



# Board to Board

A Communication from the

AAUW California Board to Branch Boards

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**December 2021**

Happy and healthy holiday season from your AAUW California Board of Directors! This is such a busy and fun time of the year and we hope your holiday event is enjoyed by all. Share any part of this newsletter with your branch leaders **and**, when appropriate, your members. Enjoy and celebrate the very diverse winter season!

## **FROM DIANNE'S DESK...**

*Dianne Owens, President, AAUW California, [statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org)*

### **HAPPY HOLIDAYS TO ALL!**

December is here and 2022 is just around the corner. This will be a busy month for most of us with shopping, mailing, and planning events with family and friends. I am hoping it is a joyous month for all. Let's plan to come back in January with renewed spirits and new resolve to carry out AAUW's mission to ensure equity for all.

Your AAUW California Leadership Team will be busy this month planning activities that will "kick-off" in January. As Eleanor Roosevelt reminds us, "You must do the thing you think you cannot do." That is wise advice for all of us as we prepare for the New Year.

Wishing you contentment, joy, and peace this holiday season and always.

Be bold, brave, and brilliant,

Dianne

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## **ANNUAL EVENT**

*Charmen Goehring, Meetings Planner, [meetings@aauw-ca.org](mailto:meetings@aauw-ca.org)*

## **INSPIRATION, ADVENTURE, AND CONNECTION, OH MY!**

Join us for an exciting Annual Event adventure on April 30th without ever leaving your home (and PJs!)! We will kick off our fun with inspiring speakers from near and far, including AAUW's new CEO Gloria Blackwell, Policy Rockstar Lisa Maatz, and California's own Dancing Rocket Scientist, Jasmine Sadler. We will honor branch projects and meet our Equity Champion, before breaking for a quick lunch. When we return, the off-road adventure begins! Using the magic of Zoom breakout rooms, we will conduct virtual "open space" sessions. Using predetermined topics, hosts will start a conversation in their room with whomever shows up! You can stay in one room for the session or bounce to another. Connect with your fellow AAUW California members on a variety of topics related to AAUW, equity, women, and girls—the list of possibilities is endless!!

Sign up to be a host and start a convo on the topic of your choosing! No PowerPoint or prep is needed except to fill out the form [here](#) and to prepare a 20-second "commercial" to share with everyone during the morning to entice friends to join your adventure room! The deadline to submit topics is December 15th, so click now!!

**What I need to know:** The Annual Event will be via Zoom on April 30th with great speakers, awards, and an afternoon of freewheeling conversations.

**What I need to do:** Sign up to host a breakout room by December 15th to informally chat with others on any AAUW-related topic you care about. Offer this opportunity to your members too.

**Should I include this in my branch newsletter?** Yes, members should put the event on their calendars and can sign up to host a room.

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## **BRANCH AND MEMBERSHIP ASSISTANCE**

*Carol Holzgrafe, Director, [branch@aauw-ca.org](mailto:branch@aauw-ca.org)*

### **CELEBRATING YOUR "PERSISTENT" MEMBERS**

If you have members who joined AAUW

**What I need to know:** Honorary Life Memberships are available for 50-year

before 1971 and have remained members ever since, please let us know. What history they have experienced! You might consider highlighting these “long-termers” in your newsletters. And be sure they have all received the **Honorary Life Membership** that forgives all future national and state dues. The application for the Honorary Life Membership can be found [here](#). Requirements for this exemption are simple: The member must have been a member of AAUW for 50 years or more without hiatus. National has the records and will check.

## **HERE ARE SOME THINGS YOU MAY NOT KNOW OR THINK OF**

- Branch interest groups should not conflict, date-and-time-wise, with branch programs or with important state events such as the upcoming state meeting on April 30th (alas on Zoom again). It is to be called “Adventures in AAUWLand.” And there will be adventures: new ideas and a fascinating and humorous keynote speaker await. All you have to do is register, so watch for the upcoming details.
- Are you having a program (or two) to support the AAUW mission of gender equity for women and girls? Or diversity, equity, and inclusion? Don’t overlook the appeal of these topics to the broader community and publicize accordingly. You may find some new members and enthuse the seasoned ones.

**140 YEARS OF AAUW – HELPING EDUCATE WOMEN IN SO MANY WAYS**  
In case you missed the celebratory event

members. Plans are underway for the Annual Event on April 30th.

**What I need to do:** Check if you have any candidates for Honorary Life Membership. Work toward Five-Star recognition and track it using the online form.

**Should I include this in my branch newsletter?** Yes, share the link to the 140th-anniversary celebration event. Members may also find the statistics interesting.

marking AAUW's anniversary, click [here](#) to watch the recording and an inspirational video.

Here are some amusing statistics from *Degrees of Equality: AAUW and the Challenge of 20th Century Feminism* by Susan Levine (1995):

- In 1880, 1.9% of all young women in the U.S. were college women. By 1980, the percentage was 37.9.
- In 1880 the percentage of college students who were female: 33.4; by 1980: 51.8. [In 2021 the number is 59.5%. Progress indeed.]
- In 1922 AAUW had 16,433 members; by 1975 the number was 190,327.

## **FIVE-STAR PROGRAM**

Are you working on your stars? Even if your branch can't meet the criteria for all five this year, you could complete one or more and that counts! And while the deadline is not until the end of June, you could use the criteria to help plan upcoming events. The real point of the Five-Star program is to align our branch events and activities with the AAUW mission and purpose. And isn't that why we joined AAUW? To make that difference? Need help? Download the Five-Star tracking document by clicking [here](#).

And, as always, if you have a question, contact [branch@aauw-ca.org](mailto:branch@aauw-ca.org) or [AskUsFirst@aauw-ca.org](mailto:AskUsFirst@aauw-ca.org)

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## **COMMUNICATIONS**

**Tracey Clark**, Director, Communications Committee  
Chair, [communications@aauw-ca.org](mailto:communications@aauw-ca.org)

## WHAT A GREAT YEAR!

While AAUW activities are less hectic, I would like to take a moment to thank my amazing Communications team! It takes a lot of work and dedication to excellence to produce two monthly publications (this B2B and the *California Connection*), to organize and assist in the preparation of multiple webinars a month, and to handle all the website material . . . and that's only mentioning a few of the ongoing tasks the Communications team performs!

If you are interested in being a part of a team where you can learn by doing and having fun at the same time, click [here](#) to submit an application! We're currently in need of a volunteer with WEB DESIGN and/or solid WEBSITE MAINTENANCE experience.

And in the meantime, have a Happy Holiday! See you next year!

Be a part of the fun! Join our committee now!

As always, if you have any issues finding information on the website, please contact the webteam at [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org).

**What I need to know:** The Communications Committee has openings for web design and website maintenance volunteers.

**What I need to do:** Encourage any potential candidates with web experience to apply for the openings.

**Should I include this in my branch newsletter?** Yes, share the committee openings and application link with your members.

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## DIVERSITY, EQUITY & INCLUSION

**Elaine Johnson**, Director and **Janice Lee**, DEI Committee Co-Chairs [diversity@aauw-ca.org](mailto:diversity@aauw-ca.org)

Submitted by Lenore Gallin  
**WISHING YOU A VERY**

**What I need to know:** AAUW should recognize and celebrate the diverse

## **MULTICULTURAL WINTER HOLIDAY SEASON!**

Winter holidays are often synonymous with Christmas and the New Year. But we must not forget that in our multicultural society, there are many traditions and celebrations which enrich our lives and teach us about history, religion, and cultural diversity. In the November B2B, we suggested ways to make holiday celebrations more inclusive. In this issue, we describe a variety of winter holidays celebrated in this country that can be showcased at upcoming AAUW parties and events.

**Bodhi Day** is a Buddhist holiday commemorating the day Buddha experienced enlightenment. It is celebrated on December 8th.

**Chinese New Year** is based on the lunar calendar and the date of celebration shifts from January to February. Each year features one of the 12 zodiac animals.

**Christmas** is the commemoration of the birth of Jesus, the Christian messiah. It is celebrated on December 25th (Protestants and Catholics), January 6th (Armenian Orthodox), or January 7th (Eastern Orthodox).

**Diwali** is a five-day celebration by Hindus around the world during the lunar months of Ashvina and Karttika (October–November).

**Epiphany** is celebrated 12 days after Christmas, marking the end of the Christmas season. Christians believe that this was when the three kings visited baby Jesus, the Christian messiah.

holidays and religious traditions of its members.

**What I need to do:** Be sensitive to cultural diversity when planning branch holiday activities.

**Should I include this in my branch newsletter?** Yes, members may find the description of diverse holiday celebrations enlightening.

**Hanukkah** is celebrated for eight days each November or December. Jews celebrate an ancient miracle in which one day's worth of oil burned for eight days in the Holy Temple in Jerusalem. The menorah holds eight candles and prayers are recited with the nightly lighting.

**Kwanzaa**, which means "First Fruits," is a celebration of African culture based on ancient African harvest festivals. It is celebrated by millions of African Americans and Pan-Africans of all religions from December 26th to January 1st.

**Las Posadas**, symbolized by the poinsettia, is a nine-day festival celebrated in Mexico, Central America, and parts of the United States. The holiday starts on December 16th and lasts until Christmas Eve.

**Makar Sankranti (Maghi)**, the Hindu celebration of the harvest, is celebrated on January 14th.

**New Year's Eve/Day** is a worldwide celebratory observance of the end of one calendar year and the beginning of the next.

**Soyal**, celebrated by the Hopi Indians in the Southwest United States, falls on the shortest day of the year. Participants ceremonially bring the sun back from its long slumber.

**Winter Solstice (Yule)** occurs on the shortest day of the year, usually around December 21st. People all over the world light bonfires and candles to coax back the sun.

Last year at this time, when COVID-19 severely limited our winter festivities, I found myself reminiscing with friends about how our families celebrated the holidays. No two stories were alike! The strength of our diversity as a nation becomes beautifully apparent during the holiday season in so many wonderful ways. Now, as we slowly begin to return to our normal activities, the DEI Committee wishes AAUW members and their families the joy of this magical time of year.

### Winter Holidays:

1. [Across America Winter Celebrations](#)
2. [2021 Diversity Calendar](#)

The DEI Committee has begun to attend the meetings of every IBC in the state to present ideologies and tools that can be used to help make our branches more diverse, inclusive, and equitable.

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## FINANCE

*Roli Wendorf, Chief Financial Officer, Finance Committee Chair, [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)*

### USE YOUR IRA FOR CHARITABLE DONATIONS

In this season of giving, the AAUW California Finance Committee would like to remind you of another opportunity to donate if you are 70 ½ or older and do not itemize your deductions. If you have not completed your Required Minimum Distribution (RMD) for 2021, because you have nowhere to spend it, consider giving it to charity.

**What I need to know:** Tax rules may provide an attractive opportunity for members 70 1/2 or older to donate to AAUW through their IRA distribution.

**What I need to do:** Encourage members to review the information on our website and consider donating to AAUW.

**Should I include this in my branch newsletter?** Yes, members should be



Donating to charity from your IRA generally results in a tax benefit. Normally, distributions from an IRA are taxed. However, an individual who is age 70 ½ or older may donate to a qualified charity (e.g., a 501(c)(3) like AAUW Fund or AAUW CA SPF for Tech Trek) and not pay tax on the distribution. The donation must be **paid directly from the IRA to the charity** (the check drawn on the IRA must be payable to the charity). Even better, the distribution can be counted as part of your required minimum distribution (RMD).

Note that AAUW Fund donations are being matched in December as part of AAUW's 140th birthday celebration, so your donations will have double the impact!

Check out the website [here](#) for an example about using IRA distributions for donations.

Wishing you a joyous holiday season!

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## MARKETING

**Sandi Gabe**, *President-Elect, Marketing Project manager*, [marketing@aauw-ca.org](mailto:marketing@aauw-ca.org)

### ARE YOU MARKETING YOUR BRANCH?

Using your branch website and social media are key to providing ways for new members to find you. Is your branch one of the 20% that contains information that is more than six months old? Are you one of the handful of branches that use social media accounts such as Facebook, Instagram, and LinkedIn to spread the word about your mission-based

aware of this opportunity.

**What I need to know:** The Marketing Committee is sharing ideas and tools for marketing AAUW to attract new members, including three upcoming webinars.

**What I need to do:** Review your branch website to be sure it's up to date and connected to your social media. Register for the marketing webinars.

programs? Marketing your branch can be challenging and we have several tools available to help you improve your game. Register for one of these upcoming webinars for more information.

**1/11/22: Finders-Keepers—Recruiting and Retaining Members**

AAUW branches must keep their member rosters healthy to continue their impactful work. Attend this webinar to explore new and creative ideas from successful branches for finding and keeping our best asset!

**1/19/22: Marketing—From Gen Z to Boomers!**

Learn about the characteristics of the AAUW brand and audience personas and how to use them in state and branch communications. Review examples of targeted messages for the working age and retirement age groups including the differences and similarities of messages between the two groups and what social media platforms are most effective for each audience.

**2/22/22: Instagram and LinkedIn—Your Key to Outreach**

Social media demystified! Can you take a picture on your cell phone? If so, you can create an account and get started reaching new audiences. We'll make it easy to understand!

**Should I include this in my branch newsletter?** No, this information is for branch leaders only, although members interested in learning how to apply marketing concepts may want to attend the webinars.

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## **MARKETING - RETIREMENT AGE RECRUITMENT**

**Sharyn Siebert**, Director. [mktg-rar@aauw-ca.org](mailto:mktg-rar@aauw-ca.org)

### **HOLIDAY HAPPINESS**

Having just enjoyed the Thanksgiving holiday, please take a moment to

**What I need to know:** AAUW members have their own stories of why they joined and how it benefits them.

consider why you are grateful to be a part of AAUW. How has AAUW benefited you, what aspect of its mission inspires you, and what do you most cherish from your participation?

If you can answer these questions, you have the beginning of your “elevator speech” to tell a potential member about AAUW. Consider how to bring up the topic, and incorporate this information—and you will be on your way to recruiting new branch members.

Here is my story: Moving to California from New Jersey a number of years ago, and knowing no one other than my mother-in-law, how was I to make new friends? AAUW offered me that opportunity, for which I am incredibly and forever grateful!

What is your story and how do we at AAUW California and your local branch make you happy this holiday season?

**What I need to do:** Consider asking members to create an “elevator speech” based on their AAUW story.

**Should I include this in my branch newsletter?** Yes, members should reflect on the rewards of being an AAUW member so they can be membership ambassadors.

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## NOMINATIONS & ELECTIONS

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

**Submitted by Jane Niemeier**

### **AAUW CALIFORNIA NEEDS YOU!**

Do you remember the Uncle Sam posters that stated, “Uncle Sam Needs You” with Uncle Sam’s finger pointing straight at you? Just replace Uncle Sam with our President-Elect, Sandi Gabe, and imagine her saying, “AAUW California Needs You!”

Imagine the good work you will do as part of the state board with Sandi as your

**What I need to know:** AAUW California will have new leadership next year and there are several openings on the state board to be a part of it.

**What I need to do:** Help us find suitable candidates--including you--and encourage them to submit the nomination form.

**Should I include this in my branch newsletter?** Yes, members should be

leader! The positions available are as follows:

- Secretary (two-year term 2022–2024)
- Three Directors (one-year term 2022–2023)
- Four Directors (two-year term 2022–2024)

To learn more about the election process and to submit a nomination, click [here](#). It will be an exciting time on the California state board!

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## PUBLIC POLICY

***Kathleen Harper, Director, and Sue Miller, Public Policy Committee Co-Chairs,***  
[\*publicpolicy@aauw-ca.org\*](mailto:publicpolicy@aauw-ca.org)

### **AAUW SUPPORTS THE *BUILD BACK BETTER* BILL**

The *Build Back Better* bill (H.R. 5376) has passed the House and is now in the Senate. This bill has three provisions that are critical to our mission:

- universal paid family and medical leave up to 12 weeks
- an extension of the child tax credit through 2022
- affordable childcare

Here are two ways you can help get this important legislation through the Senate:

1. Respond to the Two-Minute Activist (“Take Action”) request from National, and urge your members to

encouraged to participate at the state level.

**What I need to know:** AAUW supports the *Build Back Better* bill.

**What I need to do:** Encourage your members to sign up for the Two-Minute Activist to give feedback on this and other bills.

**Should I include this in my branch newsletter?** Yes, members should be aware of the bill’s provisions and learn how to give their feedback on it.

do the same. Even though our senators are in support, they need to hear it from us that these three provisions must not be amended out.

2. If you have friends or family in Arizona or West Virginia, urge them to put pressure on their senators to vote “yes.”

Also, the Advisory Board to the National Public Policy Committee is producing a series of webinars on “tough policy issues.” The first of these, “Political and Non-Partisan,” will air on Wednesday, December 15th at noon (Pacific Time)—mark your calendars, watch for more info from National to all members.

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## **SPEECH TREK**

**Marlene Cain**, *Speech Trek*, [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)



### **‘TWAS THE NIGHT BEFORE CHRISTMAS...SPEECH TREK VERSION**

**‘TWAS THE NIGHT BEFORE  
CHRISTMAS  
AND ALL THROUGH THE STATE  
BRANCHES SENT THEIR  
AGREEMENTS  
BEFORE ‘TWAS TOO LATE!**

**THEY SIGNED MOUs  
WITH THE UTMOST OF CARE  
PLANNING THEIR SPEECH TREKS**

**What I need to know:** This will be the cleverest AAUW thing you’ve read all month.

**What I need to do:** Share this with your Speech Trek Coordinator.

**Should I include this in my branch newsletter?** Yes, if your branch is one of those listed or if you want to inspire it to participate next year.

TO BE FUN AND BE FAIR!

WHILE STUDENTS LAY DREAMING  
OF THEIR SUGARPLUM BREAK,  
BRANCHES ARE BUZZING  
CUZ LOOK WHAT'S AT STAKE:

HELPING ALL STUDENTS  
SPEAK TO THEIR VISION,  
WITHOUT FACEBOOK OR TWITTER  
OR TELEVISION!

HELPING THEIR BRANCH  
TO GROW AND TO RISE,  
TO SHOWCASE THEIR MISSION,  
AND STRENGTHEN THEIR TIES.

AND WHAT TO THE DIRECTOR'S  
EYES SHOULD APPEAR?  
BEAUTIFUL BRANCHES  
WHO SAW THEIR WAY CLEAR

TO PLAN A GREAT CONTEST--  
THEY DID NOT DILLY DALLY!  
SACRAMENTO, REDLANDS,  
AND BIG BEAR VALLEY.

AND THESE WONDROUS BRANCHES  
ALSO WANTED TO PLAY:  
STOCKTON, ALHAMBRA,  
PENSAQUITOS-POWAY!

BUT WAIT! THERE'S MORE  
(THAT'S A GOOD SIGN!)  
DEL MAR, LA MESA,  
CALIFORNIA ONLINE.

AND LET'S NOT FORGET  
THESE FABULOUS FOLKS:  
DIAMOND BAR, CAMARILLO,  
AND THOUSAND OAKS!

LAST BUT NOT LEAST  
(AND IT MADE MY DAY)  
PLEASE HELP ME WELCOME  
HALF MOON BAY!

YOUR DIRECTOR IS THRILLED  
AND SO PROUD OF YOU  
(SHE TOLD ME HERSELF--  
IT'S GOTTA BE TRUE!)

MAY YOUR SPEECH TREK CONTESTS  
BRING YOU JOY AND INSIGHT  
HAPPY HOLIDAYS TO ALL  
AND TO ALL A GOOD NIGHT!

If there are any questions please contact  
Marlene Cain, Speech Trek State  
Coordinator, [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org)

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## TECH TREK

**Karen Manelis**, Tech Trek Program Director, [techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org), **Susan Steckclair**, Tech Trek Program Financial Liaison, [techtrek-finance@aauw-ca.org](mailto:techtrek-finance@aauw-ca.org)

The Camp Treasurers are looking forward to meeting with the Special Project Fund officers to review Policies and Procedures and discuss possible enhancements.

Due to the impact of COVID-19, the major camp processing of vouchers this year has been for the virtual camp. But, in the new year, we anticipate activity will be picking up.

**What I need to know:** Tax regulations provide an attractive opportunity to make donations to AAUW.

**What I need to do:** Review this information and the additional details from our CFO in the [Finance section](#) of this B2B.

**Should I include this in my branch newsletter?** Yes, members should be

The Camp Treasurers held their first meeting this month with the new California Financial Liaison. It was a productive discussion regarding possible areas of improvement and working together.

aware of helpful tax rules regarding donations.

### **YOUR REQUIRED MINIMUM DISTRIBUTION AND QUALIFIED CHARITABLE DONATION: WIN-WIN**

Did you know that you can reduce your taxable income by making a Qualified Charitable Donation (QCD) from your retirement funds (including your RMD)? If you designate retirement funds to go directly to a charitable organization (such as AAUW Fund or AAUW CA SPF, for Tech Trek), this distribution can be excluded from taxable income! Here are the steps to take:

1. Notify your financial planner or the administrator of your retirement funds that you want to make a QCD distribution.
2. Provide the administrator with the following information: Full name and address of the charity/charities you wish to donate to (include their tax ID number if available).

With the increase in the standard deduction, itemizing deductions is no longer an option for many of us (the standard deduction is higher) so we “lose” the charitable contribution deduction. By using the QCD process for the distribution of your retirement funds, you end up with no itemized deduction, but you don’t pay any income tax on that distribution. A true WIN-WIN situation!

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