



The Federation of Texas A&M Mothers' Clubs

“The 3 R’s”

*Recruiting
Retaining
Remaining Relevant*

Introductions



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Recruiting New Moms



- Network with your local high school counselors
- React quickly to the Interest Forms completed by new moms
- Be visible on Social Media - especially Facebook
- Request the permanent addresses for the new & transfer students in your zip code areas
<https://aggiemoms.org/eislistprogram/>
- Make personal phone calls
- Send hand addressed invitations or notes of welcome

Retaining Members



- Use Social Media
- Plan Social Events
- Create Special Interest Sub-Groups
- Ring of Honor

Remaining Relevant



- Personalize your outreach/make phone calls to ask for volunteers
- Poll your members for ideas- make them feel like they have a say in club activities and decisions
- Invite your scholarship recipients and their families to a special meeting/dinner
- Honor your graduates and their moms – give graduates a special keepsake
- Participate in your clubs local Muster Ceremony
- 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
- KEEP YOUR WEBSITE CURRENT!!



Thank you for
attending!

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