

IT IS POSSIBLE TO MAGNIFY YOUR CLUB



When you become President you are given a notebook or electronic file that provides the structure of a calendar with plans, tasks and guidelines. Those are all crucial elements of leading a club. What I would like to discuss with you are ways that it is possible magnify that structure, magnify the women in your club and draw others to it. I will also share four strategic electronic tools you can use to involve and connect your member and magnify the possibilities your club can achieve.

First, set your goal to ignite the Aggie Spirit within your club!

Welcome: Relating, understanding what parents want for their young adult.

Enlighten: Anyone who is new to A&M may not have any idea what this University is really all about. Core Values, Aggie Code of Honor, Patriotism, and Family... these are things you have **the privilege** of sharing with new Aggie Moms!

Educate: At every meeting share some valuable and interesting information about A&M and offer one bit of Tradition Training. Plan fun programs that teach about A&M.

Involve: Communicate, Delegate and Include. Reach out to individuals to get the crowd. When you give first of your time, people will give of their time in return.

Connect: Aggie Moms with each other and with their young adults. We all have the same heart of love for our kids and we all need friends who understand.

Empower: Encouragement and Example. Touch a heart before asking for a hand.

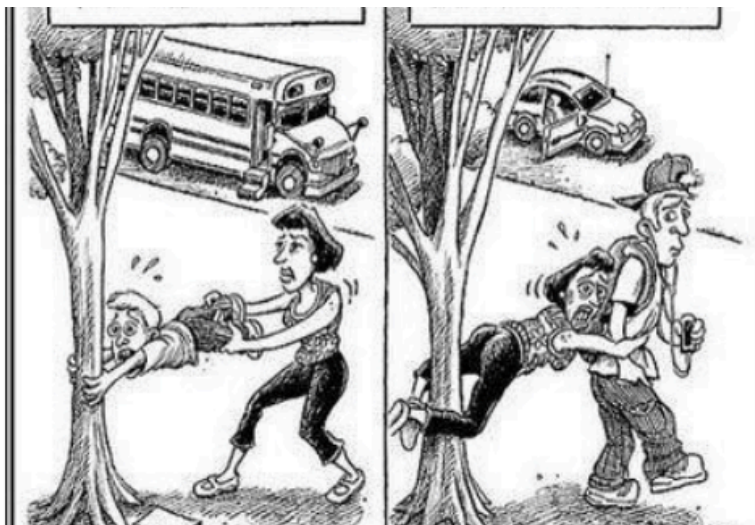
Texas A&M University Purpose Statement

To Develop leaders of character dedicated to the greater good.

- Core Values:
- Excellence - Set the bar.
- Integrity - Character is destiny.
- Leadership - Follow me.
- Loyalty - Acceptance forever.
- Respect - We are the Aggies, the Aggies are we.
- Selfless Service – How can I help?

As President you have many opportunities to impact the momentum and direction of your club. If you set your goal to ignite the Aggie Spirit within your club by welcoming, including, educating, connecting and involving your members you will be off to a great start! Here are just a few tips that have helped our club.

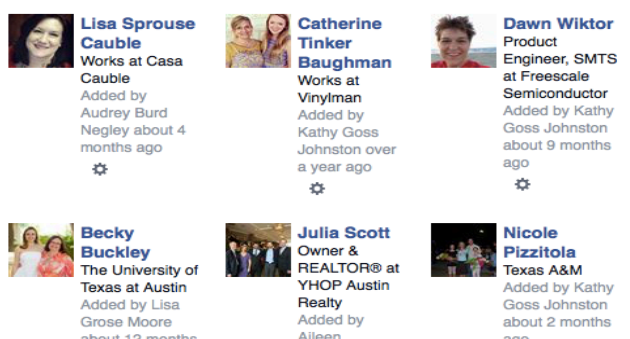
Your new members generally have long way to go to feel comfortable about loving a school other than the one they attended. It is important for the entire club to go above and beyond to welcome them with an understanding of where they are coming from and how they feel about sending their young adult off to college for the first time.



This is where **the first tool** comes in. Facebook. I know this may cause some of your eyes to roll back in your head with images of your kids with their ever present phones in their hands, but they way they use Facebook and the way your club can use it are totally different. I know not everyone is on Facebook, but in our second year, we have 145 of 175 members who have joined the group.

Let me just give you some examples of how a closed FB group can go miles and miles toward achieving real community and building Aggie Spirit in your club that keeps members coming back and getting involved.

First of all it gives you a picture directory of the members!! As your club grows, it gets harder and harder to know everyone. What a great thing to be able to look someone up and see their picture.



This also makes it super easy for members to “friend” each other and get to know each other’s kids and interests!

Second, since it is a closed group, it is the perfect place to ask each other for help.

Example: I'm looking for someone going to College Station in the next few days who can take a small package to my daughter. I can deliver the package to you and she can pick it up once in CS. Thanks! In 3 minutes she had a solution. In an hour she had 3 back up offers. Then she posted: Robin and her sweet daughter are taking Olivia's stuff to College Station tomorrow. Olivia and I were brainstorming how to get these thing to her and then I thought about the Aggie Moms. Instantly, problem solved! 89 people saw that post.

Another example: Hi all - I would value some opinions... how much do you think it costs per meal as a student to eat in college station? I'm trying to budget for a meal allowance for my son who will be living off campus. That was seen by 78 and got 6 good responses.

There isn't time to show you all the different examples but I will tell you that everything from housing needs/wants, good car repair places, the best tutoring, the best dry cleaners and restaurants to an urgent need for a doctor have all been met many times within this group.

- Connection! Support System! Community! AGGIE MOM FAMILY!!
- It's what every Mom needs and wants. It's what Aggie Moms can give to her.
- It's also a great place to share great news and articles about A&M ~EDUCATING
- Announcements about Club events~ INVOLVING
- Pictures of Club members serving and having FUN together~ INCLUDING



Recognizing that not all Moms are on Facebook, if there is something that is a specific one-time club need, like committee or project help we send out a **12th Mom Need - TOOL#2**

These can be very helpful when it is crunch time and something unexpected happens that prevents the previously appointed or elected member from being able to follow through as planned. No need for the same few people to carry the entire load~ with this system in place other members can step up and things get done!!

- **Subject: 12th Mom Help Needed #3**
- Help Needed: Put together, mail 7 and deliver 3 Sponsorship Appreciation Packages to 10 Singing Cadet Concert Sponsors. These Sponsors have donated a combined total of \$5,150 to our event. *WHOOH! Keep it coming Ladies! Our minimum goal for the event is \$20K!*
- Date Needed: December 13 - 20, 2014
- More Info: I will meet you somewhere to give you the tickets and Singing Cadets CD's that need to go to our 10 Sponsors (so far!) along with info on who gets what, and send you a draft of the letter that needs to be personalized to each Sponsor and in the package. The club will reimburse you for padded envelopes and postage that will be needed.
- CONTACT: Kathy Johnston at Kathygj@aol.com or text 512-461-1871
- A "NEED MET" Email will follow as soon as we have someone who can handle this task for our club.
- Core Values of Texas A&M: *Excellence, Leadership, Loyalty, Integrity, Respect and Selfless Service.*
- There will be more of these "12th Mom Needs" being emailed out over the next few weeks for all kinds of help, from phone calling, to delivering posters and tickets, to picking up silent auction items and everything in between. Some short notice and some with lots of time to accomplish.
- *If you wish to be removed from this distribution please just reply with the word REMOVE and you will no longer receive the "12th Mom" Club and Singing Cadets Concert Needs.*

The key here is that these emails always have the same subject line, with a number, (this one was number three). This helps your members spot them in a full email box. They follow the same brief specific format and provide enough information for members to understand the need. Your members always know what to expect and can quickly see if it is something they can help with.

We got up to #15 in preparation for our Singing Cadets Concert. This method of delegation was excellent!! It got things done and let a lot of different people be involved in helping.

There is always a 12th Mom "Need Met" email that goes out to let everyone know that some one has responded. This is an open door for you to encourage and inspire your members by sincerely thanking and recognizing the individual who responded. This also tends to allow people who have **potential officer qualities** to step up to the call for selfless service for the benefit of the club!!

- **12th Mom Help Needed #3 ~ NEED MET**
- **Whoop!!** Big to *thank you* Emily Steele '85. She will take care of getting our appreciation packages out next week!
- **A sponsorship package is attached here for everyone!! Print it~share it~ ask for the sponsorship~ help support our concert!!**

NOTE: Friendships are formed and bonds created when serving together!! It's that "Selfless Service" thing!!! A common sense of purpose and goal achievement is priceless.

Another TOOL (#3) that we implemented for getting larger groups of people involved at one time was Volunteer Spot. It is SUPER easy to use. You can set up any number of "spots" with clear descriptions. The members can see all the choices, see how many spots of each kind are still needed and see who else signed up. **You can generate reports** that give you itemized lists according to the "spot". Then Volunteer Spot sends them and e-mail confirming the "spot" and also a REMINDER email the day before!! This is much more functional than "Sign-Up Genius"

The best example of use of this was for cookies and water bottles for our Singing Cadets Concert 2 years ago. There was a little mix up with the Cookie Chair Women and they found themselves two days before the event with only a few ladies bringing cookies. We posted a Volunteer Spot with 3 different kinds of cookies requested and for moms to bring three dozen each. Literally OVERNIGHT we had 75 dozen cookies all the bottled water needed, being delivered one day later to the Concert location.

Not every one of them goes that fast, but we have used this method for lots of different club needs, like sign ups to work shifts at our Boutique Booth, appetizers and wine for our Christmas Party other events where lots of volunteers or items are needed.. It works! It's easy! It sure beats sign upsheets, email strings a mile long and phone calls to rally the troops and get all the help or items needed!!

The **last Cool Tool (#4)** I have to show you today is EventBrite. If your club ever has anything that you are collecting money for, this site is the bomb!

It allows on line purchase and the fees can be passed to the buyer!

Again, you can generate GREAT reports and they deposit the money straight in to the club's account. We use it for meetings, always FUN! FRIENDS! AGGIE MOMS! where we offer an optional meal and we use it for our Singing Cadets Concert Ticket Sales It is EASY and it works like a CHARM!

FUN! FRIENDS! AGGIE MOMS!

Austin Aggie Moms
Tuesday, September 8, 2015 from 6:30 PM to 8:30 PM (CDT)
Austin, TX

WHOOP!

Event Details

HOWDY AUSTIN AGGIE MOMS!!

OUR FIRST MEETING IS TUESDAY SEPTEMBER 8TH!!

WESTLAKE HILLS PRESBYTERIAN CHURCH

7127 Bee Caves Road, 78746 **6:30 Fish Moms** **7:00 General Meeting**

We are looking forward to meeting **NEW MOMS** and seeing **GOOD FRIENDS** again!

Optional Food: **Tuscan Focaccia Sandwiches**, chips, fruit and tea or water

\$10 plus Eventbrite Fee of \$1.54

COME LEARN MORE ABOUT A&M and EXPERIENCE TRADITION TRAINING 101

The Spirit Of Aggieland sung by THE TEXAS A&M SINGING CADETS
ENJOY!!
(click above)

Have questions about FUN! FRIENDS! AGGIE MOMS!? [Contact Austin Aggie Moms](#)

FUN! FRIENDS! AGGIE MOMS!

Austin Aggie Moms
Tuesday, September 8, 2015 from 6:30 PM to 8:30 PM (CDT)
Austin, TX

WHOOPI!

Ticket Information

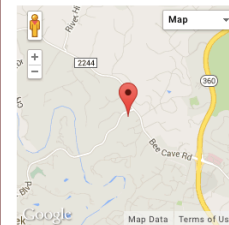
TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
I will be there! Thanks, but I will pass on the dinner. No Charge.	Sep 8, 2015	Free	\$0.00	0 <input type="button" value="0"/>
I will be there and I would love dinner. Yum! Thanks! <small>Tuscan Focaccia Sandwiches (a combination of roasted turkey breast, fresh basil pesto, roasted tomatoes and asiago cheese as well as smoked turkey, bacon, provolone with chipotle aioli, served on toasted herb focaccia bread). Served with chips and pickles, assorted seasonal fresh fruit served with creamy fruit dip. Ice tea and water</small>	Sep 7, 2015	\$10.00	\$1.54	0 <input type="button" value="0"/>
Sorry, I will have to miss this time, but will try to make it next time~ Tuesday, October 13, same time and place. No charge.	Sep 8, 2015	Free	\$0.00	0 <input type="button" value="0"/>



Order Now

Save This Event

When & Where



Westlake Hills Presbyterian Church
7127 Bee Cave Road
Austin, TX 78746

Tuesday, September 8, 2015 from 6:30 PM to 8:30 PM

Eventbrite: Generate Reports, Send emails to Attendees, Invite and Promote!!

I know this has been a lot to take in, but I want to leave on the final and maybe the most important note, the most powerful way you have to impact the momentum and direction of your club is to magnify the best qualities of all of your ladies.

- Encourage them by noticing and thanking them for things they do, no matter how small. Have confidence in them and they will have more confidence in themselves.
- Be an example. If they see you with your sleeves rolled up and your hair pulled back they will see your love for the club ~ *that is your love for them*.
- It's servant-leadership... otherwise known as Selfless Service.
- That is the heart of the **Aggie Spirit** and your example will empower the women in your club. It truly is the spirit that can ne'er be told and understanding it and sharing it is the **greatest gift Aggie Moms has to give!**

