



AAUW Communication Tools

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Electronic/Printed Materials



Reference Guide to California and National Communications

AAUW branch leaders are supported by communications on a variety of topics from both the state and national levels. Below are the most common communications, their focus and the key people to whom they are distributed.

Title	Source		Content	Sender	Key Recipients	Frequency
	CA	Nat'l				
AAUW Action Fund		✓	<ul style="list-style-type: none"> Nonpartisan voter education materials 	Votered@aauw.org	<ul style="list-style-type: none"> Zip code based delivery 	3 – 10 per month
Board to Board (B2B)	✓		<ul style="list-style-type: none"> Information specifically for CA branch leaders from CA state board and committees 	webteam@aauw-ca.org	<ul style="list-style-type: none"> Branch presidents CA committee members 	Monthly
CA State Directory (Online & print)	✓		<ul style="list-style-type: none"> Directory of CA branches with contact information 	webteam@aauw-ca.org	<ul style="list-style-type: none"> Branch presidents CA committee members 	Annually
CA Perspective (Online & print)	✓		<ul style="list-style-type: none"> CA state AAUW magazine Articles on programs, projects, activities and state business 	webteam@aauw-ca.org	<ul style="list-style-type: none"> All members 	September February June
LAF Express (Legal Advocacy Fund)		✓	<ul style="list-style-type: none"> Updates on the legal status of issues related to women's rights Status reports on court cases and educational resources 	laf@aaauw.org	<ul style="list-style-type: none"> Branch and state presidents 	Monthly
Lead On		✓	<ul style="list-style-type: none"> News and resources focused on recruiting and developing leaders 	Erica Stout, AAUW	<ul style="list-style-type: none"> Branch board of directors 	Monthly
Membership Matters		✓	<ul style="list-style-type: none"> News and resources focused on recruitment and retention of members Core communication with 	Christy Jones, AAUW Hannah	<ul style="list-style-type: none"> Branch presidents Membership vice presidents 	Monthly



Produced Annually



Produced 3 x Year



Produced Monthly



Social Media Tools



www.aauw-ca.org

March 2018

Users **Sessions**

2.7K

4.1K



www.facebook.com/AAUWCA/

1941 Likes



www.instagram.com/aauwca/

140 Followers



@AAUW_CA

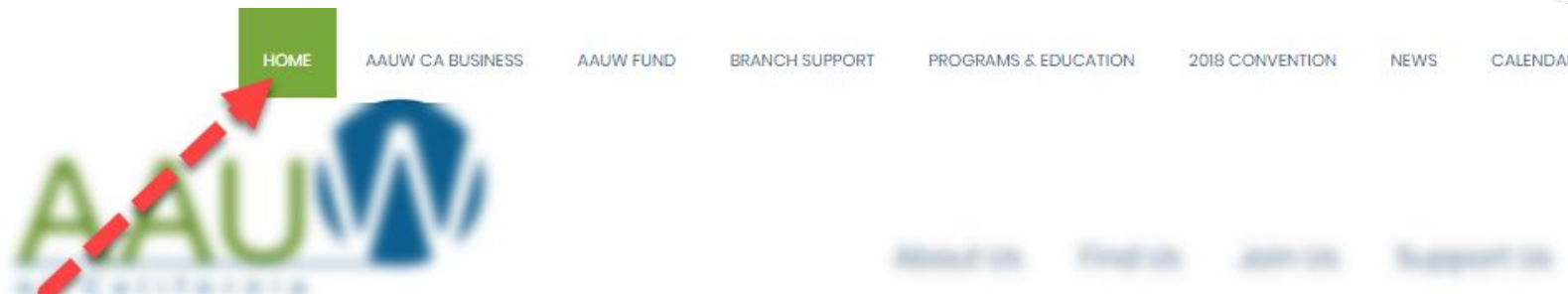
269 Followers



AAUW CA



Key Website Details

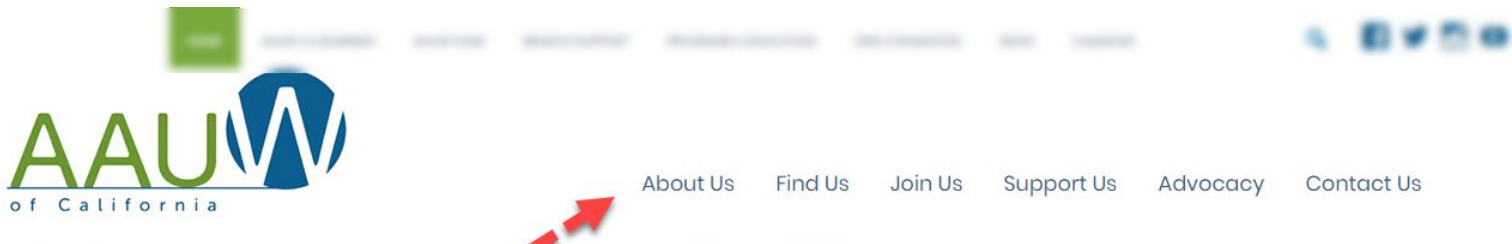


The small menu tabs at the top are the website's internal business side.

- The nuts and bolts of running a branch
 - Details and deadlines
 - Tools and tips
 - Forms and finances
- Resources to strengthen branches
 - New ideas
 - Help with problems



Key Website Details



The larger menu tabs are for people to learn more about AAUW.

- What is our mission?
- What do we do?
- How can people join?
- How can someone donate?



Key Communication Team Contact

Webteam@aauw-ca.org

- Website updates
- Calendar posts
- Board to Board submissions
- Address changes



Maintaining Email Addresses

- AAUW National maintains the Member Services Database (MSD)
 - All members and some branch positions
- AAUW California maintains the Branch Office Reporting (BOR) database
 - Branch officers
 - State board officers
 - State committees

Current Branch Presidents will receive an email to update your branch officers in both places as the two systems are not connected.