



## Board to Board (B2B)

A Communication from the AAUW California Board to Branch Boards  
*Linking together for our mission.*

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**November 2022**

*To advance gender equity for women and girls through research, education, and advocacy is the AAUW mission. We often include 'our AAUW mission' in our articles. It is important to articulate it and keep it in front of us so we can ensure our programs honor and support it. AAUW Values include *intersectional, inclusive, intergenerational, and empowering.**

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## AS SANDI SEES IT...

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

That's the kind of month It's been.

It's tempting to rush by our accomplishments in our race to check something off our ever-growing list. Here are a few tidbits of the extraordinary things that happened this month.

**Extraordinary Webinars:** With three fund events and a social media training on Instagram under our belt, members and branch leaders have had opportunities to be inspired by our fellows and grant recipients and learn new tools to expand their personal and branch social media skills.

**Extraordinary Progress on Programs:** The Gov Trek committee has been working 'round the clock to put the pieces together to expand our "Trek" offerings to inspire 150 young women to consider a career in public service. Don't miss the kickoff to see how you can bring this high-impact program to your students.

### Extraordinary Happenings at AAUW National:

- Community Hub notifications have been turned on, so you know when a new member has joined.
- Branch fund directors received their first comprehensive report of branch donations. (Yes, it needs a bit of tweaking).
- Did you recruit members in March, April, or May this year expecting their membership to extend to 6/30/2023 only to find out that memberships are strictly 12 months? Good news! National has agreed to extend the expiration date to 6/30/23 for these members. All new memberships extend for 12 months.

- Branch websites WILL be updated to a new look and feel early next year. AAUW California will be working with National to ensure our rollout is smooth and well-coordinated. Branch logos are also in progress.
- Still trying to renew your members? We're closing the gap with only 12% of members still needing to renew. The grace period has been extended to November 30th. You can easily spot members who need to renew by downloading your branch roster from the community hub. The "account member status" column indicates "grace" if they need to renew so that they are not dropped at the end of November.

Extraordinary progress in your branch? Take a moment this month to reflect on your branch's accomplishments.

## Committee News

### AAUW FUND

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

#### LAST CALL!

AAUW Fund supports our mission and these fabulous graduate students and grantees! Thank you for giving so generously.

We finished three amazing October Fund Events showcasing 24 California scholars and grantees in a variety of topics! If you missed them, you can [view the recordings](#) on the AAUW California website.

- The 4th and final 2022 AAUW Fund Event is on Saturday, November 12th, 10 am to noon. Click [HERE](#) to register. There will be 11 additional fellows and grantees presenting. Are you looking for a branch or IBC program speaker? Schedule one of our scholars to provide a more detailed presentation through April 2023. Click [HERE](#) to request a scholar/grantee speaker for your branch. View the 2022 recipients, read their bios, watch any of the videos of the four Fund Events, and/or donate to AAUW by clicking [HERE](#).
- Announcing a Peer-to-Peer Fund Director's Zoom meeting on Thursday, November 17th at 6 pm with Sandi Gabe. Click [HERE](#) to register. She will include useful tips on how to read and promote your National Fund reports for your board and members.

**What I need to know:** The final Fund Event is November 12th and the first Fund peer-to-peer group will be November 17th.

**What I need to do:** Schedule a scholar/grantee speaker if appropriate.

**Should I include this in my branch newsletter?** Yes, share the link to the Fund Event page so your members can learn how their Fund donations are changing the world.

### BRANCH SUPPORT

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

ASK US FIRST! WE HAVE (most) ANSWERS!

**What I need to**

You have all embraced the “ask us first” concept, and we are delighted to be there for you. Some of your questions/concerns need to be referred along to other board members. However, we do try to respond to you in a timely manner.

Here is a question recently asked: “Are members of branches allowed to participate in each other’s interest groups?” The answer really depends on your branch bylaws, however, why not? Maybe they will become dual members or refer friends in your area. Joint meetings can help find leaders too! We verified this answer with our Governance gurus!

As we go into our busy holiday season, each branch needs to think

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D!!!

That is an old IBM motto, but so fitting for our leadership succession in our branches. We, on the Branch Support committee, are planning not one but two training webinars to support branch leadership. Our first one, Tuesday, February 7, 2023, will focus on defining the roles required and suggested that your nominating committee needs to fill. The second will be for new leadership teams, and what the members of that group need to know before they assume their new roles as the fiscal year begins.

### **Need to refresh your programs or interest groups? Borrow from other branches.**

Here’s how: From your search engine (Google, DuckDuckGo, Bing, etc.) enter “aauw” and “the name of a branch”. Most branches have websites; some sites allow access to their newsletters. Why not borrow the ideas that make other branches successful?

### **Searching National’s website?**

In your search engine (Google, DuckDuckGo, Bing, etc.) enter “[aauw.org](https://www.aauw.org)” and “whatever you are looking for (Five-Star Program, membership, etc.)”.

Click [HERE](#) to read the voluminous information included in the *Leadership Development Toolkit*. (The links to the national website are no longer functional.)

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

- Within the above reference is an AAUW Community Resource Mapping form. Its use may help you recruit new members!

**know:** There will be a webinar on February 7th about the role of the nominating committee.

**What I need to do:** Always use ASK US FIRST and the directors will answer or refer you to the appropriate source.

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

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## **COMMUNICATIONS**

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

### **WHY WE GOT AN EMAIL WITH BALLOONS ON IT**

AAUW California reached the milestone of attracting 100 people to subscribe to our [YouTube channel](#). 100 may not sound like a lot to you, but it is to YouTube because they sent us a congratulatory email with animated balloons floating on it. Our YouTube channel is a repository for dozens of our videos. In addition to our webinar recordings which are available on our website, there are submissions from branch events, videos of Tech Trek speakers and camper presentations, helpful training videos, and more. Click the link above or go to YouTube and enter “AAUW California” in the search bar.

**What I need to know:** AAUW California has a YouTube channel with dozens of informative videos.

When viewing a video, click the “cc” on the bottom toolbar for closed captioning. To read a transcript of the recording, click on the three dots below the display and select “Show transcript.”

Our Tech Peer Group kicked off with lots of participation on October 25th, hosted by committee member, and former chair, Tracey Clark. This will be an ongoing informal opportunity for the people who do tech-related tasks for your branch to share and learn from each other. If your branch does not have a representative in this group, contact [communications@aauw-ca.org](mailto:communications@aauw-ca.org) with the name and contact email of the person to be added. This could be your webmaster, newsletter editor, list manager, social media coordinator, etc.

Above all, keep communicating with your members! It is the key to retention.

**What I need to do:** Search for our YouTube channel and “subscribe”. You’ll be notified when a new video is added!

**Should I include this in my branch newsletter?** Yes. Branch members may be interested in the content on our channel.

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

- Help your members spot spam emails. They’re getting quite good. The spammer can hijack the name of someone that you recognize. Before opening it, hover over the name with your mouse to see if the sender’s actual email address is legitimate. If it’s a phishing expedition, the email will not be theirs and will often be noticeably odd looking. Look at the subject line carefully too. Beware if something sounds too good to be true. Watch for spelling and grammar errors. Don’t open links unless you trust the source. Don’t forward spam emails to anyone else to “check them out.”

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## **DIVERSITY, EQUITY, & INCLUSION (DEI)**

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*Stormy Miller Sabia, Director, DEI Committee Chair, [diversity@aauw-ca.org](mailto:diversity@aauw-ca.org)*

### **LET’S TALK DEI!**

Are you eager to engage in community conversations with fellow branch DEI Coordinators and Chairs? Do you have questions, concerns, or need support to advance issues of diversity, equity, and inclusion within your branch? We are here to support you! Join us for – **Let’s Talk DEI!** – an open discussion for branch DEI Coordinators and Chairs on where you are and where you want to be both personally and as the DEI lead for your branch. Come meet your AAUW California DEI Team to share your interests, needs, suggestions, and concerns.

**When:** Let’s Talk DEI will launch at the beginning of 2023!

**What I need to know:** The DEI webinar was on November 3rd. Click [HERE](#) to watch the video and see the presentation material.

**What I need to do:** Look for the announcement of the upcoming Let’s Talk DEI discussion at the

beginning of 2023.

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

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

- Did you attend the DEI statewide chat on November 3rd? If so, we want to hear from you to help form our future community discussions on issues of diversity, equity, and inclusion! Click [HERE](#) to complete the feedback form.

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## **FINANCE**

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

### **Many Deadlines on November 15th - Tax and Government Filings**

All your tax and Attorney General's Office filings are due November 15th! If you did not ask National to file the IRS 990-N for you by October 15th, and your branch income is \$50,000 or less, you need to file the following by **November 15th**. Skip step 1 if 990-N has already been filed for you.

1. IRS 990-N
2. 199-N electronic filing for the California Franchise Tax Board (FTB)
3. RRF-1 form for the Attorney General's Office
4. CT-TR-1 form, also for the Attorney General's Office

Links for these forms are available on the website [HERE](#). It also has videos of how to fill out the RRF-1 and CT-TR-1 forms. Note that the filing requirements for 501(c)(3) and 501(c)(4) branches are the same.

If your branch revenue is greater than \$50,000, your list of filings becomes:

1. IRS 990-EZ or 990 depending on if your revenue is below \$200,000 or not.
2. Form 199 for California FTB
3. RRF-1 form for the Attorney General's Office

Since you've had to fill out the 990-EZ or 990, you do not need to file the CT-TR-1 form!

### **Insurance and Funds Assessment Payments**

If your branch hasn't yet paid AAUW California for insurance and AAUW Funds assessment for 2022-2023, the payment is **due by November 15th**. Reminders were sent out a couple of days ago to all branches who haven't paid yet. We would greatly appreciate timely payment. If you don't remember paying and haven't received the invoice, please send an email to [office@aauw-ca.org](mailto:office@aauw-ca.org) or [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org).

### **Information Session November 10th at 7:00 pm**

We are holding an informal, interactive branch treasurer Zoom session on Thursday, November 10th, at 7 pm to give you an opportunity to talk to the state finance committee members, get your questions answered, and also get a tour of our new [finance website](#). We will cover available resources and your questions on branch treasurer basics, how to do accounting, membership dues,

**What I need to know:** Don't miss the November deadlines that include state and federal tax filings and insurance and fund assessment payments. Receive additional assistance at the branch treasurer's fall check-in.

**What I need to do:** Attend Treasurer's Fall Check-In to receive informal assistance.

**Should I include this in my branch newsletter?** No. These resources are for branch officers.



annual tax and other government filings, insurance and funds assessments, and financial issues related to fundraising. If you still have questions about your tax filings, this is a great opportunity to get those answered!

### Here are the details again:

**What:** Branch Treasurer Fall Check-In: Questions, Answers, and Resources (an informal virtual, interactive session)

**When:** Thursday, November 10th, 7 pm

**Zoom Link:** [Click HERE to join](#)

**Meeting ID:** 828 5246 1167

**Passcode:** 714480

Hoping to see many of you! Have a very happy Thanksgiving.

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

- Even if you are unable to attend the information session on November 10th, do check out the new finance website [HERE](#) . . . your one-stop shop for all branch finance-related information, now in an easy-to-access format!

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## MEMBERSHIP

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

### WOMEN WITH A WHY. LET'S GROW!

**Can you share why you are an AAUW member in a succinct and joyful way?** This last weekend I met with the Southeast Interbranch Council in the Inland Empire. A lively meeting focused on how to grow our membership. Someone asked a straightforward and sincere question. "Where do we find new members?" I related my own story of how I found AAUW after retiring from a forty-year career in Minnesota. I knew no one here. I missed my friends, my Minnesota family, and all the familiar changes the seasons brought. I finally joined a health club's aqua aerobics class. After a couple of sessions, while changing in the locker room, I met another retired woman from Atlanta who moved here after a long career at CNN. Her warmth meant so much. Our transition was so similar. She described an AAUW discussion group that met monthly near her home. She invited me to attend the next meeting. Hungry for new friends, I agreed. The moment I walked into that bright house, I felt at home. Twenty women were gathered happily talking and laughing in the kitchen. Later we began the discussion on an issue affecting the lives of women. Someone else invited me to a branch meeting. The same warmth. The same energy.

I joined AAUW.

Where do we find new members? Anywhere. It could be in line at Rite Aid, at the DMV, or at a farmer's market (or in a state of undress at a health club!) The key is enthusiastically sharing how AAUW gives your life purpose and meaning. Do you have the elevator speech down?

**What I need to know:** What is my elevator speech regarding why I am an AAUW member.

**What I need to do:** Share my story of sharing AAUW with others.

**Should I include this in my branch newsletter?** Yes, all members need a reminder of sharing why they are an AAUW member and to share that with their friends and accidental acquaintances.

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

- Join the “Nextdoor” app for your local community. Invite your neighbors to an AAUW activity or celebration. Focus on newly retired women who might be looking for friends or a new opportunity to volunteer. When someone responds to your post, reach out. Meet at a coffee shop. Invest in that person. Let’s grow!

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## NOMINATIONS & ELECTIONS

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

**What I need to know:** The CFO position for the 2023 AAUW California election is one of the open positions.

### WHAT’S REALLY GOING ON? FOLLOW THE MONEY!

Being the Chief Financial Officer (CFO) for AAUW California was a challenge and an accomplishment for the current CFO, Roli Wendorf. She came into the position with little experience with AAUW California and no accounting background. She had much to learn her first year but she appreciates the wider perspective she gained about branch issues and how they solved them. Her favorite things about the job are the friendly people on the board, working with branches to solve problems and knowing she has made a difference.

**What I need to do:** Encourage anyone having the required qualities to consider applying for the CFO position.

Qualities for a CFO include good attention to detail and accuracy, knowledge of AAUW and previous experience as a branch treasurer or leader, and some knowledge of Quickbooks, though that is not required.

**Should I include this in my branch newsletter?** Yes, consider sharing the entire list of open positions. They include President-Elect, CFO, and four Directors.

The AAUW California CFO is an important person on the team moving AAUW California’s mission forward. We are seeking the next CFO now! Click [HERE](#) to visit the website for more election information including how to nominate yourself! Are you up for the challenge?

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## PUBLIC POLICY

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

### THE PUBLIC POLICY THEME THIS MONTH IS “USING YOUR VOICE TO MAKE A CHOICE”!

As you read this, you will perhaps have already voted by mail in the 2022 mid-term election, if so good for you. If you prefer to vote in person, that’s great too – just don’t forget!

**What I need to know:** It is important for members to provide input in shaping AAUW California’s Public Policy

And then, after all the hoopla finally starts to die down, we’re going to be asking you to weigh in again – this time, on AAUW California’s Public Policy Priorities. The PPPs, as we affectionately call them, are updated every two years, and it’s time to consider possible changes for 2023-25. You – and all members of your branch – should have received the survey by now. The PPPs are

member-driven – use your voices and let us know your choices. If you have ideas for changes/additions/deletions, the deadline for returning the survey is November 11th, so don't delay! You can access the survey [HERE](#).

Important dates:

November 8th – Vote, if you haven't already

November 11th – Deadline for returning your PPP survey

Priorities for 2023-25.

**What I need to do:** Complete the survey and return it by November 11th, and encourage all my branch members to do the same.

**Should I include this in my branch newsletter?** Yes, if your newsletter is published before the deadline.

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

- Have a PPP discussion party with interested members at your favorite wine bar. Share ideas and perspectives to come up with the best policy ideas for California women and girls.

## Project News

### **GOV TREK**

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

### **WANT MORE WOMEN IN POLITICAL POWER? REGISTER TODAY!**

#### **Learn about Gov Trek, the new AAUW program!**

Men still vastly outnumber women in the halls of power. Let's close that gender gap! The Gov Trek launch webinar is on November 16th at 7 pm. This webinar will explain how AAUW branches can offer the new, free, virtual statewide program developed by AAUW California for high school girls in their junior and senior years. The purpose is to expose them to careers in public service and elected office. Starting in January and conducted through five virtual two-hour sessions, the activities will be engaging, interactive, and inspirational. See how your branch can participate!

Click [HERE](#) to register to attend the virtual kickoff meeting.

Gov Trek 2023 Volunteers Needed! Be a part of it! Learn how you can help us close the gender gap in politics. Submit your name [HERE](#).

**What I need to know:** The Gov Trek launch webinar will outline the new program and resources available for your branch.

**What I need to do:** Encourage others to attend the webinar and register yourself.

**Should I include this in my branch newsletter?** Yes, we don't know who will be inspired by this new program.



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

- Click [HERE](#) to look at research on the paucity of women in political power positions vs men, justifying a program geared toward encouraging young women to engage more in politics.
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## **SPEECH TREK**

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

### **REMINDERS:**

1. Remember to submit your Memorandum of Understanding (MOU) found in your Branch Toolkit by November 18, 2022.
2. Click [HERE](#) for toolkits.
3. The 2023 Speech Trek question is: How can communities, organizations, and citizens of all ages help protect and expand voting rights?
4. March 1, 2023, is the deadline for submitting the branch winner's online submission to the state,

**What I need to know:** That November 18th is the deadline for submitting the Speech Trek MOU,

**What I need to do:** If your branch will be participating in Speech Trek, make sure the procedures are in place.

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

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## **TECH TREK**

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

### **GET READY TO MAKE A DIFFERENCE!**

Don't forget to register to join the Tech Trek Branch Coordinator Peer Support Group Kick-off on Monday, November 14th, from 6:30-8 pm!

Learn what's new for Tech Trek in 2023 and share your knowledge in breakouts focused on:

- Tools and Information Sharing
- Dealing with Schools
- Dealing with Families Selecting Campers

With an average tenure of five years and a range from 0 to 24 years, branch coordinators are the engine that makes Tech Trek work, so 'gather ye tips while ye may' at this session!

Click [HERE](#) to register.

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

- Enlist past camper alumnae to help you and your nominated students complete paperwork and answer camp-related questions. Contact [techtrek@aaupw-ca.org](mailto:techtrek@aaupw-ca.org) for alumnae lists.

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