

The background of the slide features a network diagram with various sized nodes (circles) connected by thin lines, set against a vertical gradient from orange at the top to purple at the bottom. The nodes are scattered across the left and center portions of the slide.

# THE ART AND CRAFT OF MEMBERSHIP

The ideas & strategies, brochures, business cards, membership bookmarks, recruitment cards, and many other wonderful ideas to aid you in being successful in membership included come from many states and branches, but most notably from AAUW California, AAUW Michigan, Carlisle, Pennsylvania, AAUW Missouri, Northeast Tarrant County Texas, North Harris County, Texas, and AAUW Texas.

# Agenda



Attracting new members

Marketing your branch

Engaging members & infusing them into your branch

Sustaining all members

Regaining Non-renewing members

Easing the way for other branches & outside members to attend

Websites full of tips and strategies

## OUR VALUES

Intersectional. Inclusive. Intergenerational.  
Empowering.

We fight to remove the barriers and biases that stand in the way of gender equity. We advocate for federal, state, and local laws and policies to ensure equity and end discrimination.

**The power of communication in  
attracting new members!**



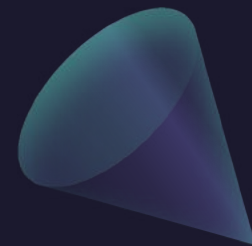
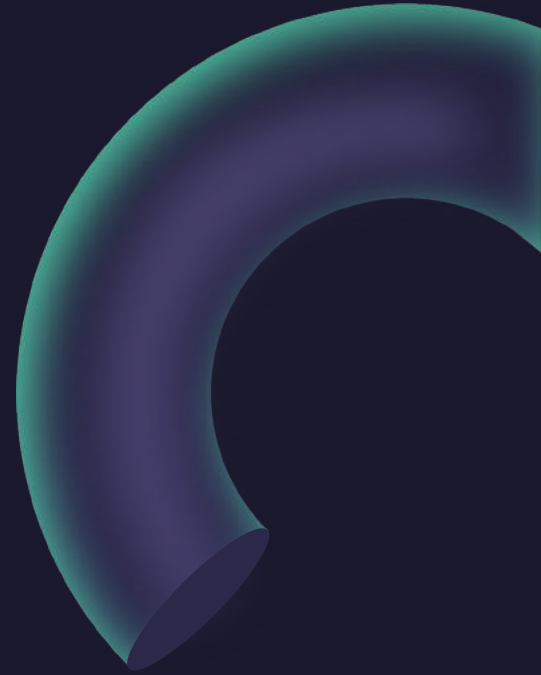
# A Branch Membership Chair

It is actually a mentor who is responsible for helping the new member to find her niche in the branch community.



# Attracting New Members to Your Branch

- Determine what makes your branch attractive. (Tech Trek, the Summit program, Girls, Inc. , local scholarships, community engagement, interest groups, etc.)
- Create Marketing Materials
- Create a branch brochure. Does it have interesting pictures on it that tell the story of your branch? Does it talk about your mission & history?
- Does it list social media connections for your branch?
- Does it share your interest groups and your benefits of membership?
- Does it have several members' contact information?
- Is there a call to action to join? Does it show them how?





Empowering Women and Girls since 1881



170,000 Supporters Strong! Tenacious and Trailblazing!

### Join a Local AAUW Branch and be a Changemaker!

#### What does AAUW do?

- Advocates on Capitol Hill for issues that matter to women, such as paycheck fairness & student debt.
- Awards over 6.3 million dollars to women scholars to pursue their studies.
- Provides legal advocacy.
- Offers training in leadership and career advancement.
- Gives you opportunities to act!

#### What do AAUW TEXAS BRANCHES do?

- Present engaging programs on topics such as women's healthcare, open & fair elections, book banning, & pay equity.
- Provide a "Sister-to-Sister Summit" pairing diverse adolescent girls with college-aged mentors to show the girls how the choices they make today will determine if they achieve their dreams tomorrow.
- Support "Girls, Inc." by providing laptops & dorm essentials for one or more High School graduate(s) going to college.
- Hold workshops that mentor girls & encourage them in STEM fields.
- Conduct fundraisers which enable branches to provide scholarships.
- Share camaraderie, interests, and fun in social groups!

[aauw-tx.aauw.net](http://aauw-tx.aauw.net)  
[facebook.com/aauw.texas](https://facebook.com/aauw.texas)

#### Who is in AAUW?

We are changemakers in our community and country.

- Graduates with a college or AA degree or higher.
- Interesting, diverse, and passionate women and men.
- People who are working, not working, about to retire, retired, or still in college.

Sound like you?

#### Why join AAUW?

Your membership makes our powerful voice even louder on critical issues affecting women and girls.

- Help break down barriers for women.
- Interact with like-minded people.
- Impact your community with programs that make a difference.
- Network and learn from people with varied backgrounds and skills.
- Share common interests in social groups.
- Make career connections.
- Exercise your mind.

#### JOIN US!

Local Branch

Contact Email

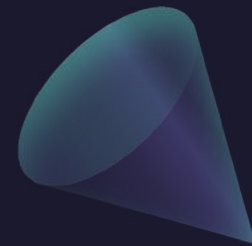
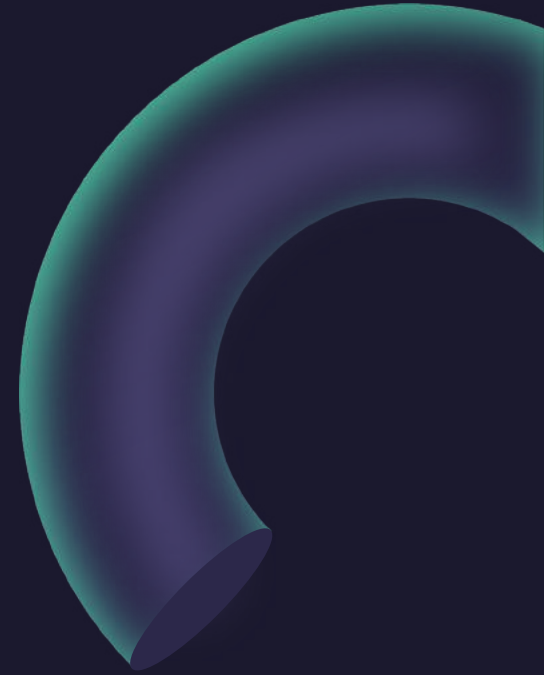
# TEXAS MEMBERSHIP BROCHURE

Can be revised to fit the way your state would like to word it



# Have a Membership Brunch

- **Have guests or new potential members fill out a contact card.**
- **Provide new attendees with any fliers or brochures describing AAUW and the branch.**
- **Introduce the new attendees to the other members attending.**



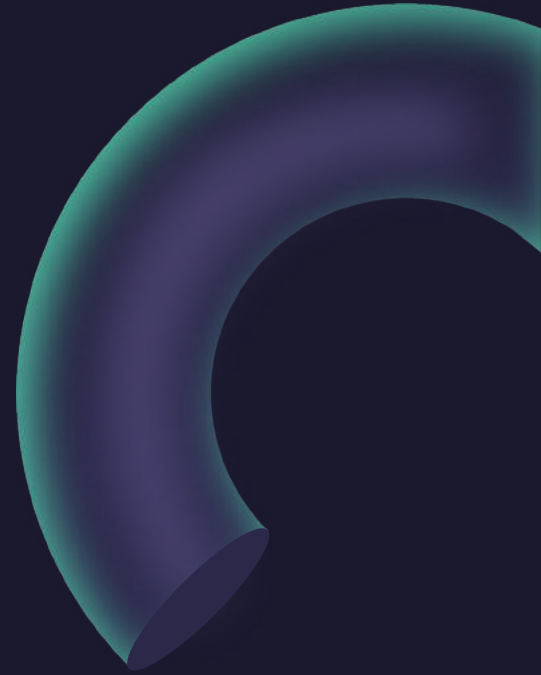


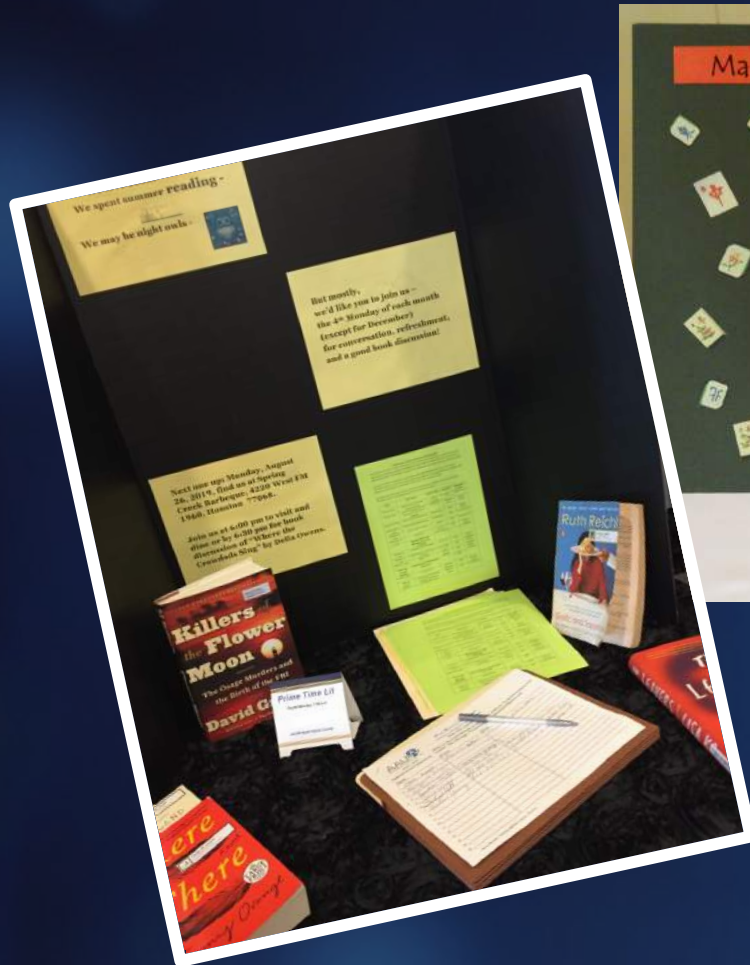
## NEW MEMBER BRUNCH



# Have a Membership Brunch

- **Have three-fold displays or posters with interest group information around the room along with the leader of the group to answer questions**
- **Ask about their interests, then be sure to invite them to visit branch activities that would attract them.**
- **Give them a schedule of the activities, when they meet, and the group leader's phone number.**



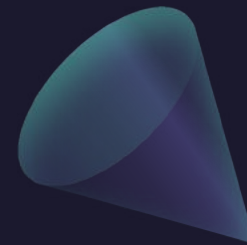
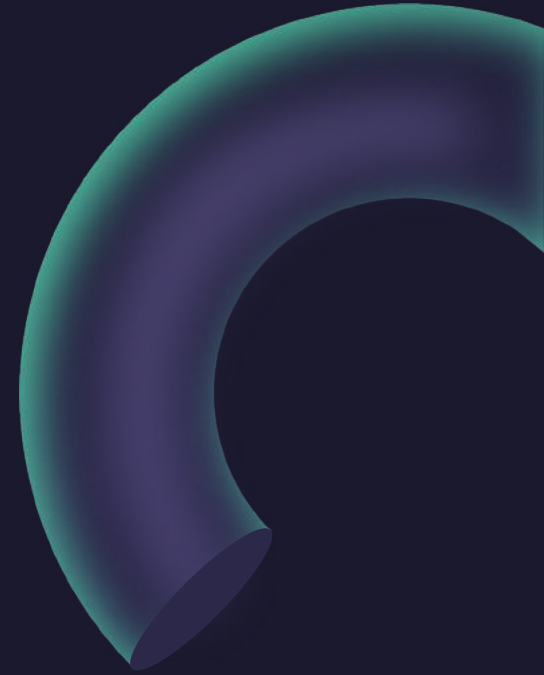


Have your prospective members walk around and visit with the leaders of the interest groups and sign up for the ones they might be interested in joining.

# NEW MEMBER BRUNCH

# Marketing Your Branch

- **Put the Word Out About Your Branch!** • **Put your branch in the spotlight by identifying free media outlets. Local papers love short human interest stories.**
- **Submit photos of anything from events to scholarship recipients. Celebrate you!**
- **Create an account for your branch in the Nextdoor app. It only goes to your local neighborhood, but it is a great way to announce upcoming meetings or events.**
- **Look for possible members who express an interest in your events.**





# Marketing Your Branch



**AAUW**  
Carlisle (PA) Branch

Changing the Climate for Women and Girls Since 1924!

**Download Membership Application and Join Today:**  
<http://carlisle-pa.aauw.net>

Like us on Facebook: AAUW Carlisle PA Branch

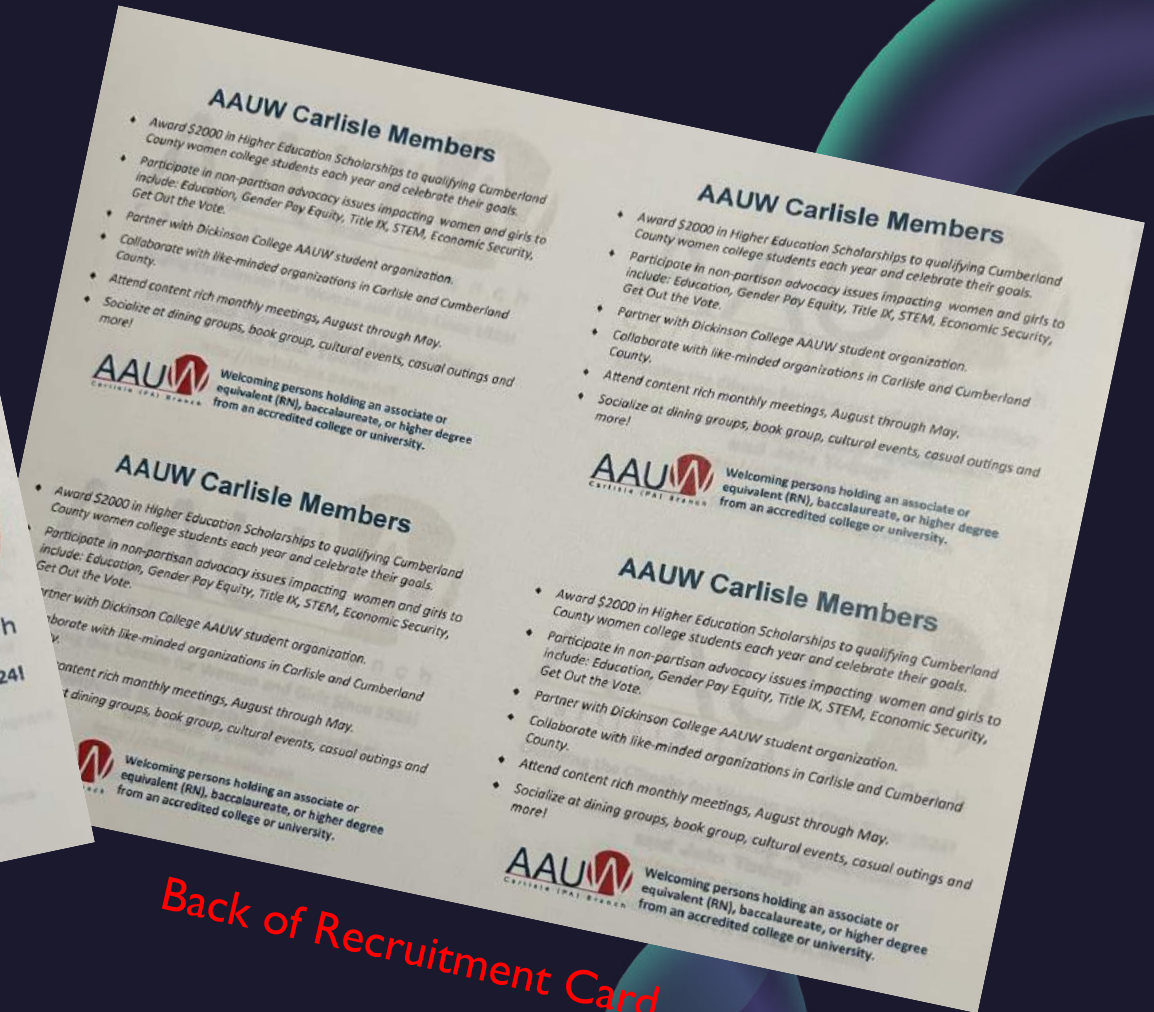
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Front of Recruitment Card



**AAUW Carlisle Members**

- Award \$2000 in Higher Education Scholarships to qualifying Cumberland County women college students each year and celebrate their goals.
- Participate in non-partisan advocacy issues impacting women and girls to include: Education, Gender Pay Equity, Title IX, STEM, Economic Security, Get Out the Vote.
- Partner with Dickinson College AAUW student organization.
- Collaborate with like-minded organizations in Carlisle and Cumberland County.
- Attend content rich monthly meetings, August through May.
- Socialize at dining groups, book group, cultural events, casual outings and more!

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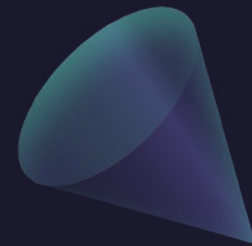
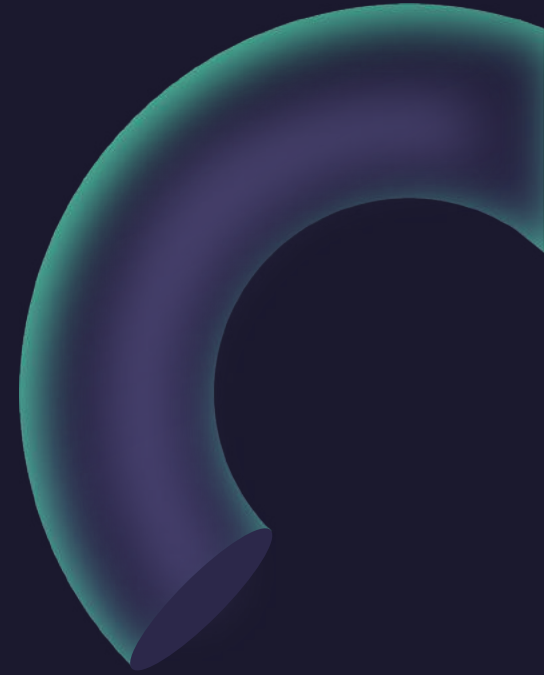
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Back of Recruitment Card

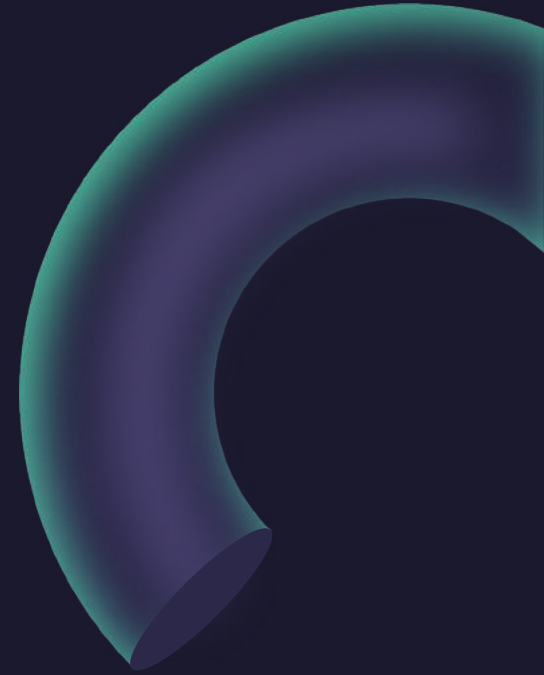
# Marketing Your Branch

- Attend meetings of organizations with a similar focus like League of Women Voters, Raise Your Hand, & Citizens for Public Schools.
- Develop a simple 30-second “elevator speech” explaining what your branch is and does and coach your members on delivering it. Have an answer ready for the question: “What’s in it for me?”
- To attract younger members, offer Action Groups focused on short-term specific actions for those who are more interested in “doing” than in “talking.” Women looking for actionable projects will be enticed by these. An example could be conducting a school board forum.



# Marketing Your Branch

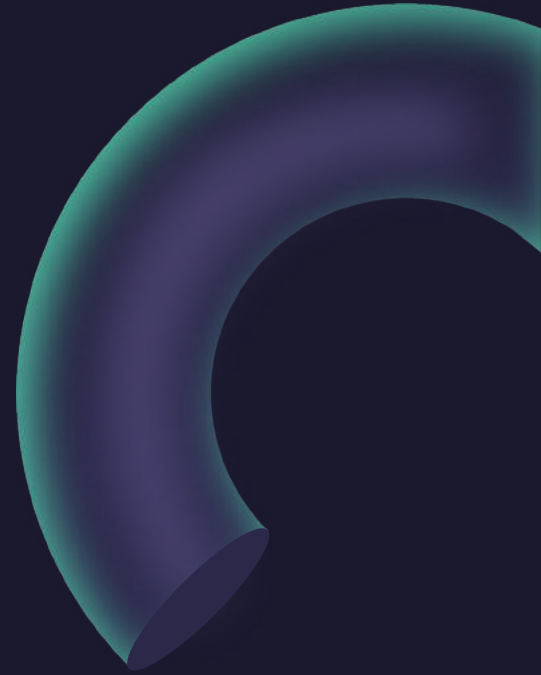
- **Focus on advocacy and scholarships – While younger women with busy lives are not looking for something to fill their time, the opposite may be true for women who are in the stage of planning or beginning retirement. Both groups are interested in pay equity, Title IX, reproductive health, and public education.**
- **Develop a list of potential members and be persistent with your invitations – don't take no for an answer the first time unless they outright say they are NOT interested – then don't bug them again.**
- **Be intentional about getting new members involved in leadership positions. Getting new members engaged early is what keeps them involved.**





# Marketing Your Branch

- **Use Social Media!** In the age of social media, it is important that each branch creates its presence on various platforms. Some new members who dig into social media can learn about our amazing organization or might be directed our way by advertisements we've placed on Google and LinkedIn.
- **Social media can share your branch story and successes.**
- **It promotes events and provides a means to fundraise.**
- **Appoint a social media manager. This person could be your photographer and part of your membership team.**
- **Create a branch account on Facebook, Instagram, LinkedIn and keep them up to date,**
- **Encourage members to "like" postings.**
- **Tip: Appoint a**





The power of communication in  
ENGAGING & INFUSING NEW  
members!

# Making Your New Members be Sustaining Members

- ✓ Have a New Member Coffee or Brunch & have the Board of Directors and the Interest Group leaders there to meet them.
- ✓ Appoint a mentor member to call the new member, check on them, perhaps invite them out to lunch, pick them up for a program, etc.
- ✓ If the new member enters during the year, highlight them in the next newsletter with a short bio and a photo.
- ✓ Obviously, they need to have the branch directory, a schedule of all the programs and activities for the year, the names of people who can be contacted if they are interested in certain upcoming projects the branch is doing.





# INTEREST GROUPS AND BRANCH MEETINGS

## Handy bookmark

- Share the opportunities for them to get involved
- Give every new member a job to do – hospitality, greeter, invite them to book group, serve on a committee.
- IF WE DON'T USE THEM – WE'LL LOSE THEM!

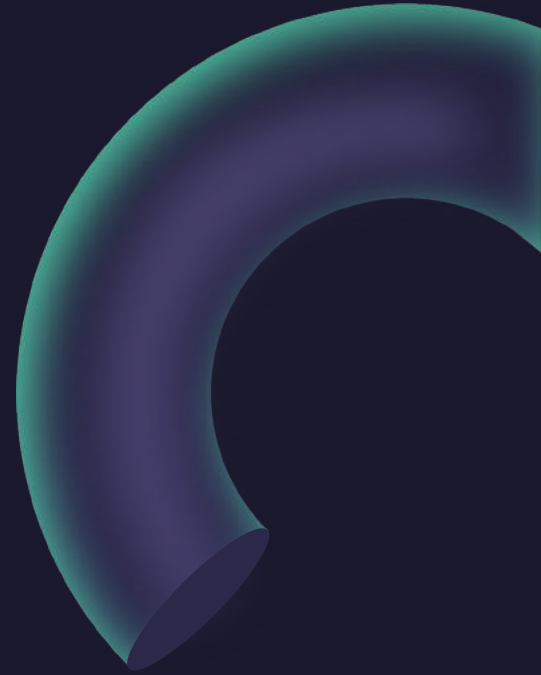




The power of communication in the  
SUSTAINMENT OF ALL members!

# Keeping Current Members Sustained and Engaged in Your Branch

- ✓ **Every member should have a nametag.**
- ✓ **At the beginning or at the end of every meeting, go around the room and ask each person if they have anything they would like to share. It can be a brag or something about a friend that is ailing.**
- ✓ **Send out a special interest group email buzz – 3 bullets only about that month only. To be read by the interest group leader. The bullets might be asking for volunteers, something celebrating the branch that month, something upcoming. This is your link to those members who only attend an interest group.**





# Keep Current Members Advocating for AAUW Values

✓ **GET INVOLVED!** AAUW can help you make a difference where it counts!

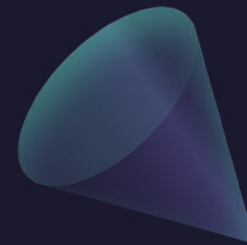
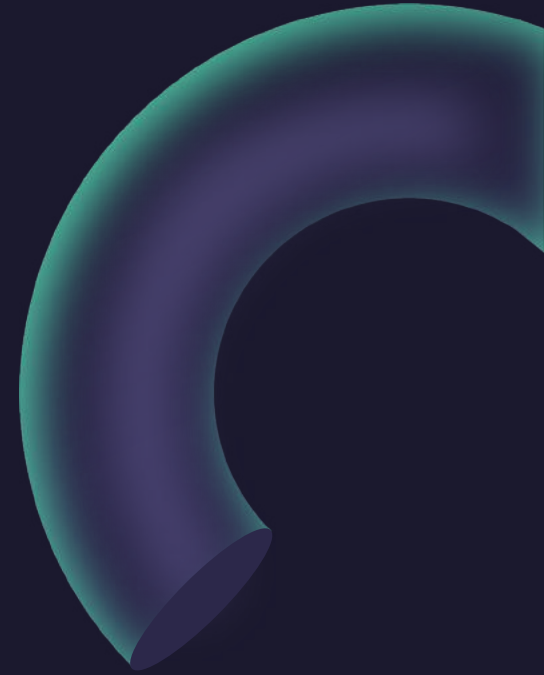
- Become a “2-Minute Activist”

- <https://www.aauw.org/act/two-minute-activist/>



✓ **Become an Activist & Advocate**

- → Work for Equal Pay
- → Encourage women in STEM
- → Support scholarships for women
- → Help register new voters
- → Share AAUW Priorities with students on campus

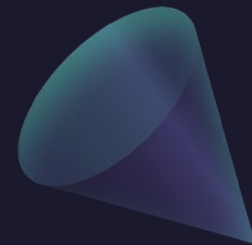
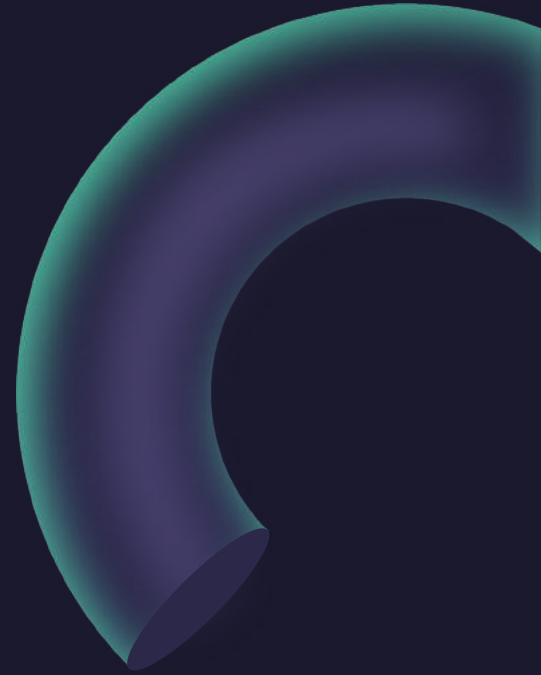


# Keeping Current Members Sustained and Engaged in Your Branch

## **RECOGNIZE THOSE WHO STAND OUT AND CONTRIBUTE:**

Naming someone and letting a light shine on them even for a brief moment will be a huge motivator to making your members feel important and valued.

- Years of service
- Outstanding contributions to the branch
- An outgoing board member
- A member who brought in 5 to 10 new members (or more!)?
- State project volunteer

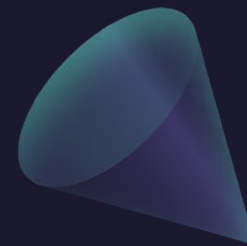
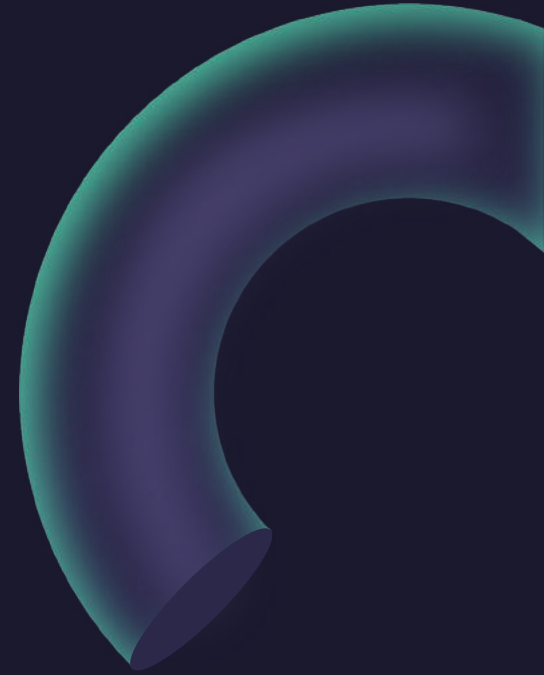


# Keeping Current Members Feeling Appreciated by Your Branch

**HAVE THE MEMBERSHIP COMMITTEE OR OTHER VOLUNTEERS:**

**ORGANIZE A CALLING COMMITTEE.**

- Each person should call every member on their page (s) of the directory once every 2 months.
  - Find out if the member is having any health problems or if a close member of the family is having any health problems.
  - Ask if they need a ride to the next program.
  - Ask what interest groups they have attended in the past 2 months.
  - Tell them what fun activities are coming up- basically, just visit with them.
  - Take their pulse virtually.



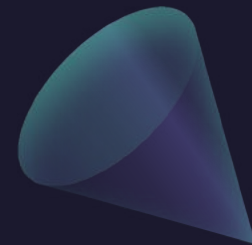
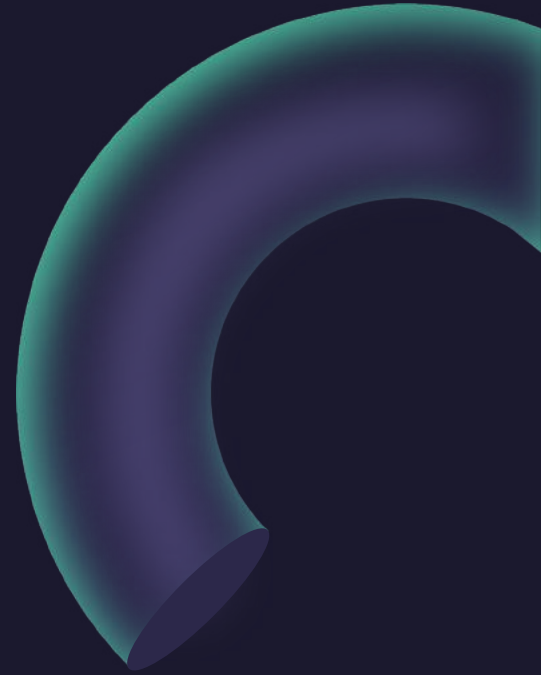


# REGAINING NON-RENEWING MEMBERS

Members leave for a variety of reasons: their own health, the health of a loved one, the feeling that national had become too political, the feeling that they had been ignored as a member, etc. Whatever the reason, the branch membership chair needs to reach out and do her magic.

What do we need to do to re-ignite their interest? Look inward to see where we as a branch have failed. Identify the things that could be changed. Then begin to reach out.

A phone call to each former member to determine the reason and maybe take the person to coffee or to lunch.





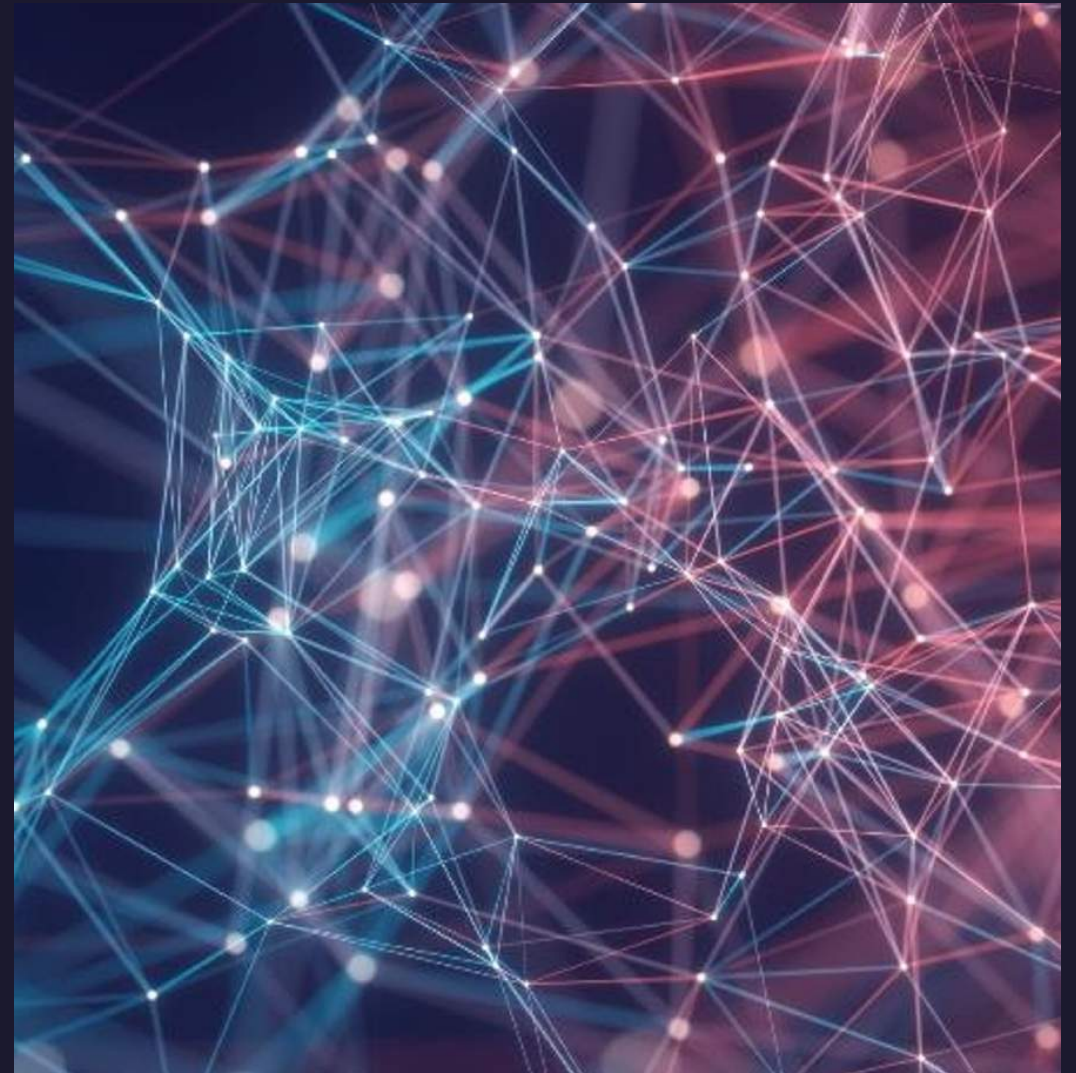
The power of communication in  
EASING THE WAY FOR MEMBERS  
OUTSIDE YOUR BRANCH TO  
ATTEND!

# STRATEGY IN AN URBAN AREA

In many urban centers, members have moved to suburban areas, forming new branches, leaving the “mother” branch unsupported,

Newcomers to the area may not recognize the names of the suburban branches, but they do recognize the name of the urban branch.

To keep the historical value of the urban branch, the suburban branches have been asked to open their program meetings and invite members from these urban branches to attend and also to attend one interest group. Of course, many of these members are dual members.



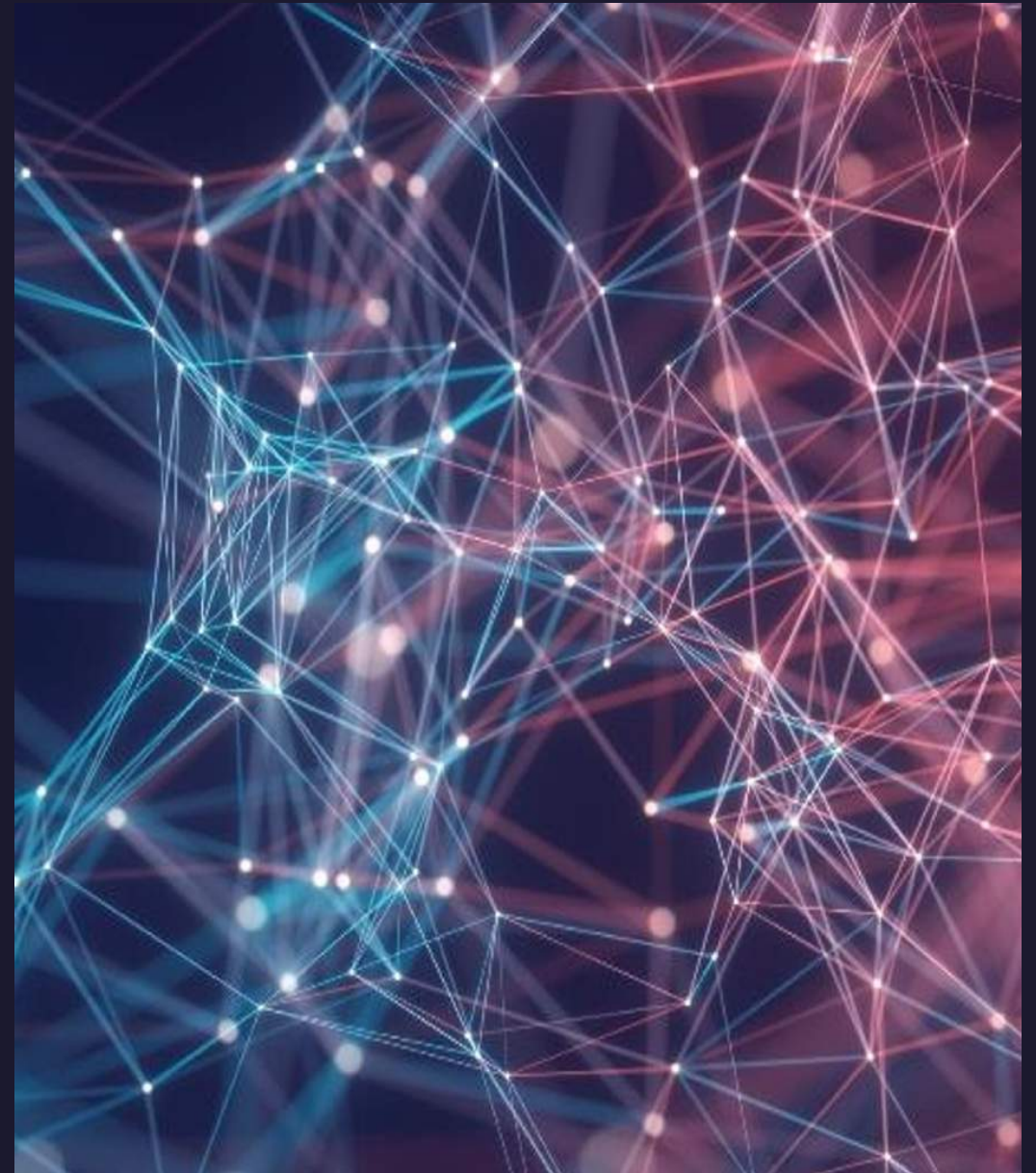


## POSSIBLE STRATEGIES FOR INCLUDING THOSE OUTSIDE YOUR AREA

You may want to connect with a branch in another state that doesn't have a state organization, but is close geographically OR

You may have a group of women whose branch has withered, but they still want to be a part of another branch, but geographic distances are a handicap.

- Zoom meetings have been very helpful over the past three years in communicating with members geographically distant.
- Some branches have been very successful in doing book studies and Great Decisions discussions using Zoom.
- Speakers at your programs can be outstanding if shared with another branch, especially if they are mission-based.
- **SO, SEND** out initial feelers to the outlying groups and expand your sisterhood.





GREAT WEBSITES FULL OF TIPS  
& STRATEGIES FOR  
MEMBERSHIP!

# Websites full of tips and strategies

An excellent presentation that Redlands Branch membership chair, Amy Bisek, gave at a Membership Peer group meeting in late November in Carlisle. The link to watch it is below:

<https://www.youtube.com/watch?v=uiiefJVLA1Q&list=PLZ90LZOXWJ6mEOvkR3Swuap3PHd3Au1TE&index=3>

**AAUW Carlisle (PA)** has good membership pages. Here is the gateway page:

<https://carlisle-pa.aauw.net/join-us/>

Michigan has good membership pages: [Membership Team Playbook | https://aauwmi.org](https://aauwmi.org)

California's [Membership Toolkit](https://aauw-ca.org) is extensive - [AAUW California \(aauw-ca.org\)](https://aauw-ca.org)

**AAUW State College (PA)** has two good membership pages: one general one:

[https://aauwstatecollege.org/join\\_aauw\\_membership/](https://aauwstatecollege.org/join_aauw_membership/) and

one on how to get engaged with their branch as part of their membership information:

<https://aauwstatecollege.org/engagement-opportunities/>

**National Public Policy Priorities 2023- 2025**

<https://www.aauw.org/resources/policy/aauw-public-policy-priorities/#:~:text=2023%20National%20Election%3A%20Public%20Policy%202023%2D25%20AAUW%20Public%20Poli>

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Thank you & good  
luck with your  
membership!

