

Increasing Membership Through Great Programs



*Aggie Moms:
Nurturing & Inspiring*

Introductions

- ▶ Diane Eckols 1st VP- Membership
- ▶ 713-591-1709
- ▶ 1stvpmembership@aggienetwork.com

- ▶ Cay Cannon Nash College Station Parent Socials
- ▶ 936-661-1495
- ▶ parentsocialscs@aggienetwork.com

Federation Recruitment Programs

- ▶ Sent 11,200 postcards to student's household that accepted an offer
- ▶ Created a video that was presented at each New Student Conference in College Station and Galveston
- ▶ Brochure and Interest form placed in each Family pack in College Station
- ▶ Interest forms distributed to local clubs
- ▶ Association of Former Students host an Aggie Mom Event Map
- ▶ Aggie Mom ad in the *Now That You've Been Accepted* publication
- ▶ Aggie Mom Tailgate at every home game & Ad in Football Program

Aggie Mom Postcard



**HOWDY AND WELCOME
TO THE AGGIE FAMILY!**

Since 1922, moms of students have been coming together to help each other and to support our Aggies with scholarships, student organizations support, goody bags and hugs!

We hope that you'll encourage your student to opt-in on their Howdy Portal so that your family receives information from your local Aggie Moms Club. If there isn't a club in your area, contact us to be adopted by a club in Texas.

You can find information about the Federation of Texas A&M University Aggie Mothers' Clubs on our website aggiemoms.org. Local clubs will be updating the Aggie Moms Events map throughout the year. Go to tx.ag/aggiemomsevents.

Please contact the Federation 1st VP for Membership, Diane Eckols at 1stvpmembership@aggienetwork.com if you have specific questions or would like to be adopted by a club.

Aggie Mom Brochure



The mission of our organization is "by individual and united effort to contribute in every way to the comfort and welfare of the students and to cooperate with Texas A&M University in maintaining a high standard of moral conduct and intellectual attainment."

"Aggie Moms...they are a force of nature! They found clothing, furniture and resources for the Sea Aggies (students, faculty and staff) who lost everything in Hurricane Ike. I have never seen anything like it. I love Aggie Moms!"



Dr. R. Bowen Loftin '71
President of Texas A&M University
2009-2013



Event Title

Date; Location

Specifics

Event Title

Date; Location

Specifics

Event Title

Date; Location

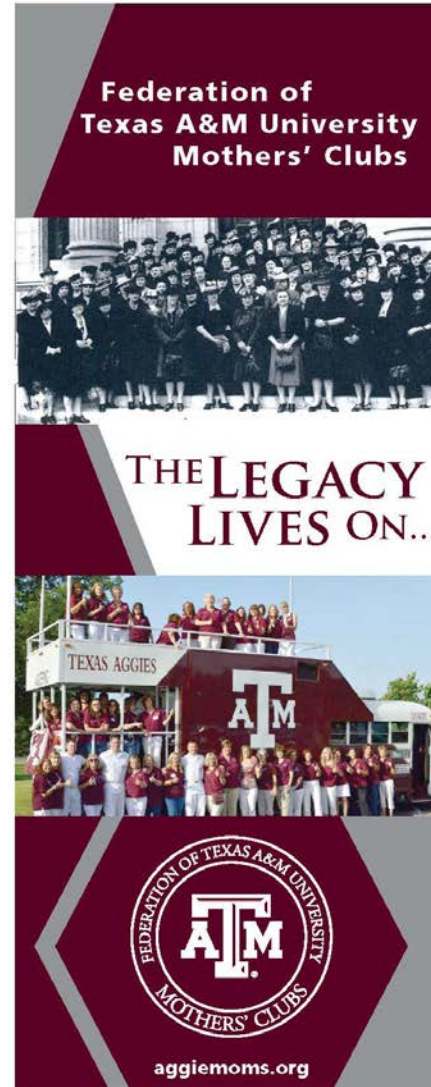
Specifics

Thank You To Our Donors



CONTACT

Federation of Texas A&M University
Mothers' Clubs
P. O. Box 1443
College Station, Texas 77841-1443
aggiemoms.org



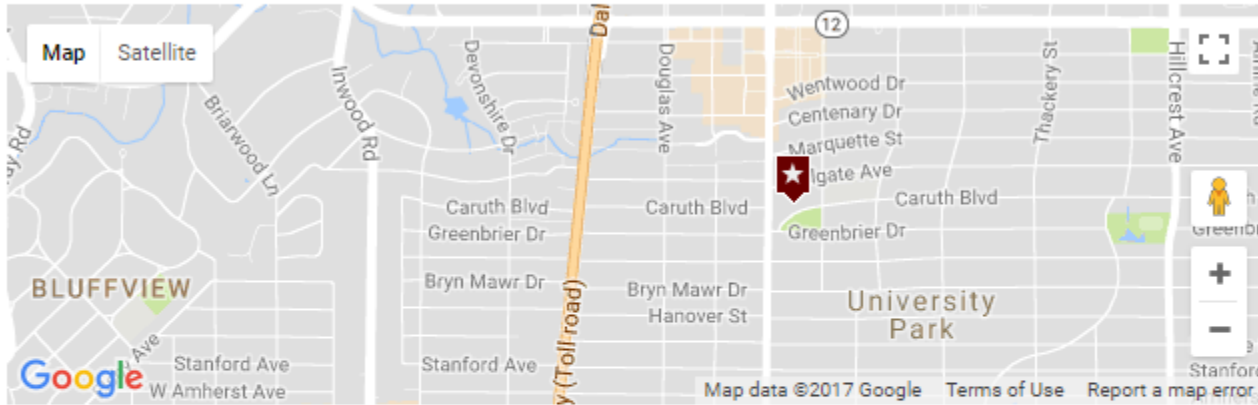
AGGIE MOMS' EVENTS

25 Parties are shown on the map.. [Add your event.](#)



DALLAS COUNTY AGGIE MOMS GENERAL MEETING

Thursday, September 21, 2017, 7:00 PM



SHARE THIS PAGE



COST

membership

Location

University Park United Methodist Church
4024 Caruth Blvd.
Dallas, TX 75225

Contact Information

Robin McMahan
972-343-8596
dcampres@gmail.com

Join us for our first General Meeting for the 2017-18 school year

We will have a meet and greet with a light meal beginning at 6:30pm

in the fellowship hall of the University Park United Methodist Church.!

This meeting will be a great time to learn all about our Aggie Moms club,

what we do and where you can plug in! For more information please contact

Robin at dcampres@gmail.com. We look forward to meeting you!

New Student Conference Overview

- ▶ Attended both the College Station and Galveston Conferences
- ▶ Total number of Conferences- 20 College Station and 7 Galveston conferences
- ▶ Total number of Interest Forms- 1078 Aggie Mom Interest forms have been distributed and processed to Club Presidents
- ▶ Total number of moms requesting to be adopted- 85 and of those, 3 are international Moms from Germany, England.

Recruiting New Moms

- ▶ Network with your local high school counselors
- ▶ React quickly to the New Mom Interest forms
- ▶ Make use of the new brochure - copies here plus and editable PDF to print with your club activities
- ▶ Be visible on Social Media- especially Facebook

Recruiting New Moms

- ▶ On August 28, 2017 request the permanent addresses for the new & transfer students in your zip code areas - Directions to order your list are on the Federation website.
- ▶ Do a phone number search of the names provided to your club
- ▶ Make personal phone calls
- ▶ Send hand addressed invitations or notes of welcome

AggieMoms.Org



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(979) 845-5829 (Office)


(979) 862-7467 (Fax)

eis-data@tamu.edu


Please return the form more than two weeks
(plus mailing time) before needed.

Email the completed Form to eis-data@tamu.edu
or Fax the completed Form to (979) 862-7467.

View, Complete, and Email/Print the Form:

[EIS Request For List of Students Form](#) 

View, Print, Complete and Fax the Form:

[EIS Request For List of Students Form](#) 

Mentor Moms

- ▶ Recruit current members to be Mentor Moms
- ▶ Ask them to call and invite the new moms to sit with them at meetings
- ▶ Stay in contact and introduce the new moms to others with like interests
- ▶ Make calls or send notes if a new mom doesn't come to a couple of meetings

Retaining Members

- ▶ Regular meetings
- ▶ Socials
- ▶ Special Interest sub-groups
- ▶ Ring of Honor

Retaining Members

▶ Meetings

- ▶ Send E-vites or emails advertising your meetings and the featured topic or speaker
- ▶ Run efficient meetings
- ▶ Speakers that represent various interests
 - ▶ Suggestions on the Federation website of faculty, students and administrators
 - ▶ TAMU Press- offer fundraising opportunities as well as a wide variety of authors
 - ▶ Former students from your community

Retaining Members

▶ Socials

- ▶ Plan regular gatherings that are purely social
 - ▶ Wine tastings
 - ▶ Painting With a Twist
 - ▶ Brewery tours
 - ▶ Dinners
 - ▶ Shopping excursions
- ▶ Include spouses/significant others
 - ▶ Moms & Margaritas with Dads & Drafts
- ▶ Include your students if during the holidays

Retaining Members

- ▶ Create Special Interest Sub-Groups

- ▶ Bunco
- ▶ Book Clubs
- ▶ Dinner Clubs
- ▶ Quilting/Sewing groups
- ▶ Crafting Clubs
- ▶ Corps Moms

Retaining Members

▶ Ring of Honor

- ▶ Don't neglect your moms of graduates and don't let them fade away
- ▶ Create a group for moms of former students and graduate students
- ▶ Still full dues paying members
- ▶ Specific gatherings 2-4 times per year just for these moms
- ▶ This group is often where you can pull leaders for your club
- ▶ Create something for their nametags to denote their membership

Energizing Members

- ▶ Personalize your outreach
- ▶ Make phone calls to ask for volunteers
- ▶ Breakdown jobs to smaller tasks
- ▶ Poll your members for ideas- make them feel like they have a say in club activities and decisions

Energizing Your Members

- ▶ Frequent and regular communication with your members
 - ▶ Use multiple forms for communication
 - ▶ Newsletters- these can be emailed
 - ▶ Phone tree
 - ▶ E-vites
 - ▶ Volunteer Spot
 - ▶ **KEEP YOUR WEBSITE CURRENT**

Energizing Your Members

- ▶ Keep your mission present in your meetings
 - ▶ Invite your scholarship recipients and their families to a special meeting/dinner
 - ▶ Honor your graduates and their moms- give each mom & dad a Payday candy bar!
 - ▶ Read some of the thank you letters from students at your meetings

Energizing Your Members

- ▶ Create a Big Event to coincide with the TAMU event in March
- ▶ Participate in your local Muster
- ▶ Have a Dad's Appreciation dinner with a speaker that is of interest to them
- ▶ Make your goody bag assembly and delivery a club wide event

Energizing Your Members

- ▶ Group Share Ideas
 - ▶ How often does your club meet
 - ▶ Do you have separate social and business meetings
 - ▶ What was your favorite program
 - ▶ What is your best attended activity
 - ▶ What else would you like to share

Thank You for Attending!



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Adopt - A - Moms



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What is Adopt-A-Mom

- ▶ Adopt-A-Moms was started as a way to share the Aggie Mom experience when there is not a local club available.



The Changing Role of Adopt-A-Moms

- ▶ As a Federation, this year the membership focus is on maintaining and nurturing the existing clubs
- ▶ Rather than starting new clubs especially outside of Texas, we want to enhance the Adopt-A-Mom program to better meet the needs of our distant Moms
- ▶ Provide Adopt-A-Moms with a consistent experience no matter which club
- ▶ Decide if this program will work for your club

What is expected from an Adopt-A-Mom Club?

- ▶ Send regular newsletter with details about your club and interesting facts about the school.
- ▶ Have an active Facebook page for communications with other club Moms.
- ▶ Provide the opportunity to join Moms on campus for activities like Federation Meetings, Aggie Mom Camp, Tailgates, Boutique and Family Weekend.
- ▶ Have finals Goody Bags available for purchase.
- ▶ Include the Moms' zip code area to qualify for scholarships.
- ▶ Include their Aggie in club recognitions.

Adopt-A-Mom

- ▶ Decide if this initiative is a good fit for your club
- ▶ Determine if these moms will be full members or associate members
- ▶ Consider recruiting other Moms near your Adopt-A-Moms
- ▶ Consider having individual members adopt the mom and her student
 - ▶ Possibly enlist the Ring of Honor moms
 - ▶ Develop a relationship with the family
 - ▶ Participate in club activities on behalf of the mom that will benefit the student
 - ▶ Provide Goody Bags to the student
 - ▶ Introduce the Moms on Facebook or the newsletter

Adopt-A-Mom

- ▶ Invite adoptees to all club events- you never know when they may be in your neighborhood!
- ▶ Ask the adoptees to volunteer at Boutique if your club is participating
- ▶ Consider videoing your meetings and sending them the link
- ▶ Invite them to Aggie Mom Camp
- ▶ **COMMUNICATE REGULARLY**

Adopt-A-Mom

- ▶ Group Share Ideas
 - ▶ How do you communicate with your Moms
 - ▶ What is your best tip for making Moms feel a part of the group

Thank You for Attending!



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