



April 2018

Now is the time in our AAUW year to attend our bi-annual state convention, vote for AAUW California leaders, and recognize valuable members and branches. All of these activities are discussed in this issue. Please remember to share this information with your members and to click on any blue links for further information.

## REFLECTIONS FROM DONNA...

*Donna Mertens, President, AAUW CA, [statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org)*

### What Do You Owe National?

As an affiliate of AAUW, each branch has an obligation. Part of that obligation involves supporting the national programs, like AAUW Fund. That support can include donations to specific endowments, Tech Trek or donations to “unrestricted” funds to support the ongoing operation of the organization.

Recently, I have been involved in discussions about using branch fundraising proceeds to support other outside programs which have some of the same goals that AAUW supports. We should always support our own organization (AAUW) first and, of course, we know that branches are not allowed to make donations to or fundraise for other organizations, even if they are worthy. But branches can use their fundraising proceeds to enable participation in a specific program that another like-minded organization offers. For example, branches can use fundraising proceeds for scholarships or to send girls to educational camps or programs like Girls State. That is not the same as making an outright donation to another group or raising money for another group and handing it to them to use as they wish. The key is making sure that the donors understand where their donations are going. The IRS requires that the donor must be aware of how their money will be used.

Keep in mind that building these bridges with other organizations can also help make us more visible in the community. Visibility can help build support.

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# WHAT YOUR AAUW CALIFORNIA BOARD HAS DONE FOR YOU

- The C/U Committee Chair, Tina Byrne, skyped with the Alameda IBC in March. Members presented a few questions ahead of the session that were addressed during the call along with other subjects that came up during the session. Tina found the Skype meeting more interactive and personal than a conference call.
- The Leadership Development Team is proud to announce the North Coast Leadership Day in Novato on May 12th. Cathy Foxhoven and Ainsley Nies, our state representatives, will present topics on Design: Aligning Form and Function, Conflict Resolution and National's proposed bylaws changes. There will be time for questions and additional topics during Open Space.
- The Communications Committee sponsored an educational session on three email platforms through the AAUW California Technology Peer group. Branch leaders outlined their experience including pros and cons, best and worst features and pricing. The presentation materials can be found on the website [HERE](#). On April 17th the group will do a specific demo on MailChimp's free version.
  - Vertical Response - Heidi Scott, Web Manager (Marin)
  - Constant Contact - Karen Dennis, President/Newsletter Editor (Laguna Beach)
  - MailChimp - Beth Chodak, Webmaster/Newsletter Editor (Bakersfield)

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## DID WE MENTION, CONVENTION?

231 members from 79 branches have already registered for the convention in Irvine: big branches, little branches, northern branches and southern branches. Will you be there?

Volunteers are still needed to support the convention. If you're attending you can save \$64 on your registration fees by volunteering at least five hours. Click [HERE](#) to register to volunteer.

There's still space for you to share information about your branch at a Branch Brag table: a hit mission-based program or the practices or tools that worked best for you. You can display posters, pictures, newsletters, etc. To reserve a space at no charge, send branch name, branch contact's name, e-mail, phone number, and whether electricity is needed to Meetings Planner Janice Lee ([meetings@aauw-ca.org](mailto:meetings@aauw-ca.org)).

And now, our jingle (Armour Hot Dogs):

Convention, at convention

You'll have fun, and did we mention:

Workshops, networking, inspiration, more  
Pundit speeches, many things you'll find at your

Convention, at convention.

We hope to see you there!

Come to convention!

Details and registration materials are in the winter issue of the [California Perspective](#) or click [HERE](#) for our AAUW California website.

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## AAUW FUND

*Sharon Westafer, Director, AAUW Fund Committee Chair, [aaufund@aauw-ca.org](mailto:aaufund@aauw-ca.org)*

### Congratulations On Your Generosity!

Thank you for your continued generosity in donating to AAUW. In 2017, \$1,336,746.56 was contributed by California members and branches.

There seems to be some confusion regarding branch donor recognition certificates and Branch Named Gift Honoree certificates. The [donor recognition certificates](#) are given to branch members for their financial contributions to the branch or AAUW. The templates are on the AAUW California website [HERE](#) under AAUW Fund and can be filled out and printed by whomever in the branch is in charge of this responsibility.

This year, 205 Named Gift Honoree certificates were distributed to branches. The [Named Gift Honoree](#) nomination form is also on the state website. This is a way to give special recognition to members who have done outstanding work to promote the programs and goals of the AAUW Fund and/or AAUW California. The certificates are signed by Kim Churches, AAUW CEO, and distributed to branches by the Fund committee.

We hope to see you at the convention gala where we'll celebrate the State Named Gift honoree, recognize the top ten branches in giving, and hear an inspiring presentation by Lisa Maatz. While there won't be a Fund workshop, members of the Fund Committee will be available at the Open Space gathering on Saturday to answer questions and hear from attendees.

### RESEARCHING DONATIONS

We've created instructions on how Finance Officers can use the Members Services Database (MSD) to confirm that the funds donated by branch members went to the intended fund. Using this tool you can

view and verify donations for the past 24 months.

You can find this tool on our website in several locations. Click [HERE](#) for a direct link to the article. Once you're on the page, you can also download a copy of the document.

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## COLLEGE/UNIVERSITY (C/U) COMMITTEE

*Tina Byrne, C/U Committee Chair, [aauwtina@gmail.com](mailto:aauwtina@gmail.com)*

### **So Many Questions, Where Do You Go For The Answers? There Is A Tool Kit For That! Click [Here](#).**

College/University (C/U) relations chairs help increase AAUW's visibility by building relationships in the campus community, collaborating on programs, and introducing AAUW's mission to new audiences. They serve as local links between AAUW, the on-campus C/U representative, and student leaders. The link above takes you to the tool kit on the National AAUW website. Whether you're new to the C/U chair position or need a refresher, the basic resources designed to empower you in your work are available. You will also find information on C/U recruitment and building C/U relationships with faculty, staff, and students.

Use these resources to help you recruit and retain C/U members and engage your campus community.

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## FINANCE

*Pat Ferrer, CFO, [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)*

### **It's Here!**

The Finance Committee has created a [Branch/IBC Treasurer checklist](#) for your use.

It has a place for critical information for your branch, due dates for mandatory tax filings, and other necessary action.

We have it in both PDF and Excel formats so you can add more rows or more information pertinent to your branch. We hope you find it useful! If you have suggested improvements—let me know at [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org).

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# GOVERNANCE

Sue Cochran, Governance Committee Chair, [governance@aauw-ca.org](mailto:governance@aauw-ca.org)

## The Continuing Saga: Moving AAUW California Back to a Public Benefit Corporation

Several questions have been asked by the membership after the failure of the second round of voting to move AAUW California back to a public benefit corporation. Here are some quick answers.

### What happens now?

Our legal counsel is pursuing the more complex appeal for reclassification, which will be a lengthy and costly process through the State of California entity overseeing corporations.

### Will this affect our tax status?

AAUW California is still a non-profit classified as a mutual benefit entity and does not pay taxes. This will continue to be true once we convert back to a public benefit corporation.

### Why did the vote have to be unanimous?

The unanimous vote requirement is required by the State of California Corporate Regulations for Mutual Benefit Corporations whether for profit or non-profit.

### Does this failure affect the branches?

This does not affect the classification of the branches as we confirmed earlier this year that none had changed to a mutual benefit entity. The AAUW CA Special Projects Fund is a separate corporation and is a public benefit corporation as well.

### What about the status of Tech Trek?

Tech Trek is a collaborative project between AAUW National and AAUW California. For now there is NO IMPACT on Tech Trek as AAUW California moves forward with the next steps with the State of California to resolve the issue. AAUW National understands the situation and is working with AAUW California.

Updates will be posted on the AAUW California website as they are available. Those attending the upcoming convention will also have the opportunity to discuss the issue during Saturday afternoon's *Open Space* session.

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# LEADERSHIP DEVELOPMENT

*Cathy Foxhoven, Co-President Elect, Leadership Development Committee Chair, [leaderdev@aauw-ca.org](mailto:leaderdev@aauw-ca.org)*

## It's Never Too Late!

It is not too late to join us at the AAUW California Convention Leadership Brunch on Friday, April 27th, 10:00 a.m. Join other AAUW California leaders throughout the state in sharing knowledge and strategies for successful leadership. Even if you have already registered for convention, you can add on the Leadership Brunch by clicking [HERE](#).

We look forward to seeing you then!

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## MEMBERSHIP

*Deanna Arthur (Secretary) and Kathy Andreini, Membership Committee Co-Chairs, [membership@aauw-ca.org](mailto:membership@aauw-ca.org)*

## Free Memberships and New Members!

A good way to encourage members to renew on time is to offer one of your free memberships, earned through the National Shape the Future Campaign, as a prize in a drawing for all members who have renewed by June 1 (or any date you chose). Many branches use the Campaign as an effective recruiting tool. Be sure to redeem your branch's free memberships by June 30, 2018. [Click Here](#), then click on the green Monthly Status Report button and scroll down to see if your branch has obtained free membership(s). Note that next year the maximum number of free memberships will be limited to three.

Congratulations to the following branches for earning the maximum of 5 free National memberships for their branch - Big Bear Valley, Camarillo, Danville-Alamo-Walnut Creek, Del Mar-Leucadia, Fremont, Laguna Beach, Lompoc-Vandenberg, Morgan Hill, Palos Verdes Peninsula, Poway-Pensaquitos, Redlands, Sonora, Stockton.

And congratulations to all our branches for recruiting 1,167 new members this year. Four branches recruited 30 or more new members this year: Big Bear Valley, Camarillo, Nevada County, and San Jose - Wow!

Please be sure to double check that all contact information is correct as you process your renewing members through the **Membership Payment Program (MPP)** or via the **Branch Dues Report (BDR)** on the **Member Services Database (MSD)**. The data contained on the National MSD is the source for all National and AAUW California communications to members, so we want to be sure that it is up-to-date and accurate.

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# NOMINATIONS & ELECTIONS

*Donna Lilly, Nominations & Elections Chair, [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org)*

## Let Your Voice Be Heard! Vote!

The AAUW California Nominations & Elections Committee successfully recruited 7 candidates to campaign for state Secretary and 5 Director positions to serve on the 2018-2020 Board of Directors. Lynne Batchelor is running for the office of Secretary. Sandi Gabe, Sharyn Siebert, Ainsley Nies, Kathleen Harper, Melanie Wade and Deanna Arthur are running for the office of Director. Thanks to the state convention committee, attendees have an opportunity to personally meet each candidate on Friday evening, April 27 at 5 p.m. in Irvine.

### How do you vote?

- If you have an email address on file with AAUW National you will receive a personal email inviting you to cast your vote.
- If you don't have an email address on file with AAUW National you will receive a postcard with instructions on how to vote by phone or via the internet.
- Vote at convention or by email from April 22 through May 12. Let your voice be heard across the state of California.

### How do you vote if you didn't receive a ballot?

**There are several possible reasons that you didn't receive your ballot. You can still cast a vote.**

- Your email address was incorrect.
- The email went into your spam or junk folder. (Check for an email from [siteadmin@aauw-ca.org](mailto:siteadmin@aauw-ca.org).)
- Your postcard was returned due to an incorrect physical address

### To vote

1. Call the AAUW California office at 916-448-7795 and Julika, our office administrator, will record your vote.
2. Vote online by clicking [HERE](#).

Thanks to the AAUW members in California who helped nominate these 7 candidates.

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# PROGRAM

*Jane Niemeier* Co-President Elect, and *Stormy Miller*, Director, Program Committee Co-Chairs, [program@aauw-ca.org](mailto:program@aauw-ca.org)

## Four Fabulous Branches!

The Program Committee considered over 50 programs to recognize as Programs of the Quarter, and we picked four branches.

The first branch we choose was San Jose Branch for its four mission-based programs/events that were held in the January 1 – March 31 quarter. In January, the branch participated in the Women’s March in San Jose. In February, they presented a program entitled, “Be Informed to Disrupt Human Trafficking”. In March, the branch encouraged members to attend the women’s basketball games at Stanford and Santa Clara Universities, thus showing their support for Title IX. Their branch program for March was a film and a discussion about “Sexual Harassment of Low-Wage Workers”. The San Jose Branch is doing amazing work.

We would also like to honor the Fremont and Merced Branches for each organizing a Mother/Daughter Science Camp. In addition, Victor Valley Branch hosted an event called “Celebrating Women in Math & Science” for 270 students and 31 educators. These three branches deserve recognition for their outreach to the community and for promoting STEM.

Programs that have been selected as Programs of the Quarter, between July 1, 2017 and March 31, 2018, will be honored at the AAUW California Convention on Friday, April 27, 2018.

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# PUBLIC POLICY

*Charmen Goehring*, and *Nancy Mahr*, Directors, Public Policy Committee Co-Chair, [publicpolicy@aauw-ca.org](mailto:publicpolicy@aauw-ca.org)

## Busy Session = Branch Advocacy Needed

The Public Policy committee met last month with our policy advocate, Shannon Smith-Crowley, and reviewed the bills that have been introduced into the current legislative session. With Shannon’s expertise and the committee members’ research, we narrowed the list down to 31 bills. We will be sponsoring two, supporting others and watching a few to see how they evolve over the next few months. You can view the list in our [bill tracking feature](#) on the AAUW California website. In the coming months, Shannon, as well as the committee, will be reaching out to branches for advocacy support at the local level.



Watch for further information on branch advocacy how-tos and plan to attend our advocacy plenary on Friday afternoon at convention later this month. The fabulous Lisa Maatz, former Public Policy director for AAUW, will be joining us in the presentation!

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[www.AAUW-](http://www.AAUW-)



[CA.org](http://CA.org)

