



[View web version](#)

September 2022

Branch newsletters are a valuable source of information for branches, Interbranch Councils (IBCs), and the state board of directors. Most branches submit their newsletter to AAUW California. AAUW California members can subscribe to receive these newsletters. If your branch currently does not submit your newsletters, please consider doing so and if you would like to subscribe to receive branch newsletters, please follow the procedures on the website by clicking [HERE](#). Shortly, the digest of the branch newsletters will have a filter indicating which IBC the branch is in.

#### Quick Links

##### [Committee News](#)

- [AAUW Fund](#)
- [Branch Support](#)
- [Communications](#)
- [Finance](#)
- [Membership](#)
- [Nominations and Elections](#)
- [Public Policy](#)

##### [Project News](#)

- [Gov Trek](#)
- [Speech Trek](#)
- [Tech Trek](#)

## AS SANDI SEES IT...

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

I love the fall – a time between the hot days of summer and the cold of winter. Despite the shortened days, it's 105 degrees outside so we're still firmly in summer in my hometown of Mariposa. I'm looking longingly to the fall equinox. Summer can be a time of exploration and travel, connecting with family and friends or, if you're on the state leadership team, a time to inspire your committee and develop activities for the coming year. They have been hard at work, and we have a lot in store for this year! Here are just a few highlights. You'll find more details from each committee in their individual articles.

- **Peer group meetings:** In addition to educational webinars, committees are scheduling recurring meetings to provide an avenue for you to meet regularly with other branch and state leaders who have jobs similar to yours to share best practices, motivate each other, and problem solve issues.
- **Website refresh:** The communications team is partnering with each committee to review, revamp and refresh the website so that you can find information more easily. The Finance Committee has completed this process and you'll be impressed by how easy it is to find what you need. See the results [HERE](#).
- **Gov Trek:** Looking for a new project to engage young women in your community? Gov Trek is on the way. A recipient of a state project grant, this proven project will kick off in November.
- **Social media campaigns:** Engage your members, family, and friends in our Voter Education/Get out the Vote (GOTV) campaigns. Targeted messaging will be delivered over nine weeks to member inboxes and on our social media accounts beginning this month.

- **Meet the Leaders:** Do you know which of your state leaders has a new baby or grandbaby, loves to ride horses, or eats SpaghettiOs® right out of the can? Find these and more interesting tidbits on our social media accounts. Join the Town Hall meeting on Sunday to learn what they have in store for the coming year. Our [Success Plan](#) (password = aauwca) is comprehensive and can't be covered in an hour, so we'll focus on the activities and projects that strengthen our connections and support branches in practical ways. Register for the event [HERE](#). We want to know you're coming!

You may have also seen the names of some state leaders on your branch roster. Please don't delete the records of Roli Wendorf, Marsha Swails, Dianne Owens, or Sandi Gabe and please do not include them in your directory or email list. We were added by National to assist with the implementation of the Community Hub.

Thank you for choosing to use your voice to make a difference in the lives of women and girls.

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

*Linking together for our mission.*

## Committee News

### AAUW FUND

[Top](#)

*Karen Vanderwerken, Director, AAUW Fund Committee Chair, [aauwfund@aauw-ca.org](mailto:aauwfund@aauw-ca.org)*

#### **AAUW Fund Events (formerly Fund Luncheons)**

Join us in welcoming 39 California fellows and grant recipients at four fall Zoom events!

We can't argue with success. Holding our annual AAUW Fund Events via Zoom has opened them up to far greater participation. More members can log on and hear presentations by more stimulating fellows and grant recipients. Plan on joining us to learn what your Fund dollars are supporting AND perhaps line up a speaker for your branch. So don't miss out this year. Zoom over to this year's AAUW Fund Event on three Saturdays and one Sunday:

Saturday: October 15th, October 22nd, and November 12th 10-noon

Sunday: October 23rd 1-3 pm

**What I need to know:** There will be four virtual events to meet 39 AAUW Fund recipients.

**What I need to do:** Join one or more of the events and then perhaps select a speaker to request for a branch or IBC event.

**Should I include this in my branch newsletter?** Yes, members will be interested in seeing who and what their AAUW Fund donations support.

**Registration is required.** Click [HERE](#) to register for one or more events.

#### **B2B Bonus:** Quick Tips for Things to Try

- These are Fund Events. Branches and members can donate in honor of these events. Really! Just click [HERE](#). We only need \$120,000 more to meet our California goal of \$525,000. We're 77% there. Designate that your donation is for an AAUW Fund Event.

### BRANCH SUPPORT

[Top](#)

*Carol Holzgrafe and Sharyn Siebert, Directors, Branch Support Committee Co-Chairs, [branch@aauw-ca.org](mailto:branch@aauw-ca.org)*

## **FIVE-STAR PROGRAM: THEY'VE EARNED THEIR STARS!**

Congratulations to these 19 branches!

**1 Star:** Fremont, Greater Whittier Area, Brandman University Virtual Branch

**2 Stars:** Petaluma

**4 Stars:** Chico, East San Gabriel Valley, Gilroy, Danville-Alamo-Walnut Creek, California Online Branch

**5 Stars:** La Mesa-El Cajon, Morgan Hill, Mid-Peninsula, Lompoc-Vandenberg, Napa, Palos Verdes Peninsula, Redding, San Fernando Valley, Orinda-Moraga-Lafayette, Redlands

The national Five-Star Program recognizes achievement in each of the following areas:

- Advancement (contributions and membership)
- Public Policy and Research (work to inform the community and our legislators of AAUW's policies)
- Governance and Sustainability (branch organization – current and future, DEI)
- Program (mission-based programs)
- Communications and External Relations (social media activity that also includes a DEI focus)

**About the Five-Star Program in 2022-23** – Yes, there will be a program; no, it won't be the same. Check it out yourself – the [Five-Star Program](#) helps branches to focus and be more effective. We are promised a simpler, less time-consuming affair with a slightly different direction. Stay tuned.

## **QUESTIONS? NEED HELP? [ASKUSFIRST!](#)**

- Questions about dues renewals? The deadline is extended to September 30th. If you have trouble entering your members' renewals or your committee (board) list on National's Community Hub, please contact us. Or click [HERE](#) to check out the two short webinars.
  - In the first webinar "Login and Roster Management," note the slide with the brief glossary of term changes on the Community Hub: e.g. 'board' is called 'committee;' 'branch' is called 'affiliate.'
- AAUW California's Board Officer Report (BOR) is separate from AAUW National's Committee Roster. Same information, different websites. This is how each part of the organization knows which members should receive specific information (e.g. finance, membership, public policy etc.)

## **MISSION-BASED PROGRAMS**

Have you planned mission-based programs for your

**What I need to know:** Dues renewal is extended to September 30th. Branch Support will continue to support the Five-Star branch recognition program and offer "Ask Us First" for quicker answers to AAUW questions.

**What I need to do:** For help with dues renewal, watch our AAUW California recorded webinars for step-by-step guidance on using the new Community Hub.

**Should I include this in my branch newsletter?** No, this information is for branch leaders only.

members and community? Create excitement about voting fairness, gender equity, education, diversity, equity, and inclusion.

Check out other branch newsletters or websites if you need ideas. Some are quite brilliant.

## TOWN HALL

Join the Town Hall on September 11th for a deeper dive into what your state Leadership team can do for you. Click [HERE](#) to register.

**B2B Bonus:** Quick Tips for Things to Try

- If you can't find something at [aauw.org](http://aauw.org), go to your search engine (Google, DuckDuckGo, Bing, whatever), and enter "aauw.org (and whatever you are looking for)". Example: "aauw.org 5 star program"). It should take you right there.

---

## COMMUNICATIONS

[Top](#)

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

### WHO'S WHO?

If your circle of friends isn't large enough, you can now "meet" all the branch leaders in the state thanks to the newly posted 2022-2023 AAUW California Directory. Visit the website and click on "Directory" in the top menu bar (how clever is that?). To protect our members' privacy, you'll need to enter the password: aauwca. There's a treasure chest of information with a list of every branch's officers and key contacts such as the Tech Trek or DEI coordinator.

But wait...there's more! Check out the list of important dates, state leaders' contact info, Tech Trek camp contact info, and even a list of past presidents, which is impressive. Do you know what year the first AAUW California president took office?

Do review your branch's listings for accuracy and submit any requests for changes to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org). You can also download your branch information as a PDF file, should the mood strike you.

Be sure to register for "Instant noodles? Nope, it's Instagram!" Our social media team will show you how to cook up a delicious recipe for reaching your audiences through Instagram on October 4th at 7:00 pm. Register [HERE](#).

One last thing: be sure to join the virtual Town Hall on September 11th at 3 pm to "meet" CommComm and hear what this busy committee does for YOU. Register [HERE](#).

**B2B Bonus:** Quick Tips for Things to Try

**What I need to know:** The AAUW California directory of branch leaders with other pertinent information such as key dates is now posted on the website. There will be a webinar covering how to create an effective Instagram presence on October 4th.

**What I need to do:** Review the directory information for your branch and send any changes to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org). Register for the Instagram webinar.

**Should I include this in my branch newsletter?** No, this information is for branch leaders only.

- Send out a “Branch Buzz” to your Interest Group chairs every month and ask them to read it at the beginning of their meeting. Include ONLY three brief bullets: (1) something your branch has done (2) something coming up and (3) something a volunteer can do.

---

## FINANCE

[Top](#)

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

### ASK NATIONAL TO FILE YOUR 990-N

It is that time of the year again! For your branch’s annual government filings, all branches with annual incomes of \$50,000 or less are required to file four forms:

1. IRS 990-N
2. California Franchise Tax Board Form 199-N
3. Registration Renewal Form RRF-1
4. Charitable Trust’s Treasurer Report form CT-TR-1

The easiest and recommended way of filing the IRS 990-N is to ask national AAUW to do it for you. Follow these steps:

1. Go to [Community Hub](#) and login.
2. Under your PERSONAL SNAPSHOT, go to > MY AFFILIATIONS.
3. Find your branch and click the blue button to the right of it to view the options.
4. Click on TAX INFORMATION.
5. Click on ADD NEW TAX DETAILS.
6. Complete the form. For principal officer, it is usual to enter the finance officer.

**What I need to know:** Several tax filings are upcoming. For branches with annual revenue of less than \$50,000, it is recommended that you have National file the IRS-990N.

**What I need to do:** Review the list of required tax filings and note the deadlines.

**Should I include this in my branch newsletter?** No, this information is for branch leaders only.

It is a simple form to fill out. The deadline is OCTOBER 15th. For branches with income over \$50,000, you need to file form 990-EZ or 990 yourself and the deadline for you is November 15th.

All the other forms have to be filled out by you, and the deadline for them is November 15th. Click [HERE](#) to find them on the website. For branches with income over \$50,000, the CT-TR-1 form need not be filed.

### **B2B Bonus:** Quick Tips for Things to Try

- You can get to the Community Hub login page just by going to [my.aauw.org](http://my.aauw.org). Try it out!

---

## MEMBERSHIP

[Top](#)

**Marsha Swails**, Membership Committee Chair, [membership@aauw-ca.org](mailto:membership@aauw-ca.org)

### WE HAVE A PLAN – LET’S GROW!

Hey there. Our awesome committee is excited to take on this challenge of growing AAUW California. Every needs

**What I need to know:** Membership will share a growth plan and toolkit at a peer group meeting in October.



assessment analyzing our declining membership numbers always uses fancy consultant language. Yet, my cartoon friend Maxine sums it up best. “We’re old. We’re burned out. We’re unknown.” (Her coffee cup reads, “I love my attitude problem!”)

What would happen if we changed that mindset? What if we radiated energy that says, “Come join us. Be part of something bigger that can change the lives of women and girls!” Our new mindset dances to this tune! **We are vibrant and smart. We are action people. We are AMBASSADORS.**

What **IF** (and that is a **big IF...**) all of us would just invite one person to join AAUW – a friend, neighbor, relative, co-worker – that number would be – let me see “ $9167 \times 2 = 18,334$ ” What!?! If each one would bring one...whoa, Nelly! That’s growth! (Don’t worry, our goals are a little more modest than that. Six percent for next year, but it is so fun to dream!)

We will be launching our new growth plan and toolkit at our first Membership peer group meeting later in October. We are so excited to meet with all branch leaders interested in growing AAUW California! Stay tuned for the official invitation.

**B2B Bonus:** Quick Tips for Things to Try

- Create a “New Member Welcome Letter.” Call the new members and invite them to coffee to talk about the branch and upcoming activities. Follow through right away!

---

## NOMINATIONS & ELECTIONS

[Top](#)

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

### DO YOU LOVE AAUW???

If so, it is time to consider becoming a candidate in the upcoming AAUW California election in April 2023. Serving on the state board of directors is a great experience and a way to help guide AAUW California into the future.

This year, we will be electing:

- President-Elect (one-year term 2023-2024, then two-year term 2024-2026 as president)
- Four Directors (two-year term 2023-2025)
- CFO (two-year term 2023-2025)

Our committee will be reaching out to many branch presidents to talk about the benefits of serving on the board, the time commitment required, and our search for diversity.

The website and nomination form will be updated shortly. Start considering members in your branch who might like to run for state office, or maybe you yourself would make a

**What I need to do:** Encourage members to ask one other person to join AAUW.

**Should I include this in my branch newsletter?** Yes, encourage members to invite one person to be part of something bigger that can change the lives of women and girls.

**What I need to know:** There are several opportunities to join the AAUW California Board of Directors next year.

**What I need to do:** Consider standing for office or asking a suitable candidate.

**Should I include this in my branch newsletter?** Yes, provide this information to your members and encourage them to consider standing for election to the board.

great candidate! More information will be available next month.

---

## PUBLIC POLICY

[Top](#)

*Kathleen Harper, Director, Public Policy Committee Chair, [publicpolicy@aauw-ca.org](mailto:publicpolicy@aauw-ca.org)*

### WHEN WOMEN VOTE, THEY CHANGE THE CONVERSATION!

Even though Mahatma Gandhi didn't actually say "Be the change you want to see in the world," it's still a great sentiment - and you don't even have to go on a hunger strike to make it happen! All you have to do is join our Voter Education/Get Out the Vote campaign! Starting the first week in September, you and your members will be receiving weekly messages from the Public Policy team, ready-made for posting on social media platforms. Here are three things you, as leaders, can do to help:

1. Make sure the messages are posted on your branch's Facebook page.
2. Make sure your members are aware of the campaign and the importance of their participation and encourage them to post the messages on their own social media platforms.
3. Include the Voter Education/GOTV articles sent to your branch public policy chairs in your newsletters.

You are also encouraged to make your October program focus on the election. You may want to consider a Candidates' Night. Before a partisan election, AAUW branches may host candidate forums to which all major-party candidates in that election are invited. Just remember AAUW branches with 501(c)(4) status must make a thorough and good faith effort to ensure the participation of at least two candidates for a specific office, but may proceed with a forum if only one candidate accepts. AAUW branches with 501(c)(3) status may only proceed with a candidate forum event if at least two candidates have accepted the invitation.

Thanks for being part of the change!

Click [HERE](#) to learn more about California Proposition 1, Right to Reproductive Freedom Amendment (2022).

#### **B2B Bonus:** Quick Tips for Things to Try

- Have members who don't use social media? Tell them they can forward the messages to everybody they know as an e-mail.

**What I need to know:** Public Policy is launching a ready-made Voter Education/Get Out the Vote social media campaign.

**What I need to do:** Post the weekly messages on your branch's social media pages and encourage members to share them. Consider focusing your October program on the election, possibly with a candidates' forum (following the guidelines).

**Should I include this in my branch newsletter?** Yes, encourage your members to watch for and "share" the election-related social media posts on their own platforms.

## Project News

**Shauna Oenning Ruyle**, Gov Trek Program Director, [govtrek@aauw-ca.org](mailto:govtrek@aauw-ca.org)

## **SAVE THE DATE! GOV TREK CALIFORNIA – KICKOFF WEBINAR, NOVEMBER 16TH, 7 PM**

We're getting ready! We're busy planning for the next phase of the Gov Trek program – and can't wait to get the curriculum in the hands of high school junior and senior girls across California!

Join us on November 16th to learn about this free, virtual, state-wide program designed to elevate a new generation of women to public service and elected office through career exploration, industry speakers, campaign simulations, summer internship opportunities, and more!

Get more women involved in politics, and deliver more value to your branch members and community with Gov Trek. Join us to learn more on November 16th! Stay tuned for the webinar details.

Click [HERE](#) to learn about the 2019 Gov Trek pilot program.

**What I need to know:** The new state-wide program Gov Trek will hold a kickoff webinar on November 16th to explain what it is and how it will work for your branch.

**What I need to do:** Watch for registration information.

**Should I include this in my branch newsletter?** Yes, encourage your members to save the date for the kickoff to learn about Gov Trek.

---

## **SPEECH TREK**

[Top](#)

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

### **SPEECH TREK UPDATE: TOOLKITS, MOU'S AND HOW DO THEY DO IT?**

- The toolkits are available! Click [HERE](#) to download the 2022-2023 Branch and Student Toolkits.
- The Memorandum of Understanding (MOU, found in the Branch Toolkit) submission deadline has been extended to **Friday, November 18th**.

How do they do it? We spoke with Poway-Peñasquitos Branch, home of two state winners (2019 and 2022). We asked Karen McGurk, Speech Trek Chair, and Marie Dye, Communications/PR Chair, to reveal the branch's secret to success. They graciously shared their five-step winning formula:

1. Strong support from the state Speech Trek team
2. Dedicated and flexible branch members
3. Multiple methods of publicity, especially social media, school promotion, and word-of-mouth
4. Community involvement
5. Patience and persistence

Why does Karen McGurk volunteer for Speech Trek? "I believe speaking is the most important way we communicate," she answered. "Speech Trek provides an opportunity for young people to enhance their speaking skills, and the participants ... have been such creative,

**What I need to know:** The Branch and Student Speech Trek toolkits are posted on the website. The deadline to submit the MOU is November 18th.

**What I need to do:** Review the Speech Trek Branch Toolkit, consider participating, and submit an MOU.

**Should I include this in my branch newsletter?** Yes, members will be interested in the 2022-2023 topic and may volunteer to assist in organizing Speech Trek at your branch.



poised, intelligent people,” she gushed. “They have the critical thinking and leadership skills necessary to make our world a better place--they give me hope!”

Here’s hoping your branch will lend insight into the 2023 Speech Trek question: *How can communities, organizations, and citizens of all ages help protect and expand voting rights?*

See toolkits for more details on the topic. Questions? Email [speechtrek@aauw-ca.org](mailto:speechtrek@aauw-ca.org) for answers!

**B2B Bonus:** Quick Tips for Things to Try

- Speech Trek Chairs: Ask your local high school principals which teachers might be interested in promoting this year’s topic and contest.

---

## TECH TREK

[Top](#)

*Mary Isaac, Tech Trek Program Director, [techtrek@aauw-ca.org](mailto:techtrek@aauw-ca.org).*

### GOODBYE TO TECH TREK 2022, HELLO 2023!

2022 was a great comeback year and 2023 promises to be even better! With support from the state and branches, the Tech Trek Committee is SO ready to help you engage your communities in our mission of encouraging more girls to pursue higher education in STEM fields!

Please welcome Kathy Ford as the 2022/2023 Tech Trek Financial Liaison, she will be working with us on improvements related to money: getting it, spending it, keeping it, and reporting it, while the rest of us focus on process improvements related to schools, campers (and alumnae), and volunteers from the branches.

We are targeting a late October/early November date for the first Branch Coordinator support session to share all the details.

Make sure your branch directory listing is correct so that your Tech Trek coordinators don’t miss the invite later this month! Visit the website and click on “Directory” in the top menu bar. To protect our members’ privacy, you’ll need to enter the password: aauwca. Send updates to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org).

**B2B Bonus:** Quick Tips for Things to Try

- Use Zoom meeting transcripts as a starting point for minutes so you can focus on the content or speaker during the meeting.

*Distribution: This email was sent to the following distribution lists:* All distribution lists.

---

To unsubscribe please send an email to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org) and request to be removed from the distribution list.

**What I need to know:** There is a new Tech Trek Financial Liaison, Kathy Ford. There will be an initial meeting in the fall for Tech Trek Branch Coordinators to learn about Tech Trek plans.

**What I need to do:** Confirm that the listing for your Branch Coordinator in the new directory is correct. Watch for details on the kickoff meeting.

**Should I include this in my branch newsletter?** No, this information is for branch leaders only.

[www.AAUW-CA.org](http://www.AAUW-CA.org)

