



Finding New Members from Gen Z to Boomers!

January 11, 2022



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.

Welcome and Introductions



Sandi Gabe

AAUW California President-Elect
AAUW California Marketing Committee Chair



Peg Carlson-Bowen

AAUW San Jose, VP Membership

Membership Decline

AAUW California Membership

Yearly Membership Rates		
2/1/2018	2/1/2019	2/1/2020
11,513	11,014	9,582
Rate of Change		New Members
2018-2021	2020-2021	3/16/20-2/1/21
-16.77%	-10.52%	411



2021-2022 Membership and Marketing Goals

- Raise the visibility of AAUW California.
- **Encourage retirement age and working age people to join AAUW and support AAUW's mission.**
- Leverage social media to engage new members.
- Build coalitions with like-minded organizations.



Start With a Plan

Setting goals for recruitment

Key Components of Your Marketing Plan

Include goals, metrics and tracking over time

- Target % membership increase and retention

Reflect on your branch foundation

- Do you have activities that attract people?
- Is your branch welcoming?
- Are your branch activities well publicized?

Identify your target audience(s) and key messages

Identify your market strategies

- Recruitment messages
- Recruitment sources
- San Jose example



IF YOU DON'T KNOW
WHERE YOU'RE GOING, ANY
ROAD WILL DO.

THE CHESHIRE CAT

Evaluate Your Branch Foundation

Evaluate Your Branch Foundation

WEBINAR ONLINE

- You're in Charge. Now What? What every Board Needs to Know. (SWOT analysis)
- Care and Feeding of Volunteers
- She Who Thrives Survives
- GovTrek
- GOTV
- Why Public Policy Matters
- Beyond the Newsletter



Identify Your Audience

Target Audiences

Younger Age Recruitment

- Career advancement
- Networking opportunities
- Leadership skills development

Retirement Age Recruitment

- AAUW Mission
- Advocacy work
- Interest groups
- Like-minded people



What Is A “Persona” And Why Do I Care?

There are “brand personas” and “audience personas.”

A brand persona is a fictionalized representation of the brand and includes traits and values that help define how our organization presents itself.

A brand persona answers the question “who are we?”

What Is An Audience Persona?

- An audience persona answers the question “Who are they?”
- An audience persona is a fictionalized representation of a specific segment of our audience.
- Audience personas allow us to examine an audience’s unique needs, traits, and challenges.
- Audience personas are used to create targeted marketing messages using the right language on the right channels for each audience.

Meet Jess and Pat



How We'll Use The Personas In State And Branch Communications

The audiences are quite different in their challenges and needs and that reflects their different life stages.

They share a value of social justice and can identify with the AAUW mission.

The channels to reach each differ.



Find me on
Instagram



Find me on
Facebook and
using
traditional
media

Retirement Age Message Examples

Have a little extra time after retirement? Looking for ways to get involved?

Meet like-minded women for social, educational, and advocacy opportunities through AAUW.

Retirement is amazing. And then this moment arrives where you wonder, “What am I going to do?”



RETIREMENT AGE PERSONA

Pat AGE 50+ GENDER Female

ACTIVITIES <ul style="list-style-type: none">• Reading, book discussions• Visiting museums• Volunteering (service groups)• Hiking	VALUES <ul style="list-style-type: none">• Gender equity• Social justice• Giving back• Continuous learning	VOICE <ul style="list-style-type: none">• Informal but professional• Matter-of-fact
GOALS <ul style="list-style-type: none">• Stay active after retirement• Have an impact• Meet friends with shared interests	OBJECTIONS <ul style="list-style-type: none">• Must be associated with a university• Too large a time commitment• Overwhelmed, where to start	FAVORITE ORGANIZATIONS <ul style="list-style-type: none">• League of Women Voters• Soroptimists• Rotary• University Alumni Association• AARP
MEDIA <ul style="list-style-type: none">• New York Times• Washington Post• NPR• YouTube• Facebook	CHALLENGES <ul style="list-style-type: none">• No built-in work community• Large time commitment to get involved• Some organizations are too political	MARKETING MESSAGING <ul style="list-style-type: none">• What are you planning to do after you retire?• AAUW provides a chance to meet interesting women for social, educational, and advocacy opportunities.

HOW WE HELP

Interest groups provide social opportunities. Lunch and tea gatherings provide ways to regularly meet friends. Service groups provide a chance to give back and bi-partisan advocacy is part of the organization's DNA. Small asks, to lunch or to join a single session of a group, can avoid overwhelm and time commitment concerns.

Working Age Message Examples

Advance your career. Enhance your leadership skills.

Meet women of influence for networking, mentoring, and educational opportunities through AAUW.

Take a little time for yourself this month and develop your leadership skills. Network with interesting, like-minded women at a time that works for your schedule.



WORKING AGE PERSONA

Jess AGE 35 GENDER Female

ACTIVITIES <ul style="list-style-type: none">• Professional development• After-school activities• Sports, physical fitness	VALUES <ul style="list-style-type: none">• Ambition• Social justice• Family	VOICE <ul style="list-style-type: none">• Informal (Hi [first name])• Friendly professional
GOALS <ul style="list-style-type: none">• Leadership development• Career advancement• Networking• Education	OBJECTIONS <ul style="list-style-type: none">• Time required• Not enough peers• Gender equity is solved• Not focused on my goals	FAVORITE ORGANIZATIONS <ul style="list-style-type: none">• Professional women's organizations• University Alumni Association
MEDIA <ul style="list-style-type: none">• CNBC, MSNBC• Instagram• LinkedIn• NPR• Podcasts• Social influencers	CHALLENGES <ul style="list-style-type: none">• Busy, little time• Work/life balance• Progressing in career• Managing stress• Connecting with others, esp. during COVID• Imposter syndrome	MARKETING MESSAGING <ul style="list-style-type: none">• Advance your career and develop your leadership skills with like-minded women. AAUW provides a chance to meet women of influence for networking, mentoring, and educational opportunities.

HOW WE HELP

Work Smart & Start Smart provides negotiation training. Mentorship with AAUW members can provide professional development. Virtual, asynchronous resources with in-person learning options allow engagement any time of day. Mastermind groups could assist in career advancement and networking.

Your Recruitment Message

How will you hook people on AAUW?

How Will You Hook People On AAUW?

Leverage AAUW's uniqueness

Nationwide organization
State presence
Local branches

Non-partisan but political
Social justice focus
Legal support
Educational support
Friendship
Common interest exploration

What's in it for

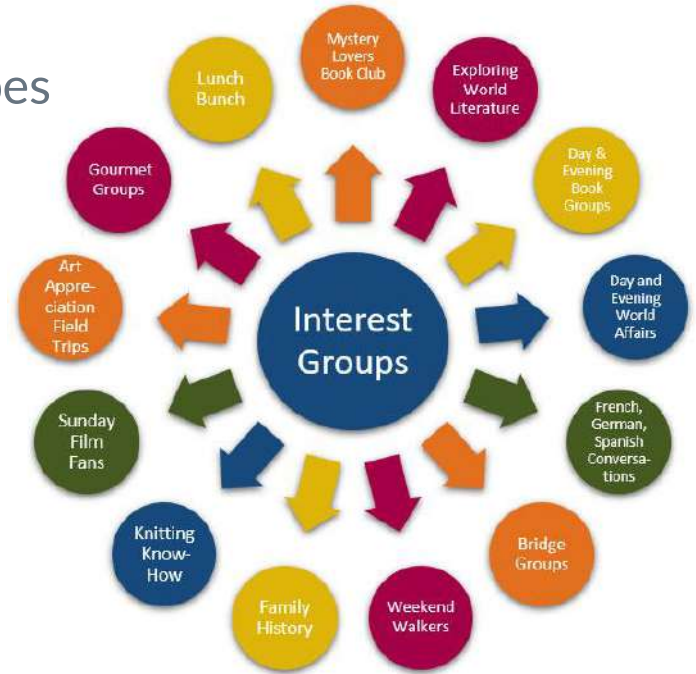
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How Will You Hook People On AAUW?

Networking opportunities

- Interest groups targeting multiple types of activities, both active & intellectual
- Interesting and like-minded people
- Collaboration with community organizations
- Varied and challenging volunteer opportunities
- Exposure to community through AAUW-hosted public events
- Online peer group interactions



How Will You Hook People On AAUW?

Mentorship opportunities/leadership training

- Tech Trek Alumni Group run by former campers
- Committees and task forces that provide leadership opportunities
- Student-run AAUW branches on college campuses
- Library of training webinars
- Opportunity to plan and run branch program of personal interest



- Keeping in Touch With Your Tech Trekkers – and Why You Should

AAUW Membership Answers the Question "What's In It For Me?"

Sources for Recruitment

Where will you find potential members?

Where will you find potential members?

- Program participants
 - Tech Trek & Speech Trek parents and recommending teachers
 - Past local scholarship winners
- Current and retired faculty and staff at local schools and colleges
- Members of other like-minded organizations
- New homeowners in your service area (recruiting material to realtors and title companies)
- Senior Centers
- Chamber of Commerce, Downtown Business Association
- Industry associations – teachers' unions, Women in Engineering, etc.



Marketing to Potential Members

How will you reach them?

How will you reach them?

- Organize your publicity
 - Appoint a branch publicity coordinator.
 - Develop an annual publicity calendar.
 - Maintain a list of media outlets with contacts, deadlines.
 - Create leave-behind publicity/press kits.
 - Create a marketing video and distribute widely.
 - Promote membership on all communications.
 - Use social media and website presence.
- Leverage community connections
 - Find out and use members' connections with other organizations.
 - Co-sponsor or hold joint meetings with other like-minded organizations-offering cross fertilization for membership recruiting.



How will you reach them?

Try new ideas

- Submit PSAs to local radio and cable TV
- Join Chamber of Commerce, Downtown Business Association--attend networking events and use their mailing lists
- Explore online groups
 - NextDoor
 - Meetup
- Hold AAUW pre-parties that piggyback on community events
- Offer to speak at other service clubs (i.e. Rotary, Kiwanis--always dying for speakers!)
- Provide ambassador training for all members (elevator speech, packet of business cards & brochures)
- Purchase ads about AAUW in local print and online publications



How will you reach them?

Develop collateral that highlights your name

- Business cards
- Tote bags
- T-shirts
- Buttons
- Postcards
- Flyers/brochures/formational cards
- Use QR codes
- Signage



How will you reach them?

Let your website and social media do some of the work

- Keep it current, engaging and evergreen
- Post upcoming events
- Include social media links

- Provide a way to contact
- Provide a way to donate
- Provide a way to join
- Post your newsletter

- Social Media Integration
- Website Maintenance
- Establishing a Facebook Account

Website Current	Website Out of date	Branch Facebook link	LinkedIn link	Twitter link	Instagram link
84	24	35	0	8	9
72.41%	20.69%	30.17%	0.00%	6.90%	7.76%

A Success Story

It can be done!

How San Jose achieved a double digit increase

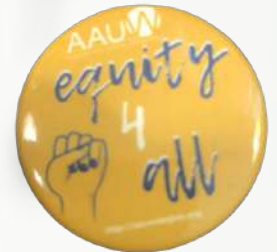
- Continued programs & meetings via Zoom
- Built bridges with like-minded civic groups
- Gained fresh ideas (& free labor) from college Marketing & Graphic Design students
- Used social media to spread benefits of membership
- Asked all members to be recruitment ambassadors for AAUW



Why new members joined the San Jose branch

They ...

- Were seeking connections
 - Looking for like-minded friends in retirement, empty nesting, or new in the area
- Were seeking public policy and advocacy involvement
- Were building a resume and seeking mentoring
- Learned about AAUW through another community organization
- Were friends of friends
- Saw benefits of local scholarships and Tech Trek
- Were attracted to “Coffee and Conversation” meetings
- Found it easy to inquire about membership



San Jose Flyer



WHO ARE WE?

The American Association of University Women (AAUW) is:

A **leading voice** in the nation to **advance equity** and education for women and girls

A community dedicated to **breaking through educational barriers** so that all women and girls have a fair chance through education, research, and advocacy

United as a **national, state, and local** organization with over 170,000 supporters and members nationwide

Women making a difference, both individually and collectively

AAUW research presents groundbreaking publications on current issues facing women and girls.

As advocates of equity for all, AAUW works on a national and state level to address issues such as gender discrimination and pay equity.

For more information, visit our website:
<http://aauwsanjose.org>

San Jose Flyer

AAUW SAN JOSE
CONNECTS THE
COMMUNITY IN
DIFFERENT WAYS



**Book Clubs and
Social Activities**



Policy Advocacy and Action

- Two Minute Activist -- Timely and Relevant
- Be informed, community awareness events
- Workshops -- How to Make Your Voice Heard



Leadership and Service

- Tech Trek, Camp Grace Hopper
- Neighbors Helping Neighbors
- Gifts for Teens
- Local Scholarships
- Support Sports Equity

Stay connected!



 @AAUW

 @AAUWSanJose

What's Next?

Upcoming Webinars

January 19, 2022	Facebook, Instagram and LinkedIn – Your Key to Outreach – Part I	How to set up accounts
January 21, 2022	Entrepreneurship: Is It For Me?	Lunch and Learn
February 22, 2022	Facebook, Instagram and LinkedIn – Your Key to Outreach – Part II	Creating the “ideal” post for each account How advertising can increase your success