

## IMPORTANT 'GOTV' TABLING INFORMATION

If you are wanting to promote AAUW & your Branch, you **must** have a separate table for that to happen.

**REGISTRER VOTERS** at one table. There can be no 'advocacy' or policy information at a Voter Registration Table. You may display AAUW & your Branch name / contact information. **AAUW ADVOCACY** : You may direct inquiries to your 2<sup>nd</sup> AAUW Table where you may promote & enlist new members.

UWT Issue 01 September 2014

## AAUW Texas Board GOTV Upcoming Events

- ◆ **September – October 6<sup>th</sup> Voter Branch Registration Events:**  
Please remember to register all your branch GOTV Registration Events with AAUW TX and submit that information plus the # of voter registrations you turned in from your event. These #'s will be added to #'s from all Branches to exceed our Impact Grant Voter Registration goal at [AAUWTX.GOTV@gmail.com](mailto:AAUWTX.GOTV@gmail.com).
- ◆ **September 19<sup>th</sup> - Texas Debates: The Race for Governor** 6pm Edinburg Conference Center at Renaissance in the Rio Grande Valley. Watch on News 4 San Antonio – or on FoxSanAntonio.com.
- ◆ **September 23- National Voter Registration Day:** This is a very good day for ALL AAUW TX Branches to plan a GOTV Voter Registration Event
- ◆ **September 29 – The Texas Debates: The Race for Lt. Governor** 7 PM sponsored by The Texas Tribune, Austin's KLRU-TV and Univision.
- ◆ **September 30 – The Texas Debates: The Race for Governor** 8 PM KERA (North TX Public TV & Radio) NBC5/KXAS-TV & Telemundo 39/KXTX-TV Also streamed live at [texasdebates.org](http://texasdebates.org), [NBCDFW.com](http://NBCDFW.com) & [dallasnews.com](http://dallasnews.com)
- ◆ **October 4 – AAUW San Antonio Branch meeting: "Empowerment/Connections"** AAUW Texas Impact Grant 11:30AM Pompeii Italian Grill, 16109 Nacogdoches Road, San Antonio,
- ◆ **October 6<sup>th</sup>: The last day to register to vote in the TX midterm elections**



## Anyone for BINGO?

..... Bingo AAUW Texas style, that is!

There are now two Gubernatorial Debates scheduled. The first debate will be Friday, September 19<sup>th</sup> at 6:00PM. It will be held in Edinburg, TX and may be viewed on the internet at [www. FoxSanAntonio.com](http://www.FoxSanAntonio.com).

The second debate is Friday, September 19<sup>th</sup> at 6:00PM on Tuesday, September 30, 2014. It will be carried live in the Dallas area on **KERA** (North Texas Public TV and Radio), **NBC 5/KXAS-TV** and **Telemundo 39/KXTX-TV** and many other station throughout Texas, so be sure to check your local Broadcast listings. The debate will also be streamed live from [www. texasdebates.org](http://www.texasdebates.org), [www. NBCDFW.com](http://www. NBCDFW.com) & [www.dallasnews.com](http://www.dallasnews.com).

Becoming an Informed Voter is part of the AAUW Texas Public Policy Impact Grant and GOTV efforts. The Public Policy Committee is suggesting that Branches, Interest Groups or individual members host Debate "Watch Parties" and to keep things lively. We've designed AAUW Texas "Lone Star Low-Down" Bingo cards to track the candidates responses to policy issues in our "Stand Up For Texas Women & Families" petition. **Bingo cards may be found online at <http://aauw-tx.aauw.net/publicpolicy>.**

**And let's not forget the Lt. Governor Debate on Monday, September 29<sup>th</sup>** (since in Texas, it's the Lt. Governor who actually holds the power and turns the wheels of government for the state). This debate will take place in Austin and sponsored by The Texas Tribune.

Stay Informed!

Lone Star Low-Down Bingo

AAUW of Texas  
Texas Gubernatorial Debate Bingo!

B I N G O				
Charity	Business	Education	Environment	Other
Health Care	Immigration	Infrastructure	Small Business	Trade Policy
Transportation	Energy	Health Care	Education	Environment
Other	Health Care	Education	Environment	Other



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University Woman Texas  
Special Issue  
AAUW Texas  
Public Policy Impact Grant

“GOTV” Lone Star  
Low-Down

THE  
POWER  
OF  
ONE VOTE  
YOUR VOTE MAKES A DIFFERENCE!

this issue

AAUW TX Impact Grant P.1

Women's Equality Day State-wide P.2

GOTV Branch Involvement P.3

GOTV Upcoming Events P.4

Sign Up for  
AAUW TX email  
Alerts & Future  
Issues of  
University  
Woman Texas

AAUW TX is asking...no,  
**we're strongly imploring**  
**ALL members** to sign up  
to receive email through our  
new state bulk e-mail server

MailChimp

That can be done VERY  
EASILY by following these  
simple steps  
1. Visit the AAUW Texas  
website  
<http://aauw-tx.aauw.net>

2. On the home page, click

SIGN  
UP  
HERE!

Register to receive  
AAUW TX UWT  
newsletters and alerts

3. Fill out the form
4. Submit
5. Then watch your e-mail for a message from MailChimp to confirm your subscription
6. Done.. Easy-Peasy!!!!
7. Branches can even have sign-ups at Branch meetings & on membership forms for new members

## AAUW Texas: Public Policy Impact Grant

This summer, your AAUW Texas State Board applied for and received a \$1,000.00 Public Policy Impact Grant from AAUW National for August 2014 – June 2015.

**So, exactly what does that entail** and how does this affect Branches and individual members?

In applying for this grant, AAUW Texas was asked to

- Prioritize our advocacy efforts around two policy issues
- Develop an action timeline with key goals and tactics to accomplish those goals
- Incorporating get-out-the-vote (GOTV) and voter education efforts into our broader advocacy work

We were asked to identify key audiences we wanted to reach, define our goals and choose our tactics and activities to achieve our stated goals.

The two policy issues chosen were:

- 1) Equal Pay for women and
- 2) Health Care Reform Implementation

Our Goals

- Build relationships with:
  - ▶ at least one state-wide coalition /ally
  - ▶ C/U Partner Texas A&M University

- ▶ Emerging Younger Women's Task Force in Dallas/Ft. Worth and Houston areas
- ▶ in State mid-term GOTV efforts to engage the state's under-represented voter population in regards to the eroding rights of women in the areas of Equal Pay and Comprehensive Health Care
- ▶ Increase the awareness of AAUW and our Public Policies within the Texas State Legislature by forming relationships with at least one legislator on Public Health Committee regulating Health Care Reform Issues
- ▶ Increase the awareness of AAUW and our Public Policies within the Texas State Legislature by forming relationships with at least one legislator on the Senate Economic Development Committee and one legislator on the House Economic & Small Business Development Committee.

We were asked to identify any particular challenges that your state organization might face in trying to accomplish these goals and how we plan to overcome these challenges?

- Texas is ranked 48th in the nation for voter turnout in 2012
- Less than 18% of eligible voters in South Texas (border) voted in 2012
- Voter suppression is being alleged



## Send Us Your Branch's Public Policy Impact Grant Events

As your Branch schedules GOTV Voter Registration & Information Events please send AAUW Texas that information so we can enter your #'s into our Impact Grant Goal Data AND Feature you in **AAUW TEXAS Monthly Picks**

Don't forget to include pictures documenting your event. Send your information (including #'s) to [AAUWTX.GOTV@gmail.com](mailto:AAUWTX.GOTV@gmail.com)

Also, check out AAUWTX website for GOTV ideas, information, 'How To's' and forms. If we don't have what you need, go to <http://www.aauwaction.org/my-vote/> or contact AAUW TX and we'll get it for you



Remember to

- > follow us on Twitter @AAUWtx
- > "Like" AAUW – Texas on Facebook, post on it as well as your Branch's page <https://www.facebook.com/aauw.texas>



## AAUW Texas Celebrates Women's Equality Day

**We're here to take women's equity in Texas to the next level.**

*Melodia Gutierrez*

On August 26, four of our branches lit up their towns on fire in honor of Women's Equality Day.

AAUW leaders in Abilene, Lubbock, San Antonio and Polk County stood up, and stood out to use this special day as an opportunity to advance women's equity in Texas by registering voters, recruiting new members, and by increasing the visibility of AAUW in Texas.

**AAUW Abilene** hosted an event entitled: Wine, Wisdom and Women. This event was an opportunity for leaders to bond over issues, and they recruited a new member into their group.

**AAUW Lubbock** hosted an advocacy table at Texas Tech University, and hosted an evening celebration at a local wine shop that included guest speakers from the Texas Tech Women's Studies Program, wine, trivia and fantastic door prizes from local businesses.

**AAUW San Antonio** joined a coalition of 65 women's organizations to host a dinner featuring guest speaker, Jessica Buchanan, who was abducted by a group of Somalis and was in captivity for 93 days!

**AAUW Polk County** hosted a voter registration drive and Cocktails and Convos at a local watering hole.

All in all, we recruited 5 new members, registered 50 new voters,

increased our AAUW Action Network by 92 people, and these events went a long way to increase AAUW visibility.

One attendee in Lubbock said, "I didn't even know organizations like yours existed". My response was,

"not only do we exist, we've existed since 1881 and we are tireless in our mission to empower the women and girls of Texas.

Welcome to AAUW." We're here to take women's equity in Texas to the next level. If you are interested in fresh approaches to empower

women in your community and recruit members, or would simply like support carrying out your vision in your area, feel free to contact

"I didn't even know organizations like yours existed"

me to brain storm, talk, vent, laugh, and together we'll figure out a plan to impact your community with your values, AAUW values.

Melodia Gutierrez  
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- Women candidates are running for Governor and Lt. Governor and the attacks on character
- AAUW Texas plans to become more visible and encourage branches to do the same. With the assistance of this grant we will be able to effectively achieve our goals as outlined.

The State Board is determined and excited. We are hoping our determination and excitement will transfer to each Branch.

AAUW Texas is seeing growth because of mission based and public policy based programming and activism.

The State Board 'connection & visibility' with individual branches

## Public Policy Impact Grant....How does that affect individual Branches? cont'd from page 1

is overdue.

Connecting with C/U Partners, actively recruiting and mentoring YWTF affiliations is a must for our survival.

The State Board and State Public Policy Committee is asking each Branch to

- 1) Appoint a Branch Public Policy Chair so your Branch can stay aware of State Public Policy Updates & State initiatives
- 2) Become involved in Texas Voter Registration
- 3) Use you Branch Telephone Tree to ask members to Pledge to Vote in the Midterm Election and to ask 5 of their non AAUW friends to Pledge to Vote as well
- 4) At your October Branch meeting, set up a place to take an It's my Vote & I will be Heard" Selfie then post those on your branch Facebook page and in your Branch Newsletter. Don't forget to send those pictures to

AAUW Texas for our State Website 'Voter Selfie" page

- 5) Use that same telephone tree to remind members to go to the poll & vote
- 6) Plan to attend AAUW State Legislative Days in February and on Equal Pay Day in April (watch for those exact dates)
- 7) Invite a State Leader or a representative from the League of Women Voters to conduct a "Legislative Day Training"
- 8) Become active in contacting your local, state & US legislators on policy issues by using AAUW's Two Minute Activist

There are many more ways your Branch can become actively involved in the AAUW Texas State Public Policy Impact Grant. Grow your Branch and Increase your visibility.

## This Month's Q&A 'GOTV' Tip

**Q: What is It's My Vote, I will Be Heard?**

A: The It's My Vote: I Will Be Heard campaign was a great success in 2012, registering and turning out millennial women voters nationwide. AAUW and the AAUW Action Fund are renewing our efforts for the critical 2014 midterm elections — a time when young women are less likely to vote. We will use several tools to engage women in 2014.



**Q: Will AAUW be able to offer Branches any assistance or materials during this campaign?**

A. AAUW & the AAUW Action Fund will create materials to engage & motivate voters, including

- > It's My Vote buttons and temporary tattoos
- > Issue-based stickers
- > It's My Vote mailing & e-mailing sharing relevant materials & tools
- > Voter registration deadline reminders
- > Election Day voting rights information
- > An up-to-date website w/tools & materials
- > Social media efforts & Staff assistance

## EYE ON IT Social Media Trends

SELFIES: Believe it or not "Selfies" are TRENDING and "VOTER" Selfies are really popular during this midterm election. Want to know more about how to make "AAUW Voter Selfie" frames? Visit the AAUW Texas website: <http://aauw-tx.aauw.net> for step by step instructions and examples of what Branches have been doing .

## AAUW Texas Monthly Picks

**Tarrant County Branch**  
<http://tarrantcounty-tx.aauw.net>

> **WEDNESDAY, Sept 17,** "Women in American Politics: The Difference a Gender Makes"

**North East Tarrant Co Branch**

> **TUESDAY, Sept.23:** NETC & Mid Cities LWV will hold Voter Registration at Tarrant Comm.College, North Campus from 10-4 [grgkdw@yahoo.com](mailto:grgkdw@yahoo.com).

**North TX District of AAUWTX Interbranch Meeting:**

> **SATURDAY, Oct. 4,** "Transportation Funding Amendment to TX Constitution"