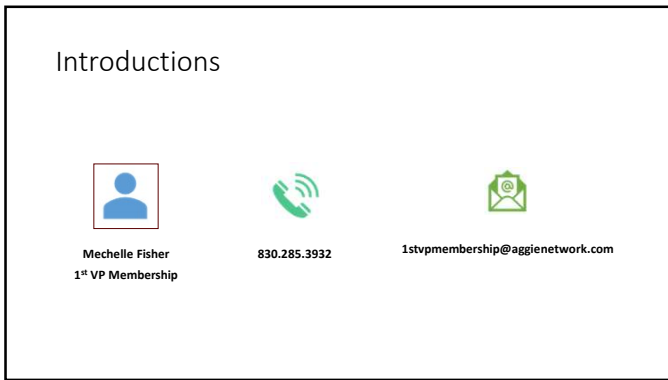




1



2



3

In order to maintain and retain members, you have to **REMAIN RELEVANT!**

4

Remaining Relevant

- Personalize your outreach (spend time to make correspondence as personal as possible)
- 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


5

Remaining Relevant

- Frequent and regular communication with your members
- Use multiple forms for communication
 - Newsletters (these can be emailed)
 - Phone tree
 - Evites or Facebook Events
 - Volunteer Spot or SignUpGenius
 - KEEP YOUR WEBSITE CURRENT!!

6


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, give the graduate a special keepsake, etc.)
 - Read some of the thank you letters from students (scholarship recipients and/or those part of a campus student organization your club has helped) at your meetings


7

Remaining Relevant



- Create a large event to coincide with CAMPUS events (Family Weekends, etc.)
- Participate in your clubs local Muster Ceremony (upcoming: April 21, 2020)
- 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
- Smaller clubs use larger clubs as mentors (for programs, activities, etc.)

8



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

9

Retaining Members

Meetings

- Use Social Media (Facebook, Instagram, etc.) to advertise featured speaker, etc. and ask for attendance confirmation
- Run efficient meetings (stay on track and on time!)
- Have speakers that represent various interests
 - Suggestions on the Federation website: (<https://agglemoms.org/resources/>)
 - TAMU Press - offer fundraising opportunities as well as a wide variety of authors (www.tamupress.com)
 - Former students from your community
 - Student Organizations (get on their email list!)

10

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/Dads & Drafts
 - Sports Watch Parties
- Include students if during the holidays

11

Retaining Members

Create Special Interest Sub-Groups

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

12

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
- Talk to other clubs with Ring of Honor to mentor this program for you!

13

OPEN DISCUSSION/
GROUP SHARE IDEAS!

14

GROUP SHARE IDEAS



- How often does your club meet? Does this work?
- Do you have separate social and business meetings?
- What was your favorite program?
- What is you best attended activity?
- What else would you like to share?

15



Thank You for
Attending!
