



She Who Thrives, Survives

February 24, 2021

Welcome

Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

The screenshot shows a Zoom 'Question and Answer' window. At the top, there are two tabs: 'All questions (1)' and 'My questions (1)'. A red dashed arrow points from the text 'Check here for answers to all questions.' to the 'All questions (1)' tab. Another red dashed arrow points from the text 'Check here for answers to your questions' to the 'My questions (1)' tab. Below the tabs, a question is visible: 'Where can I download the presentation?' asked by 'You' at 09:45 AM. A 'Collapse all (1)' button is also present. Below that, a response from 'AAUW California' at 09:46 AM is partially visible. At the bottom of the window, there is a text input field with the placeholder 'Type your question here...'. A red dashed arrow points from the text 'Type your question here.' to this input field. In the bottom left corner, there are two circular icons: 'Chat' and 'Q&A'. The 'Q&A' icon is circled in red. A message box in the bottom left corner states 'Chat has been disabled. Use the Q&A function'. In the bottom right corner, there is a red 'Leave' button.



Contributors



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Janice Lee, Chair,
Nominations and Elections

Goals

- Define characteristics and examples of successful branches which you can adapt and use.
- Provide resources to help your branch develop, grow, and thrive.





Define Success

Key characteristics to determine success, regardless of branch size:

- Leadership
- Membership retention
- Membership growth
- Membership engagement
- Communication
- Knowing your branch



Leadership

1. Fill these three required leadership positions.
 - a. Administrator/Facilitator
 - b. Treasurer
 - c. Secretary
2. Review leadership materials on the AAUW California [website](#).
3. Plan meetings with member convenience in mind:
 - a. Consider members and prospective members schedules when setting meeting times.
 - b. Distribute board reports via email prior to the meetings to efficiently use the meeting time.



Membership Retention

- Engage current members.
 - Connect with members using phone calls etc.
 - Keep updated through the newsletter.
 - Recognize active members.
- Thank members for commitment to the branch & AAUW mission.
 - Certificates
 - Newsletters
 - Thank you notes
 - Pins
 - Business cards
 - Emails





Membership Growth: Collaboration

Collaborating with other like-minded organizations for programs and meetings can provide cross-fertilization for increased membership, as well as less intense work for your program planning members.

- Phase2Careers
- League of Women Voters
- Million Women Mentors
- Nearby branches



Membership Growth: Interest Groups

Interest groups often are a venue for building member connections and recruiting new members of different demographics.

- Hiking/walking group
- Book group
- Dining out-Lunch Bunch
- Movie groups
- Great Decisions



Membership Growth: Marketing

- Market your branch
 - Include logo on marketing materials.
 - Wear an “Ask Me About AAUW” button.
 - Set up information table at events.
 - Provide AAUW business cards.
- Keep your social media (Website, Facebook, Instagram, Twitter) up-to-date to attract new members.
- Create events that engage the community.



Membership Growth: Expand Audience

- Emphasize Diversity, Equity & Inclusion (DEI) using the new online DEI Toolkit.
- Expand Outreach
 - Age
 - Race
 - LGBTQ
 - Disabilities
 - Income & Socioeconomic Status





Membership Engagement: Programs

Use mission-based and interactive programs to keep members engaged.

State mission-based programs State programs

- Tech Trek, Speech Trek, Gov Trek



AAUW California
Speech Trek

Membership Engagement: Programs

Branch mission-based programs

- Host a congressperson to discuss laws being proposed or supported that are in line with our mission.
- Conduct a panel discussion about how to help homeless women.
- Hold a discussion regarding inclusion methods vs racial bias.
- Host a presentation on human trafficking.
- Sponsor candidate forums.
- Work with League of Women Voters where it exists.
- Sponsor guest lecture series.
- Mentoring Program





Membership Engagement: Sign Up Form

- Form for new and existing members to complete
 - Typically in April/May
- Helps to generate interest in and expectation of participation
 - Mission-based programs
 - Interest groups
 - Leadership positions
- Options to participate at different levels
 - Lead, assist, help



MEMBER PARTICIPATION SIGN-UP FORM

Member participation is the life blood of any organization, and AAUW is no exception. Our AAUW-COV branch offers so many fun, interesting and useful opportunities to get involved, we invite you to find the one(s) that suit(s) your interests, your talents and your availability. Our interest groups offer the chance to get to know your fellow members in a fun and casual atmosphere, while participation in a service group gives you the chance to really feel like you are making a contribution to the branch, to our mission, and the communities we serve. Let us know how we can count on YOU this year!

Name _____ E-mail _____ FY _____

Please select at least one Service Group you would like to help with this year and indicate in what capacity you are able to serve (check appropriate column for each group selected):

Name of Group (see reverse for descriptions)	I would be willing to Chair this group	I would be willing to serve on the Committee for this group	I don't want to be on the committee, but you can call on me to help occasionally
Membership			
Programs			
Communications			
AAUW Funds			
Legal Advocacy			
Scholarship			
Public Policy			
Tech Trek			
Fund-Raising			

Please let us know which Interest Group(s) you would like to participate in:

Name of Group	Meeting days/times	Yes
Bridge (4 different groups to choose from)	1st Mon; 4 th Mon; 1 st Thurs; 2 nd Thurs – all at 12:30	
Dining About (Couples or singles, 4x/yr)	As determined by group	
Drama Divas (Readings from a variety of plays)	2 nd Thurs, 1:00 p.m.	
Exploring California (Learning about CA history)	3 rd Mon, 9:30 a.m.	
Great Decisions (Discussion of World Events)	3 rd Wed, 6:00 p.m.	
Happy Hikers (Light to Moderate local hikes)	1st Sat., 9:30 a.m.	
Lunch Bunch (Social get-togethers 1/mo)	1 st Friday, 11:30 a.m.	
Mah Jongg (Learn to play this exotic game)	2nd Wed	
Mostly Books (Book club, fiction and non-fiction)	4th Tue, 1:00 p.m.	
Mystery Books (Release your hidden Nancy Drew!)	1 st Mon	
Scrabble (All levels of players welcomed)	2 nd Tues, 1:00 p.m.	

MEMBERSHIP

This committee is responsible for developing new ideas for ones; hosting 2 new member welcoming events each year member directory; ordering new member badges; oversee

PROGRAM

Program committee members develop a plan to ensure sp plan and execute 3 special meetings. Members are respon capacity, overseeing hostessing, providing greeters and sig

COMMUNICATIONS

The Communications team produces and disseminates the direction, and serves as PR liaison with the community.

AAUW FUNDS

AAUW Educational Opportunities provides funds to assist responsible for raising funds on behalf of AAUW National; generally either a past recipient or a current applicant.

LEGAL ADVOCACY FUND (LAF)

The AAUW Legal Advocacy Fund provides funding and a su redress for gender discrimination. LAF is responsible for rais speaker for a member meeting, and keeping members updated

Communication - Internal

- Use a newsletter to help members feel included, useful, and supported.
- Borrow ideas from other newsletters.
 - See what they include that you don't - member, branch and community news? **Request access to the branch newsletters via webteam@aauw-ca.org.**
 - Do they include Tech Trek news?
 - State and national updates?
 - Borrow engaging names: (Les Flaneurs, Wine, Dine, and Crime; Wine and Whine;)
- Type the news and email it if you can't manage an artistic newsletter (it's okay).





Communication - Internal (continued)

Newsletter Examples

Small

- North Tahoe - [Lake Views](#)

Medium

- Alhambra-San Gabriel - [The Mission Gateway](#)
- Mariposa - [Sierra Outpost](#)
- Chico - [Grapevine](#)

Large

- San Jose - [Bonfire](#)
- Beach Cities - [Branch Newsletter](#)

Communication - Internal (continued)

- Your social media (Website, Facebook, Instagram, Twitter) must be kept up-to-date.
 - AAUW National will develop your website at no cost. Contact [site resources](#) for assistance.
 - The AAUW California [website](#) has helpful tutorials:
 - Online video conferencing
 - Event scheduling tools
 - Social media integration
 - Website maintenance
 - Establishing a Facebook account
 - MailChimp



Communication - Internal (continued)

Website

- This is the first place anyone interested in your branch will search for what you offer.
- You will need one person (a relative?) to keep the site up to date.
- The website is your branch's
- face in the community. Make it informative and effective.

Examples

Small branch

- [North Peninsula](#)

Medium branch

- [Lodi](#)

Large branch

- [Morgan Hill](#)



Communication - Internal (continued)

- Try these additional tools to connect with members who, at least do email:
 - email reminders
 - eblasts
 - [Morgan Hill](#) weekly news
 - phone tree (old-fashioned but it works)
- Try Zoom - it really can be fun and useful: book groups and board meetings work quite well.
 - [Basic Zoom](#)
 - [Advanced Zoom](#)



Communication - External

- Target your audience: Identify audience and tailor your approach
- Reach the community through press releases*
 - Include the 6 DOs: what, when, where, who, why, AND contact information.
 - Brag about your community involvement: scholarships, Tech Trek, Speech Trek, candidate forums, work with schools/the unhoused etc.
 - Present a short prepared article for a better chance of being published.
- Maintain a list of newspaper, TV, radio, magazine, online contacts with deadlines.
- Include contact details on all communications.



*See a sample press release in the Appendix

Know Your Branch: SWOT Analysis

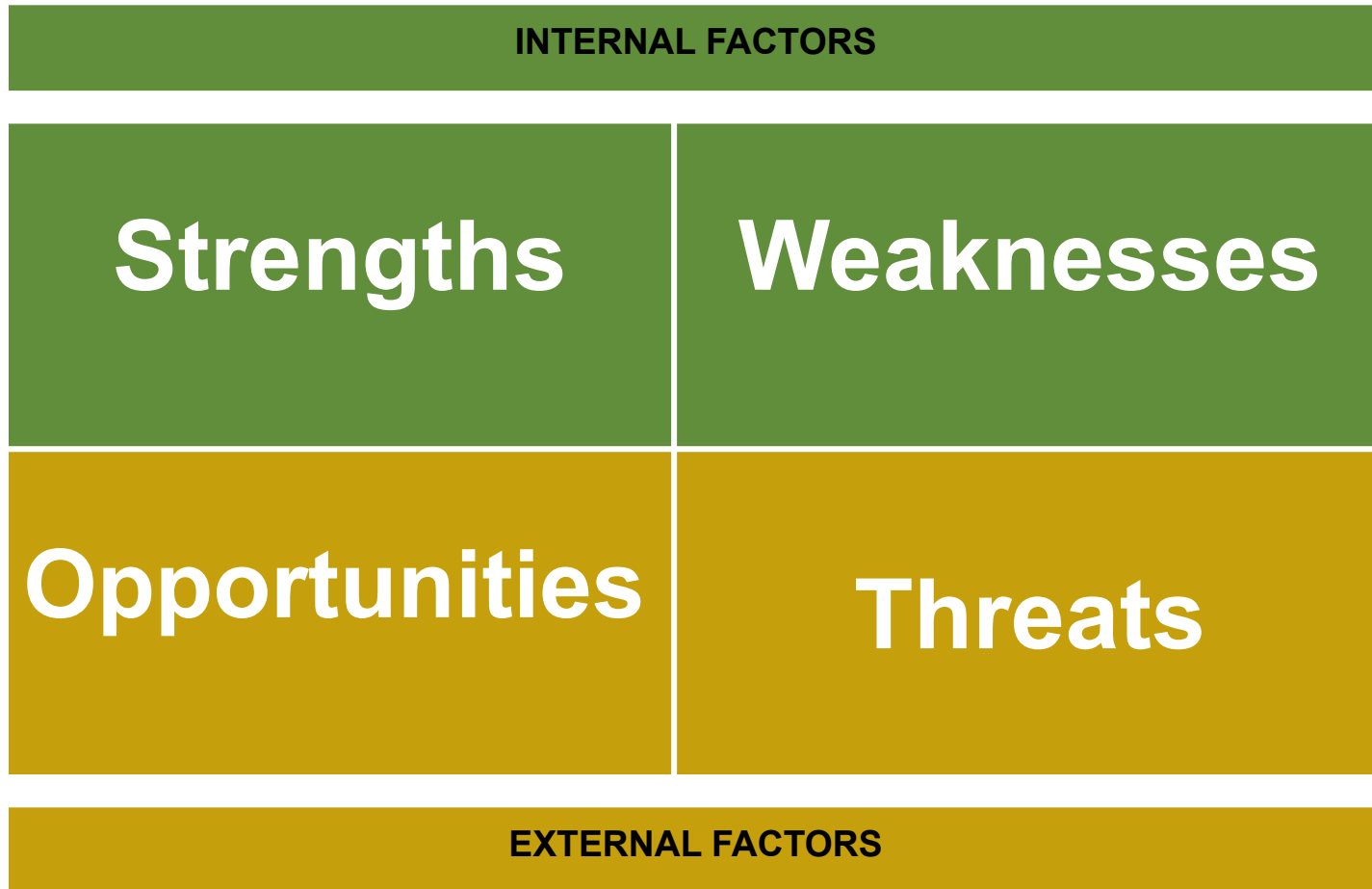
**SWOT
Analysis**

**Step by
Step**





SWOT Factors





SWOT Results - XYZ Branch

INTERNAL FACTORS

Strengths

- Leadership team
Committed/actively pursuing new projects
- Tech Trek
- Speech Trek

Weaknesses

- Small membership
- Aging membership
- Weak technology skills

Opportunities

- Community engagement with projects
- Increased awareness of branch events and projects

Threats

- Other, active women's organizations – better funded
- Covid-19 related challenges
- Wildfires; floods...

EXTERNAL FACTORS



Internal Factors - XYZ Branch

INTERNAL FACTORS

Strengths

- Leadership team
Committed/actively pursuing new projects
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Weaknesses

- Small membership
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External Factors - XYZ Branch


Opportunities

- Community engagement with projects
- Increased awareness of branch events and projects

Threats

- Other, active women's organizations – better funded
- Covid-19 related challenges
- Wildfires; floods...

EXTERNAL FACTORS



Analysis For XYZ Branch

Strengths

- Leadership team committed/actively pursuing new projects
- Tech Trek
- Speech Trek

Opportunities

- Community engagement with projects
- Increased awareness

- Issue Press Release about New Project
- Get Community leaders/influencers to support project

Analysis For XYZ Branch, (continued)

Strengths

- Leadership team committed/ actively pursuing new projects
- Tech Trek
- Speech Trek

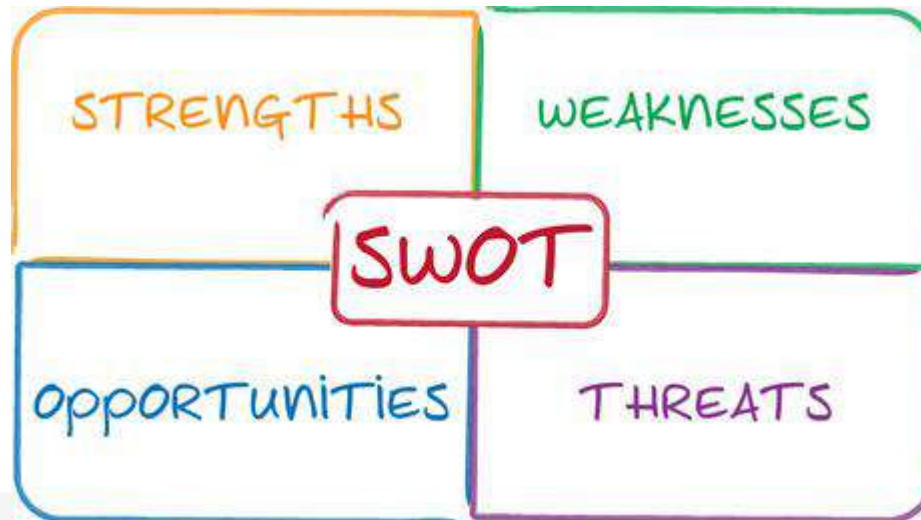
Threats

- Other, active women's organizations – better funded
- Covid-19 related challenges
- Wildfires; floods...

- Collaborate with other like-minded organizations
- Engage in a one-time co-sponsored event

SWOT Resources

1. https://youtu.be/Ath_K1OuPzw
2. SWOT Analysis Reference Guide
3. Action Plan Template



SWOT Analysis Reference Guide

SWOT Analysis Guide for AAUW California Branches





Action Plan

Branch Action Plan

How Will We Partner with ABC Organization?

Action Steps <i>What Will Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When? (Day/Month)</i>	Resources <i>Resources Available</i> <i>Resources Needed (financial, human, AAUW staff, etc)</i>	Potential Barriers <i>Ex. Lack of funding, time to commit, competing organizations...</i>	Strategies to Overcome These Barriers
Step 1:					
Step 2:					
Step 3:					
Step 4:					



Summary

BE BOLD

Try something new



Summary

BE BOLD	<i>Try something new</i>
BE BRAVE	<i>Be honest and transparent</i>



Summary

BE BOLD	Try something new
BE BRAVE	Be honest and transparent
BE BRILLIANT	Create exciting action plans



Available Resources

AAUW California's mission is to support branches

- Reach out to [AAUW California leaders](#), [IBC chairs](#) and [district liaisons](#).
- Visit the AAUW California [website](#).
- Submit questions to "Ask Us First."

