

Recruiting, Retaining and Energizing Aggie Moms



Aggie Moms United With the Corps in Keeping the Aggie Spirit

Introductions

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New Student Conference Overview

- ▶ Total number of Conferences- 16 Freshmen and 4 Transfer student conferences
- ▶ Total number of Interest Forms- 1979 Aggie Mom Interest forms have been distributed and processed to Club Presidents
- ▶ Total number of moms requesting to be adopted- 85 and of those, 8 are international Moms from Germany, Italy, Japan, Saudi Arabia, Scotland, India and Nigeria.

Recruiting New Moms

- ▶ Network with your local high school counselors
- ▶ React quickly to the New Mom Interest forms
- ▶ Make use of the new brochure
- ▶ Be visible on Social Media- especially Facebook

Recruiting New Moms

- ▶ On August 29, 2016 request the permanent addresses for the new & transfer students in your zip code areas
- ▶ Do a phone number search of the names provided to your club
- ▶ Make personal phone calls
- ▶ Send hand addressed invitations or notes of welcome

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
- ▶ Include your students if during the holidays

Retaining Members

▶ Create Special Interest Sub-Groups

- ▶ Bunco
- ▶ Book Clubs
- ▶ Dinner Clubs
- ▶ Quilting/Sewing groups
- ▶ 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
- ▶ 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

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 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

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
- ▶ **COMMUNICATE REGULARLY**