



RETIREMENT AGE PERSONA

Pat

AGE 50+

GENDER Female

ACTIVITIES

- Reading, book discussions
- Visiting museums
- Volunteering (service groups)
- Hiking

VALUES

- Gender equity
- Social justice
- Giving back
- Continuous learning

VOICE

- Informal but professional
- Matter-of-fact

GOALS

- Stay active after retirement
- Have an impact
- Meet friends with shared interests

OBJECTIONS

- Must be associated with a university
- Too large a time commitment
- Overwhelmed, where to start

FAVORITE ORGANIZATIONS

- League of Women Voters
- Soroptimists
- Rotary
- University Alumni Association
- AARP

MEDIA

- New York Times
- Washington Post
- NPR
- YouTube
- Facebook

CHALLENGES

- No built-in work community
- Large time commitment to get involved
- Some organizations are too political

MARKETING MESSAGING

- 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.