especially important for every FarmHouse member to make personal contacts with as many men as they can since the one-on-one relationship is essential during a successful recruitment process.

Follow-up

Once a comprehensive target list has been developed, a one-page letter to these individuals explaining the attributes of FarmHouse and our purposes should be sent. Be sure to provide a return address and phone number in case they desire further information. Follow up your letter with a phone call. Develop an outline phone script to follow. Your script should include an explanation of FarmHouse, how it will benefit him, and allow time for questions. Also be prepared to ask questions of the prospective member so you can gather more information. If possible, you may wish to schedule a time to visit with the recruit face-to-face. Finally, remember to send the individuals on the target list a special invitation to FarmHouse recruitment events before the start of school.

Persistence is the Key

A recent survey among sales executives revealed that: 80% of all sales were made after the fifth sales call, BUT ...

- 48% of salespeople call once and give up
- 25% call twice and quit
- 12% make three calls and stop
- 5% give up after the fourth call
- only 10% keep on calling.

And it is the last 10% (1 in 10) that make 80% of the sales!!

Translate this persistence into recruitment plans. Many of us would have never been interested in FarmHouse unless we were asked to come to an event. Invite men to the chapter's events all year – every thing is a recruitment event! Recruitment takes place every day at any time and in any place.

Maintaining Interest

Assimilation into the chapter

Ideally a new member will already have become friends with a number of the brothers and has begun assimilation into the chapter. This process of assimilation during the recruitment process – not after he has agreed to a bid – is vital to maintaining the prospective member’s interest. This is crucial for the men in the maybe category.

- Be active, not passive about your recruitment. Invite the potential new member to events.
- Members should escort all guests to the chapter house. Many people are uncomfortable going to the chapter house by themselves.
- Offer rides to chapter events.
- Have two or three brothers arrange to meet a potential new member outside of an event. Possibly take him to dinner or a football game.
- Assign a key brother to facilitate introductions of the potential new member to additional brothers. This will cause him to continually meet new brothers and feel more at home in the chapter.
- Continue to introduce potential new members to current members so they feel comfortable with the men they will be joining in brotherhood.
- Introduce the potential new member to brothers with similar interests or with brothers having similar personalities.

Interactive recruitment activities

You should get the brothers to focus on developing a relationship with the potential new member.

- Simple, everyday events such as pick-up sports provide an atmosphere for easy interaction.
- Events should emphasize interaction between the brother and potential new member interaction, not entertainment.
- Talk with, not at, the potential new member. Listen to what he wants to talk about.
- Initial conversation topics, coinciding with early contacts, should focus on fun activities within the chapter and profile chapter members.
- Follow-up conversations should concentrate on his interest in fraternities and specifically his interest in your chapter. In other words, what is the potential new member looking for in a fraternity?
- Additional conversation topics after initial contacts should include brothers sharing their first year experiences within the chapter with the potential new member.
- Final topics prior to extending bids should allow brothers to discuss brotherhood with him and his potential place in the chapter. Simply put, what will the chapter do for the potential new member and what will he do for the chapter?
- Involve the student’s family.

Selection Process

The Vice President-Recruitment must keep the recruitment process organized and make sure the members have adequate information about the men whom have visited the chapter. You must also guide the process that the chapter uses to select men for membership.

Assess Each Individual

- A 1-2-3 rating system (1 - sure bet for bid, 2 - good candidate but need to learn more about him, 3 - better suited to another chapter) is advised.
- Hold discussions immediately after each recruiting activity, when brothers are able to remember their interaction with and impressions of potential new members, will assist in follow-up contacts and membership selection.

Deciding on Each Potential New Member

- Prospective member information cards should be used to reacquaint brothers with the potential new members. Brothers who wrote comments on information cards can easily offer additional commentary. Ideally, prospective member information cards will highlight every interaction between him and various brothers, from initial contacts to final conversations.
- Ideally, there will be digital photos of every prospective member and any notes written on cards loaded onto a PowerPoint slide with the photo for the entire chapter to see.
- Holding discussion and voting throughout the recruiting period rather than a single session will allow the organization to be thorough and consistent in its decision making. Too often when discussion is not held until the end of recruitment, brothers cannot remember their conversations with them and the amount of time to properly conduct membership selection is overwhelming. People do not get a fair discussion at the end of a four-hour meeting.
- Be sure to follow your chapter by-laws when making membership selections. Clarify any potential problems before recruiting begins. Explain the by-laws and selection procedures to the members before recruitment.

Treatment of Legacies

A legacy is a student who has a connection to FarmHouse due to a relative's membership in the fraternity. Do we have to give him a bid automatically? If a legacy is going through recruitment or is on campus, the chapter must take every effort to contact him and give consideration to him. During the membership selection process, the chapter should treat the individual as they would any other guest. Ultimately, the decision of whether or not to bid the man is up to the chapter. If an alumnus has written a recommendation, three letters should be written by the chapter. First: one to the alumnus thanking him for the information. Second: a letter to the prospective student, introducing him to FarmHouse. Third: a letter to the alumnus after recruitment informing him of the outcome.

Optional Technique: Interviews

Interviewing potential new members builds upon prospective member information cards and allows quality brother-potential new member interaction prior to membership selection. It can be more formal than many chapters would prefer, so use caution with this process. Interview questions should focus on how the prospective member relates to questions of brotherhood, individualism, academics, and campus and community involvement. An interview format may include the following:

- Introduction of prospective member

- Introduction of brothers present
- Explanation of interview process
- Recap brother/potential new member interaction to date
- Brief evaluation of potential new member to date
- Questions from brothers
- Questions from potential new member
- Explanation of the final stages of recruitment
- Indication of chapter's continued interest in him

Extending Bids that Get Accepted

Bid presentation is the final push for membership and is one of the most important, and often neglected, elements of successful chapter recruitment. The bid presentation should result in an intense, personal dialogue between one brother and the potential new member.

- The brother who best knows him and has the greatest rapport with the potential new member should be assigned to present the invitation to join the chapter in a personalized, small group setting. Other members may congratulate the man afterwards.
- The brother presenting the bid must explain to the potential new member the fit between himself and the chapter and why the brothers want him to join. They should share the chapter's expectations.
- The brother presenting the bid must be sure that all the potential new member's questions are answered (academic, parental, financial, and time concerns, etc.).
- Dress appropriately; it should be a dignified occasion.

***** SPECIAL NOTE: There are no FarmHouse International By-Laws on initial membership selection. Procedures can be found in your local bylaws. *****

V. RUSH AND RECRUITMENT CONCERNS

“Rush” Periods

Rush is usually defined as the formal period during the year-round recruitment process when bids may be extended to incoming freshmen. It is regulated by the IFC. Recruitment is a continual process of getting to know prospective members and becoming their friends.

You Can Recruit Anytime

This does not violate rush restrictions. Every chapter should have an active informal recruitment. It does not necessarily need to be publicized. Every member should be on the lookout for quality men who would make great FarmHouse members. If you have deferred freshmen recruitment, this is especially important. As soon as fall recruitment is complete, the chapter is free to focus on recruiting the many qualified candidates that did not participate for the spring. Some successful components to a good informal recruitment program:

- Meet with the recruitment committee once a week to discuss prospects and coordinate activities.
- Read the progress on each man during the chapter meeting.
- Once a week, have a dinner at the chapter house specifically designated for brothers and potential new members to invite friends over. If you do not have a meal plan, then find a way to make some sort of inexpensive meal.
- Continue assigning prospects to brothers from the target list to follow-up. Personal contact is essential.
- Talk with prospective members and let them know what they can expect in terms of membership.

The chapter can recruit a man whenever they want. Many chapters are under the assumption that once recruiting is over they cannot recruit any more men. Due to the restrictions of formal recruitment, there are times when you may not offer men bids – but that does not mean that they cannot be recruited. All recruits **must** be an enrolled student in the college/university.

Assigning brothers to different guests throughout the year is a great idea. It is the brother's responsibility to contact him and do something with him. They may go to dinner, play basketball or study. What they do is not important – quality interaction is. This list should be passed around at each meeting, all brothers should write down what they did with their assigned guest. Change assignments. Constantly add to the list throughout the year. Every brother should have one or two people they are assigned to.

Interfraternal Council Rush

The IFC role in recruiting should be simply to create an environment in which non-affiliated men can easily meet fraternity men without committing themselves to participating in a formal Rush process, visiting a required number of chapters, paying a recruitment registration fee, or completing paperwork. Meeting new people on campus can be difficult, but the IFC can provide an arena in which both fraternity members and non-affiliated students feel positive about the interaction. The IFC should enhance fraternity recruitment across the country. The main goal is to make recruitment less formal and more accessible for the average student.

House Tours

Some campuses use a house tour style format for recruitment. It is usually used at universities with larger Greek communities. It acts like a funnel, hopefully matching the man's personality to the strengths and character of the individual chapter. House tours can be a hectic and exhausting time. Much pressure is placed on the chapter, and on our guests. It is important for the chapter to consider the following items:

- First impressions are most important! The entire chapter should be there, ready to meet people. There may be limited time for meeting people on the first visit, so you must make a good impression.
- Develop a system for keeping track of your guests. Use digital cameras and information cards.
- Practice any presentations you may give. Have the chapter's best public speaker give a speech.
- Stay Positive. Formal recruiting can be long and tedious. The brothers are tired as well as the guests. Keep everyone motivated. Enthusiasm is contagious.

Summer Recruitment

Summer recruiting is an excellent way for chapters to make contacts before students arrive at school. Some chapters have extended most of their bids before the students have arrived on campus. If you already use extensive summer recruitment, consider the following:

- Mailings should be high quality productions. Parents, friends and girlfriends will see it.
- Are you using a bulk mailing rate? If the chapter does not have a permit, contact your post office. Otherwise, check with your university's alumni office or IFC may let you use their permits.
- How do you contact brothers? Do they get regular summer mailings? Ideally, members of the Recruitment Committee teams will be responsible for regions near their hometown to stay in touch with prospective members.
- The chapter should be involved with summer and campus orientation. Brothers should apply to be counselors.

If you want to develop a summer recruitment program, it is not hard to develop and implement a program quickly.

- Start working on summer recruitment in the early spring.
- All brothers should contact their high schools. Find out who is coming to your school next year.
- Set up regional activities and invite prospective men. "We are having a BBQ for incoming freshmen at State University."
- Contact summer orientation counselors. Are brothers interested in applying for that position?

Developing a strong summer recruiting program may take one or two years to implement. Remember that starting college is stressful, with new friends, studies, living arrangements, and other adjustments to make. When a person arrives on campus he can be overwhelmed with college life and many times avoid participating in fraternity recruitment programs. Summer Recruitment allows you the opportunity to contact a student in the comfortable environment of his home. Summer contact can be done through personal visits, letters and/or phone calls.

Commuter Campus

Organizing recruitment on commuter campuses provides interesting problems, and potential opportunities. Recruiting is simply making friends and showing our Fraternity to other people. Listed below are some of the common problems associated with commuter chapters, and the related opportunities:

Problem: Housing may not be available, and is less of a concern on commuter campuses.

Opportunity: Be creative. Rent rooms on campus, or a local community center or lodge.

Problem: Students are not interested in joining. They go to work, school, and home.

Opportunity: Convince them that this is a great way to meet people. Make friends and get involved in campus life and opportunities. You should plan activities on or near campus to increase your visibility and recruit men who belong to other student organizations. Selling the opportunities available through alumni networking is essential. Many of your alumni are local, and can provide excellent opportunities to the members. Use your alumni as much as possible during recruitment.

Problem: The chapter does not have a centralized base.

Opportunity: Meet once per day, possibly at lunch, to bring everyone together. Be visible in the student center. Have all brothers wear their letters as much as possible.

Problem: Commuter students are always busy.

Opportunity: The best and most productive members of FarmHouse stay busy. People make time for what is important; give them a reason to believe FarmHouse is important.

Problem: Brothers do not know a lot of students on campus.

Opportunity: All brothers need to recruit throughout the year. By each brother getting more involved, it improves his collegiate experience as well as improving the chapter's reputation and visibility. Many students from local high schools will be coming to school. Make sure they have a positive view of FarmHouse.

Deferred Freshmen Recruitment

Deferred recruitment for freshmen can be a sensitive area on some campuses – affecting housing and other traditions. While it does present challenges, it also provides the opportunity for improved recruitment by giving the men of the chapter additional time to get to know the prospective members. It is very important to get FarmHouse's name out as early as possible, and as often as possible. Although the chapter cannot offer bids, there are several common sense exposure opportunities for the chapter to use throughout the year while still following your local IFC guidelines.

- Participate in all IFC sponsored events. Promote them as much as possible.
- Actively recruit upperclassmen, especially in the fall.
- The entire chapter should participate in freshmen orientation and moving into the residence halls.
- Create high quality written information for parents, students and faculty.
- Have visible events on campus, such as philanthropy and athletics.
- Invite prospective men to dinner each week. Stay in contact throughout the year.

Critically Low Membership

If your chapter's membership has reached a critical level, recruitment may be seen as a last chance desperation to survive and perpetuate the chapter. Throughout FarmHouse's rich history, many chapters have been reduced to single digits at one time or another. They survived, but only through hard work and determination.

- The entire chapter must be mobilized.
- Recruitment goals need to be clearly defined and committed to by the chapter.
- If every member can get one man each, then you have doubled your size.

If your chapter has reached a critical level, the members may not be comfortable with FarmHouse. They do not feel good about the organization as a whole. Some members may say, "How can we recruit new members when we have trouble retaining our current members?" In a rebuilding chapter, members may argue between each other about trivial issues. Rules are not enforced because the officers do not want to scare off some brothers. However, this lack of enforcement causes the caring brothers who do most of the work to become discouraged. If this sounds like your chapter, then consider the following: In the past few years, several chapters have saved themselves from extinction. It takes determination, leadership, and a commitment to our Fraternity.

Dry Recruitment

In an age of increasing accountability, when the oldest and strongest human institutions are being subjected to constant criticism, prospective students are inclined to carefully weigh the benefits gained from joining anything, including a fraternity. Most students entering college today are there for the primary purpose of getting an education; this fact must be taken into consideration and given great emphasis in your recruitment philosophy.

Dry recruitment distances Greek life from the stereotypical "Big Bash" party atmosphere and is more relevant to the incoming freshman of today. There is more scrutiny than ever on liability and the dangers of alcohol abuse by the general public, administration and faculty, and students. Dry recruitment eliminates the legal liability present when chapters furnish alcohol to minors and unknown guests. Your chapter must stand on its merits. Dry recruitment gets rid of the crutch, which comes from alcohol use. Moreover, by tradition and action of the FarmHouse Conclaves, the presence and consumption of alcoholic beverages is not allowed in FarmHouse chapter houses or on property. Some effects of Dry Recruitment have been:

- The quality of the recruits has improved.
- The retention rate to initiation has risen.
- There have been great financial savings for the chapters.
- Statistics show that although fewer people went through recruitment, those who did were more interested and a higher percentage associated.
- There has been little to no negative publicity regarding dry recruitment functions.

Dry Recruitment forces chapters to be more creative and organized and refocuses the process to its core – the making of friends. Your chapter's main goal in meeting the needs of today's prospective member should be to involve him rather than merely entertaining him. He wants to become involved in fraternity activities. He wants to feel what it is like to become part of the group, not be part of a passive audience entertained by the group. Offer as much "one-to-one" interaction with the individual members in your chapter as possible.

Event Ideas

The following ideas are just that, ideas – to motivate the chapter to develop events that fit the nature of your chapter and campus. Do not be afraid to try something new. Remember, these events do not necessarily mean a lot of expense or even work – but like the entire Recruitment process, they require planning and attention. Please notice that these themes have two things in common; they are both fun and interactive.

- Pig roast
- Broom ball
- Frisbee golf
- Paintball war
- Mudball
- Hawaiian luau
- Softball
- Pizza
- Mocktails
- Live band
- Casino night
- Bowling
- Frisbee football
- Roller blading
- Basketball
- Barbecue
- Wings
- Karaoke
- Football
- Dance
- Swimming
- Water day
- Alumni night
- Golfing
- Volleyball
- Laser tag
- Skiing
- Serenade a sorority
- Go to the dog races
- River floating
- Capture the flag
- Mini golf
- Food, food, food
- Spaghetti Feast
- Clam Bake

Factors to consider for events:

- Cost? Is it too expensive? You do not need wild and extravagant events to “draw” or “sell” prospective men if you have been recruiting them properly. The important consideration is quality interaction by brothers and guests. Some chapters spend the equivalent of hundreds of dollars per prospective new member, while they could have been less exorbitant and been more successful.
- Is the event dangerous? What could go wrong? Look at potential hazards.
- Does it violate risk management standards?
- Could the event be considered tasteless or inappropriate? Recruitment is an important demonstration of how the chapter presents itself to the campus and community. Some chapters have received very negative publicity with poorly chosen events or titles.
- **All recruitment events must be free from alcohol and in accordance to local and International bylaws.**

Tips for Recruitment

FarmHouse Fraternity is a fraternity dedicated to building men intellectually, spiritually, socially, morally and physically. In today’s world FarmHouse Fraternity strives to build on the traditional values commonly associated with rural North America, to especially encourage scholastic excellence and the responsible use of alcohol, if used at all. Remember this purpose of the fraternity and you will be able to accurately convey your thoughts.

What is Recruitment?

It is often beneficial to recall that recruitment is about:

- Making friends. The Friendship Factor is the key to membership recruitment. Friendship is the first step of brotherhood. Sincere, personal contact at recruitment events, individual appointments, phone calls and letters will make a difference.
- Selling your product. It is important that you know and promote your product. Recruitment events and contacts should focus on presenting information about FarmHouse. Many recruitment events have been held in which prospective members were never told the benefits of FarmHouse, qualities of our Fraternity, how to join, the cost, etc. You must encourage the Chapter members to know that their job is to talk about and sell FarmHouse Fraternity and your Chapter.
- Organization and delegation. Successful recruitment requires much organization with detailed written plans on a time-table with deadlines. You will be able to delegate work more efficiently if you have written plans. Every member should have a written outline of the recruitment program with details of members' assignments.
- Everyone's job. If each man in the Chapter would recruit one person through the Membership Recruitment Program, the Chapter size would double. Promote the idea that at every recruitment event or contact, a member's job is to meet and recruit at least one person.

Some Summer Recruitment Projects

- Contact recruits when they come on campus for registration/orientation. Help them enroll, show them around campus, and be their host to learn about campus life.
- Develop a website/slideshow/audio presentation that tells about your Chapter and FarmHouse Fraternity. It can be shown and used when students are on campus during the summer and at fall recruitment events. Also, possibly email the web link to select recruits over the summer if email addresses are available.
- Develop an information sheet that outlines the cost of living in FarmHouse. Include comparisons to other fraternities and residence halls.
- Develop an outline of the Chapter's New Member Education Program. Recruits and parents will be concerned about hazing and the time and financial commitment.

Keeping records

Prospective member information cards for each potential new member should be created. The chapter should gather information from him on name, campus address, home address, high school attended and grade point, major or course of study, high school and college activities, and legacy status. Use of a 3/5 card after each brother/potential new member contact can be very successful. Each brother should write the following information on the guest's card: his own name, date of interaction, type of interaction, and assessment of interaction (Numerical rating system and written comments that justify the rating).

A Recruitment Story

Upon return from the summer have a “Recruitment Weekend” just before the formal recruitment period. This weekend is devoted to recruitment preparation, recruitment workshops, and locating the men on the target list. On Sunday afternoon of the Recruitment Weekend, divide the Chapter into groups and provide each with a list of individuals on your target list. Use phone calls and/or go out and find as many men on the target list as possible. The purpose is to meet the person, show interest in him and hand deliver an invitation to the first recruitment event. In addition, you may wish to set up a FarmHouse display booth on campus.

For your first recruitment event, knock them dead by having a fun, high energy party. Be creative, have a theme, decorate, have a bar with mocktails (non-alcoholic drinks), but most importantly, make everything fun. Points to remember are to make everyone feel welcome and have all the chapter members spend time talking with each person. Make sure to provide transportation to and from the recruitment event so they will be sure to get there. After the first recruitment event, focus the next three days on personal visits to the men on your preferred recruitment list. Your preferred recruitment list should be anyone who attended the party or anyone from your target list that you have located on campus. Personal visits are when two FarmHouse men visit a recruit to tell him about FarmHouse. Call and set up the visits. Set up a comfortable atmosphere for a visit. You may want to go to dinner or for a soft drink. Have him over to the Chapter House for dinner, or talk in his residence hall room. Spend some time getting to know each other, then tell him about FarmHouse. Sell the reason you joined, the benefits, and the way FarmHouse will help him and how he can help the Fraternity. Provide him with information sheets on costs, membership education, a calendar of activities, Alcohol Policy, future housing plans, etc. Answer any questions he may have. Close by saying that you do not want a decision now, just that you want him to attend the next recruitment event and get to know the guys better. Give him an invitation in writing along with your personal invitation to the next event. Tell him you will pick him up at a specific time and take him to the event. Then just sit and talk some more with the guy about himself.

The idea of the second recruitment event is the same as the first, but even more fun and with a special twist. Again, be creative and make the event fun and provide a welcoming environment for all guests. Every Chapter should have some formal means by which they discuss each recruit who qualifies and then vote on extending him an invitation to join (bid). Most chapters have some form of written criteria which must be met before a recruit is brought before the Chapter. The most common and objective criteria is Grade Point Average (GPA). After determining that he meets the grade requirement, our goal setting exercise of deciding what qualities are important for our members to possess comes in to play. Everyone’s idea of the “Ideal FarmHouse Man” is different, but if each of us at least thinks about it, we are bound to make a better decision.

After the Chapter extends a bid to a man, have two FarmHouse men set up a visit with the recruit to ask him to join. Have a “bid card” for him to sign. Tell him why you want him to join and ask directly if he will become a new member of FarmHouse Fraternity. Answer any questions. Turn any objections he may have into questions and answer them. The person will either accept or reject the bid or ask for more time. Whatever the answer, ask him to attend the third and final recruitment event. If the recruit asks for more time to think about joining, suggest he make a decision after the next event, but clearly tell him the deadline for joining for this semester is by the first membership education meeting. The third recruitment event is the same as the first two, but with another fun idea. Focus on closing the sale and having guys sign bids to join. Introduce men who have just joined to other recruits. The new members may help convince someone to join also.

Soon after the formal recruitment period ends, hold a New Member Orientation. Make the event the first official welcome by the chapter to the new members. Invite the men that have not said yes or no about accepting a bid. Make it clear that today is the day for them to become a part of the group. A casual atmosphere (picnic, etc.) is suggested for this event, including an orientation meeting for all which includes a presentation of the semester schedule, review of weekly meeting times and places, and cover the basic expectations of FarmHouse membership. All the items should have been talked about in the recruitment events so this is a review and confirmation.

Recruitment evaluation should be done as soon as possible while the recruitment process is still clear in the new member's minds. The results of this evaluation (either oral or written) will play a major role in future recruitment programs, giving the chapter an idea of its strengths and weaknesses in programming. The VP-Recruitment should keep files of his plans, activities and budget so his successor will have written guides.

V. ADDITIONAL RESOURCES

What Are Freshmen Looking For?

A recent survey of college freshmen at campuses all across the United States was compiled by researchers at UCLA. These are some of the highlights of their findings:

- 77.8% said that "getting a better job" was very important to them
- 55.9% plan on seeking a graduate degree
- 62.7% said they performed volunteer work in high school
- 35.2% said they expect to work during school to pay for expenses
- 40.2% said their father did not attend college
- 13.7% indicated that there was a "very good" chance they would join a fraternity

Recruitment Scholarship

A very successful recruitment example is the "Recruitment Scholarship." This can be a small scholarship (to be used for books or general purpose) that is offered by the chapter or Association to incoming freshmen. Advertise the scholarship in the campus newspaper, during orientation, or obtain a list from the college admissions office of all incoming freshmen, if possible. Create criteria of a general nature that rewards scholarship, community involvement, leadership, athletics, well-roundedness or any other area that the chapter desires. This not only is a good public relations tool, but it gives the chapter a complete resume of a number of outstanding men. It doesn't really matter who receives the scholarship (i.e. whether he joins or not) since the chapter gains background information on quality prospects before other fraternities.

F

The Do's & Don'ts

The "Do's"

- Always be on time for functions, which means 15 minutes early.
- Dress neatly and appropriately. You are representing FarmHouse Fraternity.
- Use a firm handshake; make sure you know the guest's name before you release his hand.
- Be cheerful, honest and enthusiastic.
- Use his name in conversation and maintaining eye contact is critical; it shows respect and interest.
- Make him feel comfortable; find common ground for discussion.
- Ask open ended questions that encourage the prospect to share about himself.
- Listen! The conversation is about him, not you.
- Be knowledgeable about our Fraternity. (Costs, history, statistics, etc.)
- Tell the guest why you joined the chapter and what it has done for you.
- Meet as many guests as possible.
- Write concise, quality comments.
- Even if a man does not get a bid, make sure he knows what a class act the chapter is.
- Follow up with thank you cards, calls, etc.

The "Don'ts"

- Do not put down, or make sarcastic statements about brothers in front of a potential new member. The chapter may know you are joking, but an impressionable guest may mistake it for bad brotherhood.
- Do not insult other fraternities and sororities – you do not know where a potential new member's brother, sister or parent may have joined. You are qualified to speak about one group, FarmHouse. Keep the conversation away from other groups.
- Do not act rude – even to guests you have little interest in.
- Do not act bored.
- Do not bunch up with other chapter members and leave guests unattended. It makes the chapter look bad, and makes them feel uncomfortable.
- Do not let first impressions turn you off. Give each potential new member a chance to prove his worth or lack thereof.
- Do not assume that our guests understand Greek organizations – you may need to explain many details of fraternity operations that you take for granted (joining, big brothers, etc.)
- Do not stay with someone that you are not interested in for any length of time.
- Do not use abbreviations without explaining their meaning. (IFC, FLA, RLC, NIC, GLO, etc.)

Recruitment Workshop Materials

Recruitment Retreat

Conducting a retreat prior to recruiting is very important. Members will return from the retreat energized about FarmHouse. Every member will know where the chapter is headed. Many chapters notice a significant rise in morale and enthusiasm after a retreat. It is just what the chapter needs going into rush. The best retreats are held away from the chapter house or normal meeting place in a relaxed atmosphere.

Questions to ask at your recruitment retreat” Let members finish the sentences.)

- Recruiting at our chapter would have been more successful in the past if:
- An ideal brother during recruitment is:
- Our recruitment program could be greatly improved if:
- My role during recruitment is to:
- My personal goal for recruitment is to:

One or two members influenced each of us to join the Fraternity. Ask all of the members to think of the one or two members that influenced them to join FarmHouse Fraternity. Ask them to:

- Name that member.
- Describe the impact he/they had on you — why you wanted to join after talking with him/them.
- Look for consistencies with other descriptions.
- Write down these characteristics. You are teaching and reviewing sound

Set goals. How many men are we going to recruit? Develop a consensus. Focus on this goal throughout recruitment.

Assign individual responsibilities, not just to teams or as a chapter. Break down the goal amongst the brotherhood.

Common Problem: Seniors say, “I don't know anyone who is interested; all my friends are already in a fraternity.” He is wrong. He knows sorority women who may have younger brothers. He knows parents. Do not let your members give excuses. Even if a brother brings one person through recruitment, that may be more than he would have otherwise.

Excuses

During the recruitment retreat, discuss possible excuses that men have during recruiting as to why they do not want to join a fraternity. Discuss among the chapter what the possible responses could be. For example, come up with responses to the following excuses:

- I think that joining a fraternity will hurt my grades.
- My parents do not want me to join a fraternity.
- My friend is joining another fraternity.
- I can't afford it.
- I want to wait until next semester.

Conversation Skills

Conversation on everyday, simple topics using open-ended questions will allow the guest to equally participate. Questions should begin with what, whom, why, and how. Avoid reliance on the four most boring questions contrived by fraternity men. You know what they are – Major? Hometown? Year? Where do you live?

- What are possible conversation topics to use when first meeting a potential new member?
- Identify brothers in the chapters who can speak with potential new members on topics of common interest such as student government, academics, and athletics.
- In groups of three, practice initiating conversation with a potential new member.
- Have one brother play the role of a potential new member, one brother plays the role of the brother, and one brother observe. Repeat the process until each brother in the group has practiced initiating conversation.

Tips on remembering names:

- When introducing yourself, concentrate on the man's name. If it has an interesting pronunciation, ask him to repeat it.
- Use his name often in conversation.
- Associate his face with that name.
- Who else do you know that has that name?
- Write it down on a cue card or in a small notebook with a description of the potential new member.

Concentric Circles

Ask all chapter members to form two concentric circles with an equal number of members; one circle should be inside the other. The inner circle of members should face the outer circle. The chapter Vice President of Recruitment should pose the above questions and others for the sets of two to discuss. Give sixty seconds for each to answer the question. Rotate the outer circle to create a new didactic set, ask another question, and so on.

Marketing Your Chapter

The following exercise is an excellent exercise for the recruitment committee and for the new members. Discuss the possibility of having the new members divide into groups of five and use this exercise. You may be interested in the new ideas they come up with for the chapter's recruitment – they are the best source for new ideas as they just went through the process.

Purpose

The purpose of this section is to give brothers a better understanding of the finer points of recruitment through the development of a new business called Greek Life, Inc. As the founders of Greek Life, each group needs to define the products that they are selling, their target markets, their sales strategies, and the key points of how they would sell Greek Life in a presentation.

Instructions

1. Break into groups of five to eight members.
2. Give the men 15 minutes to complete the Greek Life, Inc. exercise.
3. Ask each group to present their company to the new member class or chapter.
4. Lead a discussion on the exercise using the questions listed below.

Discussion Questions

1. What differences did you notice in the way the groups defined the products of Greek Life?
2. What products do you think we can sell as FarmHouse Fraternity?
3. Who are your target markets as a chapter of FarmHouse Fraternity?
4. How can you successfully compete on your campus?
5. What ideas impressed you in hearing the sales presentations of the other groups?
6. Why did we have to do this exercise?
7. How can you use this experience to help your chapter?

In recruitment, your chapter needs to know what they are selling, whom they are selling it to, what the costs and benefits of the products are, and why they believe in FarmHouse.

Greek Life, Inc.

Instructions: Each small group will be responsible for creating and marketing a new company called Greek Life, Inc. Your goal is to develop a better strategy at selling your company's products than any other small group's efforts. Select a brother to record your ideas and be prepared to have a member of your group sell your version of Greek Life, Inc. to the large group based on your answers to the following questions. Think in terms of recruitment for a chapter.

Your Product(s)

- What will your products be? How will people benefit from these products? In the columns below list your products. Next to the product, list a corresponding benefit if there is one.
- Product's Benefits
- What will the cost of these products be? (Describe generally)

Your Target Market(s)

- Who are your target markets?
- How would you expand your target markets?
- Who will be your biggest competitors in this market?
 - Primary
 - Secondary
- Why will your product beat the competition in your target market(s)?
 - Primary
 - Secondary

Your Sales Force

- Who will your sales force be?
- What training will they need?
- How will they be organized?
- What incentives will you offer your sales people?

Your Sales Strategy

- When will your products be sold?
- Where will your products be sold? (Be specific -- list places to sell).
- What resources are available to promote your product?
- How will you promote your products?

Your Sales Presentation

- List the main points to be included in your sales presentation -- list specific features you think should be included.
- Your closing line of your sales presentation will be . . .

The Future of Greek Life, Inc.

- Where do you think your company will be in one year? In two years?

Awards

Recognition is an important factor to motivate the chapter and encourage members to continue modeling desired behavior. It is why both the chapter and International Headquarters present awards.

Chapter Awards

Recruitment should be FUN. The Vice President - Recruitment or the recruitment committee should develop and give awards to the members. Some examples include:

- Top Recruiter
- Best Team Captain
- Most Approachable
- Best Attitude
- Most Supportive Alumnus
- Top Team
- Top Class Year (Sophomore, Junior, Senior)
- Top Roommates

The possibilities are endless. Awards may include: dinner for two at a local restaurant, room choice points, scholarships, plaques, certificates, mugs, baseball hats, and so forth.

Resources from International Headquarters

Consultant Visits

Each year, educational leadership consultants for FarmHouse Fraternity make more than a dozen visits to help chapters prior to or during recruitment. The Consultant will not recruit for your chapter. However, he can properly train and motivate your members to do a great job. To arrange a special recruitment visit, please contact the International Headquarters. During a normally scheduled visit, discuss specific recruiting plans and concerns with the consultant. He can only assist you if you properly identify what your chapter hopes to achieve.

Recruitment Assistance

Members of the International Headquarters staff are always available for recruitment questions or recruiting assistance. Please feel free to call anytime. (816) 891-9445

The North-American Interfraternity Conference

The NIC provides services to local InterFraternity Councils with recruitment. If you feel that your IFC needs assistance with recruitment, please contact the NIC at (317) 872-1112.

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