

A hand holding a globe. The hand is positioned at the bottom, with fingers slightly curled, supporting a blue and white globe of the Earth. The globe shows the continents of North and South America. The background is white.

Advance Your Branch Through Technology

Sandi Gabe

AAUW CA Leadership Development Team Co-Chair

Mariposa Branch Co-President



~~FEAR~~

When to Use Technology

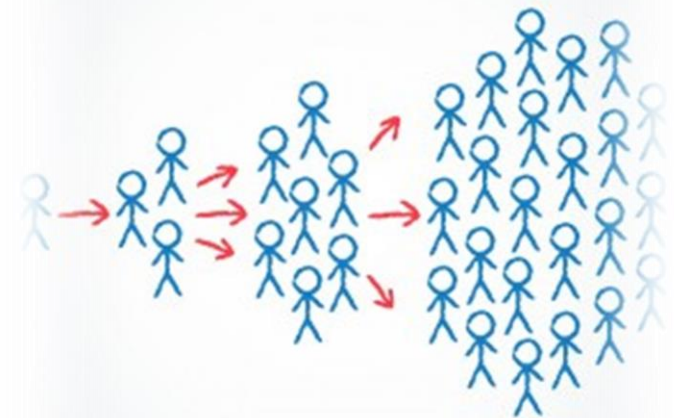


- When it makes your life easier
- When you want to learn something
- When you want to spread your arms wider
- When you want to keep track of something

Technology Can Make a Difference



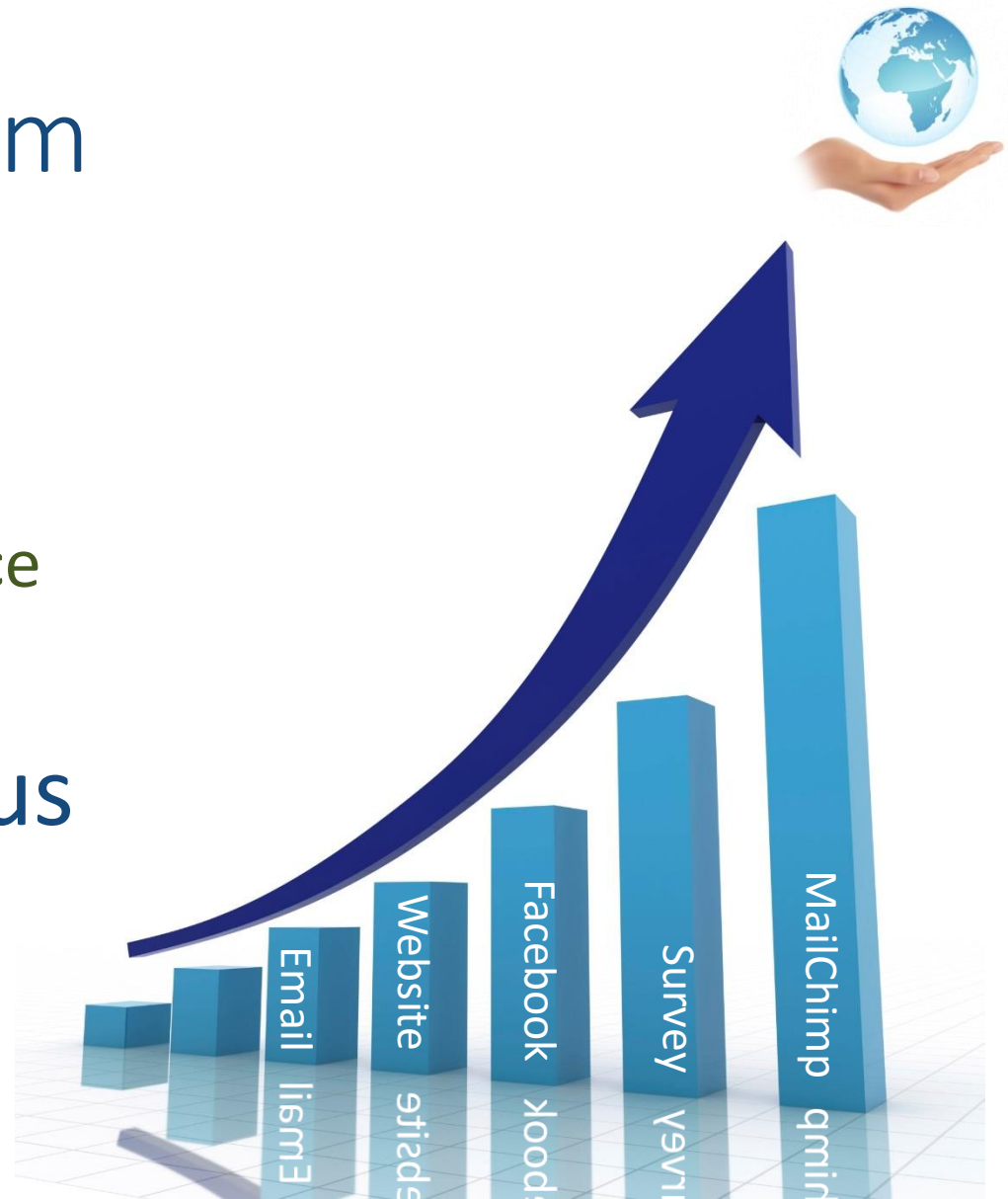
- Keeping existing members engaged
 - Understanding what members think
 - Reach tough members without annoying everyone else
- Reaching new members
 - Let your current members help do the work
- Tracking
 - Who reads your newsletter
 - Who's responded



It's a Continuum

- Start small
- Build success
- Expand your presence

Start with a focus



Some Options



You're Not Alone



Google

You Tube

Website Woes



- It's too complicated
- I can't possibly manage it
- It's technically very difficult
- I don't know HTML (or xyz)
- None of my members will look at it
- It costs too much to have someone help me



Why Do You Need a Website?



- People expect it (“just google it”)
- People find you (and join or donate)
- Show off what you do
- It’s available when you’re not
- It’s less expensive than you think
- Gives you an image



Getting Started



- **What's important**
 - Who is your audience
- **What to include**
 - Who you are
 - How to join
 - Email sign up
 - How to contact
 - Donate button
 - Quality pictures
- **How to maintain**
 - AAUW National offers inexpensive hosting
 - You need to create content



Your Role



- **Content**

- How to contact you
- How to donate
- Upcoming events
- Members section
- Special Interest Groups

- **Pictures**

- Past events
- Inspirational

- **Process**

- Leverage your newsletter process



Things to Consider



- The long home page
 - Provide a 10,000 foot view without having to click
- Keep it simple:
 - Fewer menu bar options
- Subtle and clear infographics
 - Graph your fundraising efforts
- Good photos and graphics are a must.
 - A picture is worth a thousand words
- Use automated tools to post “RSS Feeds”
 - Updates on [AAUW’s policy work](#)
 - The latest posts from [AAUW’s blog](#)
 - Content from AAUW’s [Facebook](#) or [Twitter](#) pages
 - News related to [AAUW’s core issues](#)





HOPE CRUSHED

The "Arab Spring" and human rights, five years on.

[READ MORE](#)

We campaign for a world where human rights are enjoyed by all

This site uses cookies to help improve your online experience. [Learn more](#) [OK TO CONTINUE](#)

Who We Are



Since 1961, we've been helping people claim their rights across the world

[READ OUR STORY](#)

What We Do



From the death penalty to free speech, we protect people's human rights

[BROWSE THE ISSUES](#)

Get Involved



Write a letter, volunteer, donate... and speak out against injustice worldwide

[TAKE ACTION](#)

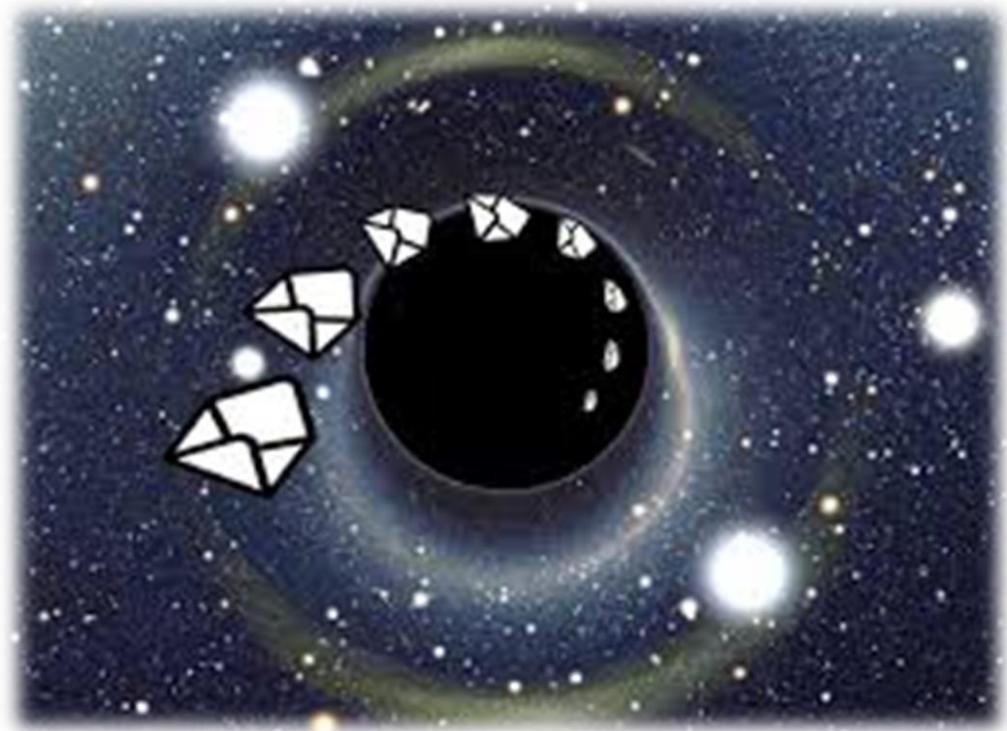
This site uses cookies to help improve your online experience. [Learn more](#) [OK TO CONTINUE](#)



Email Irritants



- It went into the black hole
 - Did they get it?
 - Did they read it?
 - Did they act?
- Maintaining the list



There are Better Ways



- Know when their email address is incorrect
- Let them sign up for or opt out of your list
- Segment Members vs Supporters
- Use cool designs
- Resend messages to a specific population
- Track your success over time



Harnessing the Power

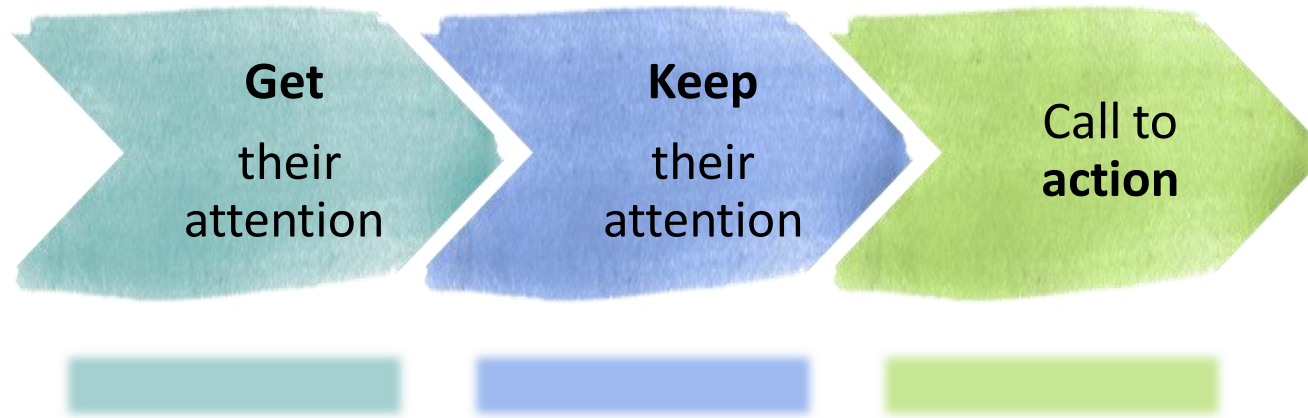


- Create an account
- Import your current email list
- Get their attention
- Choose a template
- Send and watch
- Resend

Up to 2,000 subscribers
and 12,000 emails per
month FREE



Making Email Work Better



Which Would You Open?



AAUW April Program
Announcement

*“Who was Wonder
Woman’s Role Model?”*

Get Their Attention



- Keep it short
- Take out anything spammy
- Ask a question
- Include a deadline
- Give a command
- Add a list
- Make an announcement
- Make it funny
- Resend to those who didn't open it



Which Would You Read?



Transitions

They happen. Sometimes we like them. Sometimes we don't. Sometimes we have mixed feelings. Mary and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Co-President roles. Yes, it's true. We are opening up the opportunity for someone to take the reins. We will also have an opening for Program VP and Membership VP.

What does that mean for our branch? Opportunities!

It's time for a new approach, new passion, and new ideas. Mary and I will continue to be involved in several areas because we retain our enthusiasm for the work we do. Join us to take this next step.

We've known that this day would come, so we've been working for the past year to smooth the transition. Here's what we've done to make it easy for you to consider volunteering:

Worked with project chairs to make the projects as independent as possible

Created project plans for each project and template for branch goals

Developed a publicity process

Revised our Board structure to include 2 Directors at Large

AAUW Board Transitions

[View this email in your browser](#)



TRANSITIONS

They happen.

Sometimes we like them.

Sometimes we don't.

Sometimes we have mixed feelings.

Mary and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Branch Co-President roles. Yes, it's true. We're excited that we'll be taking on more responsibility with AAUW CA next year and I'll be putting my hat in the ring for a state position in April. It's bittersweet that it's time for us to take a different role locally.

We are opening up the opportunity for others to take the reins of our branch. We will also have openings for Program VP and Membership VP for the 2016-2017 year.

What does that mean for our branch? Opportunities!

Keep Their Attention



- Short: Keep important info “above the fold”
- Don't copy and paste from Word
- Use bold tags, font colors and font sizes
- Underline links
- Use headlines
- Small text blocks
- Readable font
- 2 columns



Call to Action



February Newsletter

Check out the latest edition and find out about:

- Traveling the Silk Road - February 17th 4:30 pm.
- Speech Trek - a few jobs remain. Can you help?
- Transitions - Now's your chance to get involved!
- Special Interest Group (SIG) happenings: Hiking, Reading, Crafting!

and much, much more!!

Sandi

[Click here to read the newsletter.](#)

Facebook Fears



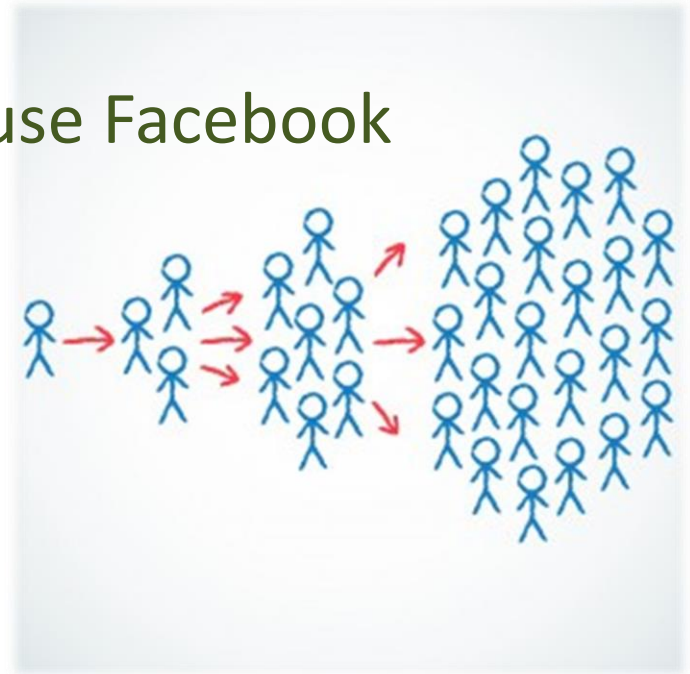
- No one will use it
- It's too difficult to set up
- I don't want anyone to see information about me
- We don't have time



Why Use Facebook?



- 72% of online adults say they use Facebook
- Share
- Gain volunteers and members
- Publicize your events
- Show off what you're doing



How to Get Started



- Choose an Admin (or 2 or 3)
- Make a commitment to post once a week
 - Saturday or Sunday
 - Pictures and videos over links
 - Upcoming events
- Add Facebook icons to your website or newsletter
- Share, tag, repeat
- Experiment with advertising



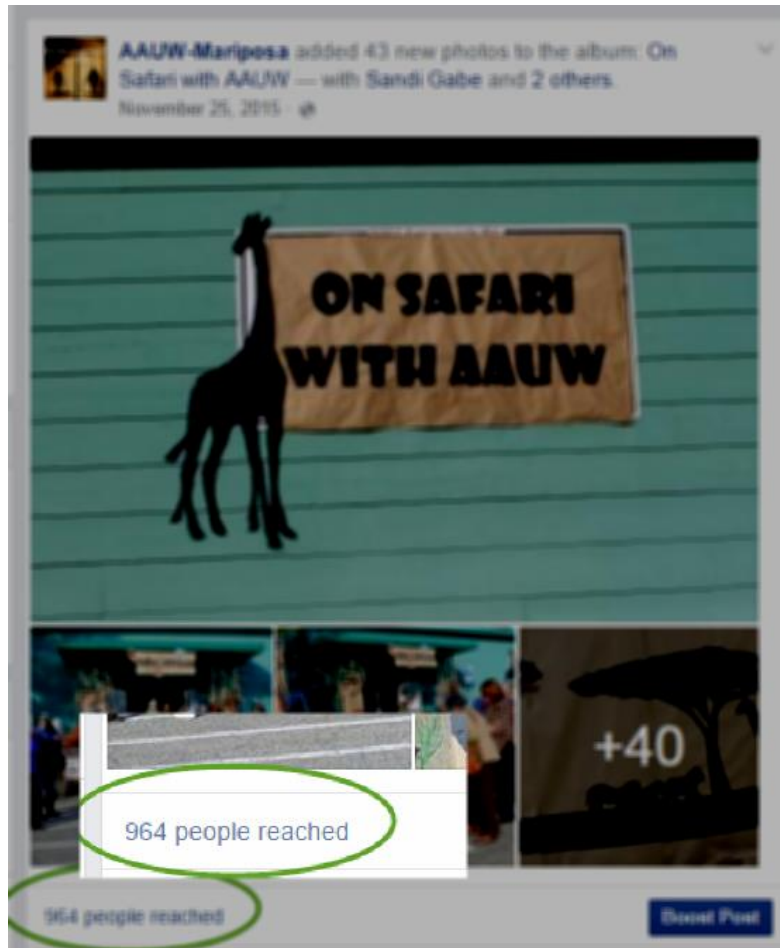
Facebook FAQ



- **Set up**
 - Make it a PAGE, not a group
 - Choose “company, organization, or institution” or a “cause or community”
 - Choose Nonprofit
 - Naming format: AAUW McLean Area (VA) Branch
 - Make it public
- **Use your logo**
 - AAUW Branding tool kit
- **Send web address to those not on FaceBook**
- **Notify National that you have a FB page**
socialmedia@aauw.org



Facebook Success



- Have a lot of “likes”
- Tag people
- Use pictures



Data Desert



- The questions you can ask
 - Where should we focus?
 - Do you want to do A or B?
 - Board decisions between meetings
- The challenges
 - It's too hard to ask them
 - No one will return a survey
 - We don't have the time
 - I don't know how to design a survey



Ask the Right Questions



- Set a goal
- Focus your questions
- Short and sweet



SurveyMonkey®

Gather the Good Stuff (Data)



- Identify how to collect
- Nudge those who don't respond
- Collect and analyze results

5 Ways to Get More Responses



Send your audience your survey **web link**



Embed your survey on your website or blog



Email your survey to respondents



Add your survey to your **Facebook fan page**



Share your survey link on **Twitter**



SurveyMonkey®

Using the Results

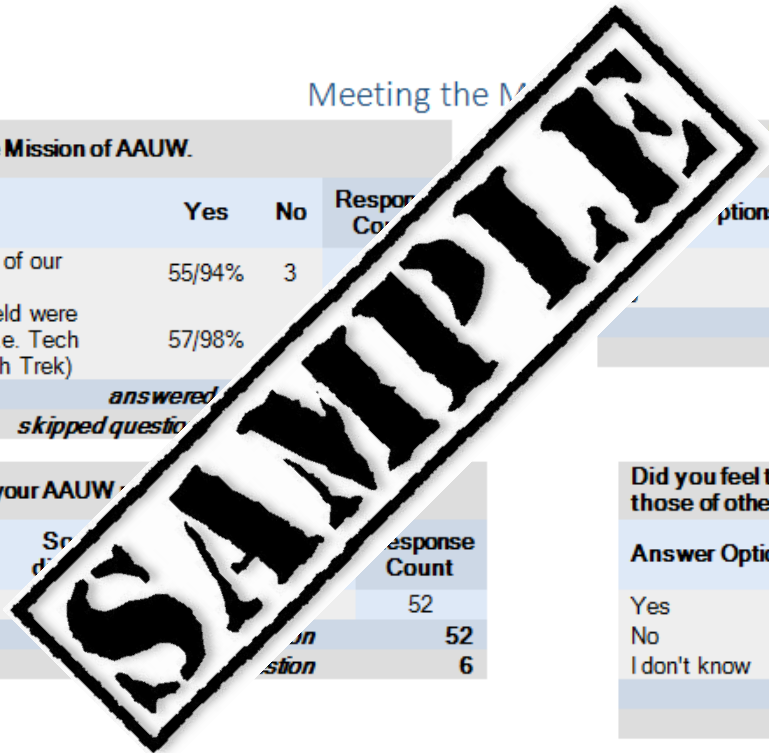


Meeting the Mission

Tell us how well do we meeting the Mission of AAUW.				Completed by branch leaders and other		
Answer Options	Yes	No	Response Count	Response Percent	Response Count	
Did you have a clear understanding of our branch mission and goals?	55/94%	3		98.1%	51	
Do you feel that the programs we held were effective in pursuing our mission? (i.e. Tech Trek, Dinner with a Scientist, Speech Trek)	57/98%			1.9%	1	
					<i>answered question</i>	52
					<i>skipped question</i>	6

Overall how satisfied are you with your AAUW				
Answer Options	Very satisfied	Somewhat satisfied	Slightly dissatisfied	Response Count
	41	9		52
				52
				6

Did you feel that your ideas and contributions and those of other members were valued?		
Answer Options	Response Percent	Response Count
Yes	84.3%	43
No	3.9%	2
I don't know	11.8%	6
<i>answered question</i>		51
<i>skipped question</i>		7



SurveyMonkey®

Sometimes More *is* Better



Layering improves your results

- Facebook + Website
 - Drive users from Facebook to your website
 - Put a Facebook link on your website
- Mailchimp + Survey Monkey
 - Send your survey out via MailChimp so you know who opened it

This is the Tip of the Iceberg



Tool	Benefit
Dropbox Google Docs	Share files with your team
Evite Eventbrite Paperlist Post	Invite and track attendance to events
VistaPrint Office Depot Docucopies	Create marketing tools such as brochures, business cards, directories



Resources



- Topnonprofits.com/lists/best-nonprofit-websites/
- Webmarketingtoday.com/articles/25-Free-Email-Tools
- Constantcontact.com/good-email-subject-lines/
- Mequoda.com/articles/audience-development/best-email-subject-lines/
- Wordstream.com/blog/ws/2014/03/31/email-subject-lines
- Emailmarketing.com100.com/email-marketing-ebook/content-tips.aspx
- Nptechforgood.com/2014/10/19/10-facebook-page-best-practices-for-nonprofits/
- Newmediacampaigns.com/blog/10-common-mistakes-non-profit-organizations-make-with-facebook-pages
- www.aauw.org/resource/social-media-handbook/