



Chapter Recruitment Resources

Letter to HS Counselors

[Link](#)

The letter below should be sent to high school counselors or FFA Leaders

The letter below can be sent to incoming freshmen to welcome them to your college or university and offer to help connect them. It can also be used to offer a scholarship (scholarship language is already included.) If you are offering a scholarship you will need to assemble a group of scholarship committee members to read through the submissions and choose the recipients. I would recommend having alumni help with this.

Letter to Incoming Freshman

[Link](#)

This spreadsheet has links for the state officers. You should reach out to the male and female leaders within FFA if you are reaching out to them. They all know men that could be attending your college or university.

National FFA Officers Spreadsheet

[Link](#)

The next two documents should help you get a better understanding of the men in your chapter and what they know about the basics of your chapter. The 'Know Each Other' form is pretty self-explanatory in that you're asking the members of your chapter to

share more about themselves. You may think you know this about some of your brothers but this will help you create a database of where your men are from, what high school they went to, what they did in high school, what they are studying in college, and what they want to do with their degree. The most important question on this form is 'Why FarmHouse.' Having these answers in a database will help you and your committee quickly reference the information when you are conducting a virtual recruitment call, info session, or even to study for future in-person conversations.

The goal in knowing this information is so that when you are talking with someone you can quickly reference the information and be able to connect the potential new member with a brother who has similar interests or backgrounds. We should always work to connect potential members with brothers they have things in common with instead of just trying to sell them on FarmHouse. People Join People...Not the Organization.

Generally, the reason your brothers don't feel comfortable recruiting or don't like recruiting is that they are afraid they will be asked a question they don't know the answer to. We don't want our own brothers feeling uneducated and frustrated when trying to connect with potential new members. If you share the 'Know Each Other' document with the entire chapter they should also learn to be comfortable having a conversation with someone new and after learning about them, feel like they could easily connect them with another brother who has a lot in common.

The 'Know the Facts' document is to find out what the members of your chapter know about the basic facts of your chapter. These facts are important during recruitment when members of your organization are asked questions that they may or may not know the answer to. If a potential member asks 2-3 of your members how big your chapter is or what is your gpa...they should get a confident and correct answer from each of them. This document will help you and your committee gain a better understanding of what brothers do and don't know so you can help educate them. (This is not to find out who to make fun of for not knowing the answers.) This could be a pivotal training opportunity for your entire chapter that will make everyone confident and excited to recruit.

Know Your Chapter

[Link](#)

The goal of this form is for the recruitment team to get a better understanding of each other and how you can connect one another to potential new members.

Know The Facts

[Link](#)

The goal of this form is for the recruitment team to get a better understanding of where we all are on basic chapter facts. Think of these as points to share with potential new members.

Recruitment Program Template

[Link](#)

This template shows you how to set up a complete recruitment plan per semester/per year and allows you to complete Excelsior requirements. It is important to have your recruitment plan documented so those that come after you, in leadership, won't have to start over completely.

Recruitment Retreat Template

[Link](#)

This template should be used to conduct a recruitment retreat each semester to educate and inspire your members.

Recruitment Event Tracking Sheet

[Link](#)

This recruitment event sheet should be used to track each recruitment event that is held each semester. These events need to be tracked by the recruitment team to ensure that we aren't repeating events that don't work and we are utilizing funds to put on recruitment events that are beneficial to the chapter.

ALUMNI SECTION

This is a great opportunity for us to reach out to our alumni and get them involved with recruitment. We can also clean up contact information and get cool stories from alumni that can be used in newsletters in the future.

This Referral Postcard should be personalized by brothers sending this to people that they know. Include first and last name and school year for brother reaching out.

Alumni Referral Postcard

[Link](#)

Alumni Spotlight Form

[Link](#)

You have the opportunity to work with your alumni and HQ to pull a complete list of alumni and update Alumni information (for newsletter use).

–Referral postcard and updated information in Newsletter

Create a Newsletter

[Link](#)

We recommend using an automated email service such as MailChimp (linked above). This allows you to upload the names of alumni to email. With this, you can build professional-looking emails. Feel free to reach out to the [Assistant Executive Director for Communications and Alumni Engagement](#) if you need assistance. You can reach out to your association leaders or headquarters staff to gain access to alumni emails.

Builder of Men Scholarship Form

[Link](#)

This example scholarship form shows you what you can put together for a current member or incoming student scholarship.

Recruitment Event Checklist

[Link](#)

COMMUNICATION/SOCIAL MEDIA SECTION

Generic Comm Plan

[Link](#)

Social Media

[Link](#)

Social Media Post Schedules

[Link](#)

These are examples and suggestions to help strengthen your social media presence. This will help with your recruitment, campus relations, alumni engagement and Excelsior requirements.

Social media handles AND passwords:

Twitter

IG

FB

You should have these accessible to your president, public relations chair and executive team.

Partners: (Tag in Posts)

FarmHouse International Fraternity:

1. <https://twitter.com/FarmHouse1905>
2. <https://www.facebook.com/FARMHOUSEFraternity>
3. <https://www.instagram.com/farmhousefraternity/>

You should also tag your university, IFC or FSL groups as well.

Include in messaging:

FH specific hashtags:

#FHPrroud

#psmoes

You should also use university campus specific hashtags.

Additional Social Media Resources

Digital Storytelling

<https://www.postplanner.com/digital-storytelling-techniques-secret-sauce-social-media/>

How to Cross-Post to IG from FB

<https://www.socialmediaexaminer.com/how-to-cross-post-to-instagram-from-facebook-page/>

Best times to post on social media

<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>

Update Chapter Contact Information

[Link](#)

Virtual Bid Card

[Link](#)

Due to COVID-19 and social distancing requirements, we created a digital bid card your new members can sign, print and hold onto.