

Aggie Moms

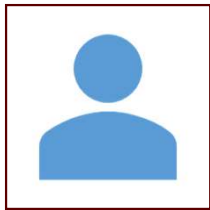


*Service &
Sisterhood*

“The 3 R’s”

*Recruiting
Retaining
Remaining Relevant*

Introductions



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New Student Conference Overview

- Representatives at both the College Station and Galveston Conferences
- *Total number of Conferences:* College Station () Galveston ()
- *Total number of Interest Forms:* ____ + Aggie Mom Interest forms have been distributed and processed to Club Presidents and other contacts provided in FORM C
- *Total number of moms requesting to be adopted:* ____ + from all over the U.S. and abroad.



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



- 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

Aggie Mom EIS Program

aggiemoms.org/eislistprogram/



Karen Sparks, Administrative Coordinator

Enterprise Information Systems
750 Agronomy Road
General Services Complex
Suite 2301
1119 TAMU
College Station, TX 77843-1119

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

Retaining Members

Meetings

- Use Social Media (Facebook, Instagram, etc.) to advertise featured speaker, etc. and ask for attendance confirmation
- Run efficient meetings
- Have 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 type event
 - Brewery tours
 - Dinners
 - Shopping excursions- Kendra Scott, Local Boutiques, and shops.
- Include spouses/significant others
 - Moms & Margaritas with Dads & Drafts
 - Sports Watch Parties
- 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

Remaining Relevant



- 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

Remaining Relevant



- 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!!**

Remaining Relevant



- 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

Remaining Relevant



- Create a large event to coincide with CAMPUS events
- 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



OPEN DISCUSSION/
GROUP SHARE IDEAS!

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?

Aggie Moms



*Service &
Sisterhood*

Thank You for
Attending!