



Winter Federation Workshop
January 20, 2017

Recruiting New Members

Presenters:

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Recruiting had a lot of changes for 2017. We want to make sure every club is aware of the tools available to help recruiting for your club.

What the University and the Federation of Texas A&M University Mothers' Clubs are committed to doing to provide assistance to help the clubs recruit new members.

Here is what happened last year.

Timeline:

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| May 2017 | A postcard underwritten by the Federation was produced and mailed to the permanent home address of each student that has accepted their offer of admission by the May 1 deadline. This was an introductory postcard with the Federation contact information and a brief statement as to who we are and our mission. The card gave directions for how to opt-in. 11,414 postcards were sent to students at both the College Station and Galveston campuses via the mail house from the Office of Admissions. |
| June 2017 | Admissions sent emails to the families of students that accepted their offer of admission. These emails drive the recipients to opt-in on the student's Howdy portal, promote the Federation website as a source of information and the link to the interactive map created by the Association of Former Students that will have details of upcoming local events. |
| Fall 2017 | The Federation was given space in the "Now that you've been accepted" publication. |
| Fall 2017 | The Federation was provided a booth at the home football games. Information was shared about aggie moms |

Summer 2017 Libby Daggers

Aggie Mom information will be added to the Aggie Family Newsletter, including but not limited to the link to the AFS map

NSC Conferences Libby Daggers

Aggie Mom information is included in all family NSC bags. They receive an Aggie Mom Brochure and an interest form. Aggie Mom video was shown during the luncheon.

Ongoing 2017 The Association of Former Students has created an interactive map that each club can register to use that will provide a way to promote all meetings, activities and fundraising events.

What does this mean for today?

How can clubs capitalize on the opportunities set up through the Federation?

1. Have your summer planning meeting as early as possible.
2. Get all your activities for the year on the map. Directions are on the Federation website. This is a two-step process:
 - a. Request to have a sign in with the Assoc. of Former Students- this will take several days
 - b. Enter all your activities on the map
3. Recruit in the Summer
 - a. Be ready to receive letters of interest throughout the summer.
 - b. Contact Moms right away- Remember they are most excited after just attending the New Student Conference.
 - c. Request the student list for your area after school starts.
4. Recruit in the Fall
 - a. Be ready to receive letters of interest in the fall.
 - b. The Federation will continue to have a booth during the home games promoting aggie moms.
5. Recruit in the Winter
 - a. Letters of Interest are also collected during the New Student Conferences in January
 - b. New Student lists can be pulled again after school starts in January
6. Recruit in the Spring
 - a. Remember that there may be opportunities during your fundraising events including boutique for you to meet aggie moms in your area

Discussion and Questions