



# AAUW California

Growing AAUW California!

January 25, 2023



*Linking together for our mission.*



# Speakers



**Marsha Swails**

Membership  
Chair



**Claudia  
Schwarz**

Danville-Alamo-  
Walnut Creek



**Alice  
Matthews**

Torrance



**Michelle White**

Beach Cities



**Donna Lilly**

San Diego

# Welcome

## Let's Grow!!!

- Keep our mission at the core of everything we do:  
Empowering women and girls.

## Let's Find!!!

- Newly Retired
- Younger Women

## Let's Aim For!!!

- 6% by Feb 2024



# Today's Objectives

## What will you learn?

- How to reach our goal of a **6% increase** by Feb 2024.

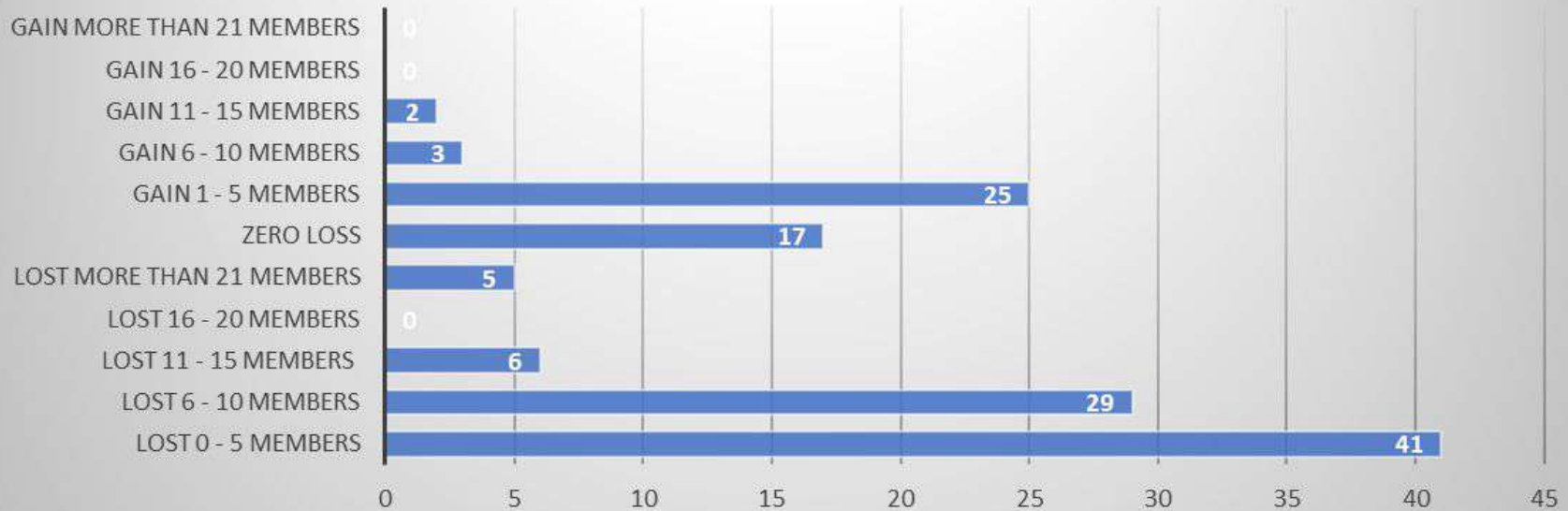
## How will you do it?

- Create the role of **Branch Ambassador**.
- Identify **College and Diverse Opportunities**.
- Strengthen our **Branch Communications**.
- Create a **Culture of Recognition**.
- Collaborate with **Community Organizations**.



# What Is Our Membership Gain/Loss?

Number of CA AAUW **Branches** with Membership Net Loss/Gain (Grouped by totals) from 2021-2022



# AAUW California Membership Analysis

## AAUW California Counties with Greatest Loss in Members in 2021-22

Branch County	Net Gain/ Loss	No. of Branches
East Bay	-211	26
Central Valley	-72	11
Sacramento	-56	9
South - LA	-46	11
South - San Diego	-39	7
South Coast	-35	3
South - Orange	-31	3
South Valley	-16	3
Central Coast	-13	4
North	-5	2
<b>Grand Total</b>	<b>-524</b>	<b>79</b>



# What Does 6% Look Like???

Branch Size	Branch	Current Number	6% increase	Total Members
<b>Large</b> 150+	Sacramento	235 members	14 members	249 members
<b>Medium</b> 75-149	Palm Springs	91 members	6 members	97 members
<b>Small</b> 10-74	Paradise	23 members	1 member	24 members

*(Based 2/1/22 data)*



# How Will We Make Our 6% Goal?

**By creating a Branch Ambassador Person or Team**

## **Identify a Branch Ambassador**

- Face of the association
- Point of contact for new and potential members
- Must be **enthusiastic** and a **Champion** for AAUW



## **Identify Recruiting Opportunities**

- AAUW open meetings
- Community events
- Meet and greets





# Warm And Welcome Contact

## Follow Up – Follow Up – Follow Up

- Call to make a **Personal Connection**
- **Email** or **call AGAIN** to check-in
- Send a **Personal Invitation** to events

## Connect and Engage

- Connect new members with group leads and board members
- Connect new members with one of the Ambassador Team
- Host a **New Member Annual Event** (This is a bling opportunity :)



# Everyone Is An Ambassador!



# How Will We Make Our 6% Goal?

Use a variety of recruitment techniques to find new and diverse populations.

- Collaborate with **local business** on fundraising events.
- Facilitate **Start Smart** workshops at campus career center.
- Facilitate **Work Smart** workshops in collaboration with a civic entity.
- Staff an **AAUW booth** at non-traditional community events: fairs, school celebrations, workshops, conferences.



# How Will We Make Our 6% Goal?

## Connect with our colleges.

- Invite an **AAUW campus representative** to join your branch.
- Recruit **staff and faculty** to join your branch.
- Welcome **e-student affiliates** to branch events.
- Invite a **college student/Tech Trek alum** to serve on your branch board.
- Pay **membership dues** to state and local for scholarship awardees.
- Underwrite National Conference for College Women Student Leaders registration fees (**NCCWSL**).



# How Will We Make Our 6% Goal?

## Recruit National Members without branch designation.

- Locate **national members** in your community by sending a request for a list to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org).
- Reach out to **national members** with a phone call or email to invite them to a branch event.
- Invite **national members** to join your branch.



There are 986 potential members in this group!

# How Will We Make Our 6% Goal?

## Branch Communications

### Why is branding important to your branch?

- **Tell your story**
  - Your Story = Your Brand
- **Be consistent. Have authentic messaging**
  - Build trust and loyalty
- **Engage target audiences**
  - Retain existing members
  - Attract new members



# What Does Good Branding Look Like In Your Communications?

Clear promise to members

Clear call to action

Quick response mechanism

## Benefits of Membership

-  Engaging Programs and Guest Speakers
-  Advocacy and Policy Initiatives for Women
-  Opportunities to Lead and Mentor
-  Networking and Career Growth
-  Events and Celebrations
-  Interest Groups and Friendship

## Ready to join?

- Annual Membership dues are \$107 (from July 1 to June 30), of which \$84 is tax deductible.
- AAUW National and California membership dues are included, giving you access to online financial tools, career webinars and more!
- Members must have a college degree, AA degree or higher. Students may join at a special lower rate.

Use this QR code to apply on our website under the "Membership" tab.



## Visit us here to learn more.

-  <http://beachcities-ca.aauw.net>
-  [aauwbeachcities@gmail.com](mailto:aauwbeachcities@gmail.com)
-  <https://www.facebook.com/groups/146576706924>
-  <https://www.instagram.com/aauwbeachcities/>

## Making a donation?

Thank you! Please visit our website to pay online or mail cheques payable to:

AAUW Beach Cities Branch  
P.O. Box 1136  
Manhattan Beach, CA 90267

AAUW Beach Cities is a 501(c)(3) nonprofit organization. Donations are tax deductible.

Serving the Los Angeles Beach Cities areas of Manhattan Beach, Hermosa Beach, Redondo Beach, Laverne, Signal Hill, El Segundo, Culver City, Marina del Rey, Playa del Rey, Westchester and Santa Monica



Provide multiple points of contact

Visuals and graphics to convey branch personality

Consistent language about your purpose (mission)

Name and logo present on all communications



# What Does Good Branding Look Like In Your Communications?

Show who we serve

Reinforce our mission, history and values

**What is AAUW Beach Cities Branch?**

An active branch of the National American Association of University Women since 1953, we provide an opportunity to learn, socialize and participate in activities positively affecting women and girls in our community.

Supporting diversity, inclusion, and equity for all

**Programs & Events**

Our monthly Program Meetings include guest speakers and interesting, educational programs. Meetings are in-person or virtual. We also offer branch interest groups, special events and opportunities to socialize.

**Tech Trek**

Tech Trek is a week-long academic camp for incoming 8th grade girls interested in Science, Technology, Engineering and Math (STEM). Campers live on a college campus or attend virtually, participate in hands-on group projects and learn from professionals in STEM fields. Here they gain new skills, confidence, and a clearer vision of their future. After completing Tech Trek, campers are eligible to join the Tech Trek Alumnae Group (TTAG) where they can socialize, learn and prepare for college.

**Public Policy**

We advocate for federal, state and local laws and policies to ensure gender equity, equal access to education and end discrimination. We'll keep you informed of the issues and how you can be involved in positive change.



## Scholarship & Sponsorship

Beach Cities has sponsored over 200 girls to Tech Trek since 1988. Since 2013, we have awarded 27 scholarships to college-bound high school seniors, many of whom are Tech Trek Alumnae. We also sponsor college women to the annual National Conference for College Women Student Leaders (NCCWLS) for leadership training and networking.

## KBUG Mentoring Program

Our KBUG (Know Before U Go) Mentoring Program pairs eighth grade students with branch member-Mentors who use career-centered software to match students' strengths to promising careers and help them navigate a pathway to college. Ask us what it takes to be a Mentor and why today.

## From our members:

"I learned so much about my mentee during our activities together. She is now a sophomore in college and we're still friends!"—Rocio, KBUG Mentor

"I enjoyed watching the Tech Trek Campers make new friends, gain confidence and explore careers during their camping experience."—Frankie, Tech Trek Dorm "Mom"

## Share your skills and talents with us:

**TECH TREK**  
Coordinate process, interview and select campers or become a Dorm Mom

**KBUG PROGRAM**  
Become a Mentor to a promising student

**TTAG**  
Advise and connect with our Tech Trek Alumnae Group of young women

**MEMBERSHIP/ DIVERSITY, EQUITY & INCLUSION**  
Meet others and grow our branch

**FUNDRAISING & EVENTS**  
Plan and oversee our events for fundraising and fun

**COMMUNICATIONS**  
Build our brand via the website, newsletter, email and social media

**LEADERSHIP POSITIONS**  
Lead branch efforts to further AAUW's mission



Define ways to engage with the branch

Highlight programs and events

Emphasize brand values

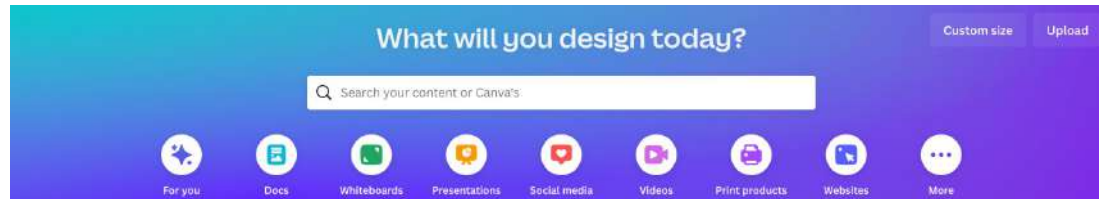


Linking together for our mission.



# What Is *Canva*.com? How Can It Help With Branch Branding?

- **Online graphic design tool for print, digital, video and social media**
- **Free to registered non-profits and individuals**
- **Allows for collaboration**
  - Team access to templates, photography, fonts, graphics and editing
- **Evolves with your branch**
  - Organize/store assets for future use

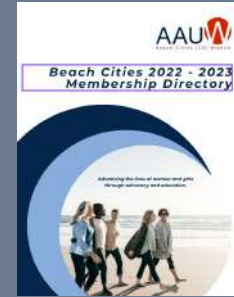


# What Can Your Branch Create With *Canva.com*?

## Brochures and Flyers



## Membership Materials



## Posters and Signs



## Newsletters, Logos, Social Media Posts, and More!



# What Are QR Codes? What Do They Do?



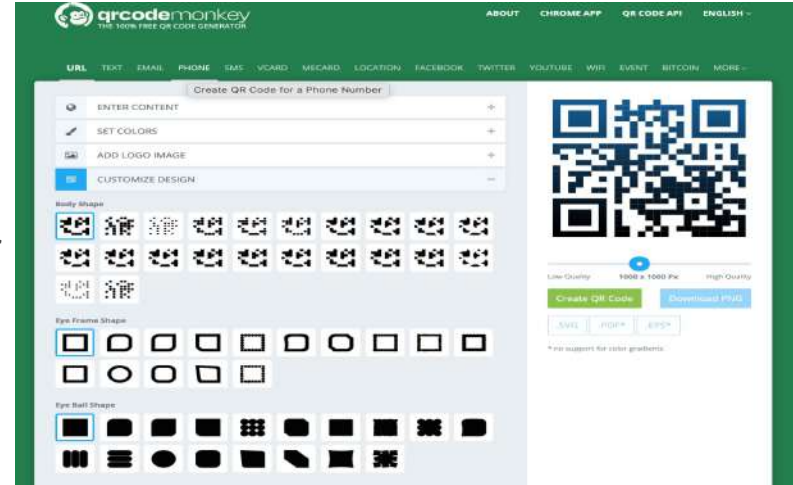
- QR = Quick Response
- Unique series of squares and dots (think barcode)
- Directs users to online information through a smartphone camera or device

## Give it a try!

1. Open your Smartphone camera ,
2. Hold your camera over the QR code to reveal the link for the code.
3. Tap the link or the shutter button (magnifying glass) at the bottom of the screen to go to the website.

# It's Easy To Create A QR Code:

- **Step 1:** Google search "QR code generator" (try [www.qrcode-monkey.com](http://www.qrcode-monkey.com) here)
- **Step 2:** Follow instructions to insert the URL (web address), choose color and select a style.
- **Step 3:** Download the QR code as a png file and save it to your desktop. Be sure to test it before you copy and paste it into your materials.



# How Can Social Media Support Your Branch?

- Build community and engagement.
- Share your story and successes.
- Promote events and support fundraising.



## Tips for managing social media efforts:

- Establish a social media manager and a branch photographer.
- Create a posting schedule.
- Repost existing content (i.e., email, program flyers, newsletter).



# How Will We Make Our 6% Goal?

## Become a culture of recognition and appreciation

### Why do we recognize and reward?

- People love to be thanked and recognized!!!
- It improves relationships between leadership and members.
- It attracts new members to the organization.
- It improves retention rates of current members.



# Recognition Programs To Consider

## What can you recognize?

- Years of service
- Outstanding contribution
- Leadership service
- Membership recruitment

## How can you recognize them?

- Member appreciation events
- Website recognition wall
- Member of the Month/Quarter
- Social media shoutouts
- Monetary recognition: - gift cards, free membership etc.
- Certificates of Appreciation



# Certificate Of Appreciation\*



## *Certificate of Appreciation*

**American Association of University Women, California**

This certificate is presented to:

For your significant contributions to AAUW Fund and the mission of AAUW

**Founder Circle**

Date:

*Sandra M. Gabe*  
**Sandra Gabe** President  
AAUW California  
2022-2023

*Breaking Through Barriers  
for Women and Girls*

*Karen Vanderwerken*  
**Karen Vanderwerken**, Director  
Fund Chair  
AAUW California

\*Generic Versions that you can personalize will be available



*Linking together for our mission.*



# Types Of Rewards And Recognitions\*

## Service Pins – (AAUW-CA Branch Marketplace)

- **Years Of Service** (Available via Redlands Branch)
- **Past President** (Available via Napa County Branch)
- **Named Gift Honoree** -National and State



5 Year



30 Year



10 Year



40 Year



15 Year



Silver Member



20 Year



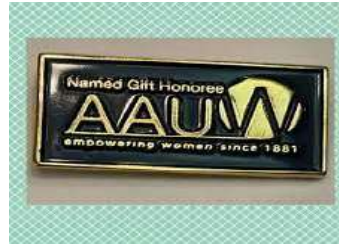
Gold Member

\*Some pins are available on AAUW-CA.org marketplace. Some have been discontinued.

# Pins From The Past That Told Our Story

Should we bring them back?

Should we design something new? We want your ideas.



# Recognition Buttons



Keep things on the lighter side.  
Laughter is contagious! Have  
fun with your members!

*(The Membership Committee would love your IDEAS!)*

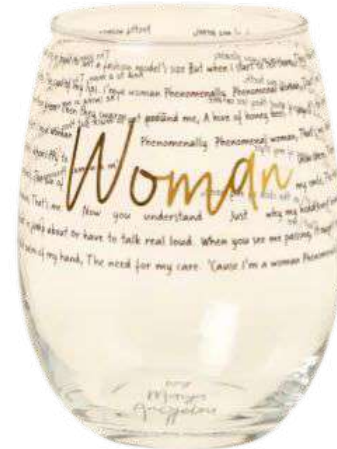
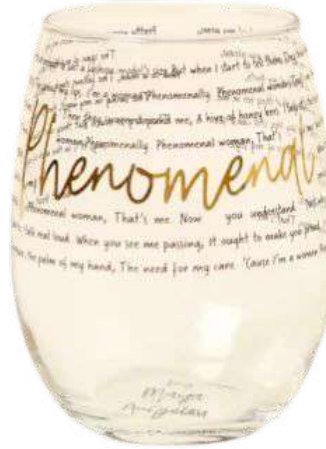


# Ideas for Bling

Think of creative ideas to recognize your members.

Maybe cool things like this: (\*Examples. Not necessarily recommended or promoted by AAUW.)

- Big Crystal Diamond Pens
- “Phenomenal Woman” Maya Angelou Stemless Wine Glasses



# How Will We Make Our 6% Goal?

## Connect with your community.

- Use community apps like **"Nextdoor"** to invite local people to meetings and events.
- Host a **community conversation** i.e. drought mitigation, fire or earthquake preparedness, or a relevant issue. Use a community room at a library or school.
- Partner with **other women's groups** for a community event: League of Women Voters, 55+, Chamber of Commerce
- Utilize **"Shape the Future"** to recruit members at public events
- **Always invite attendees to join AAUW.**



# What Did We Learn?

**Growing AAUW membership involves every committee and every member.**  
We will:

- **Grow 6%** by February 2024.
- Create **Branch Ambassadors** throughout California.
- Find ways to **increase the number of diverse members.**
- Engage with our local **college students, faculty, and staff.**
- Improve our **branch communications** with a focus on outreach.
- Become a **culture of rewards and recognitions.**
- Find ways to **Connect with our community.**



# Call to Action!

*Creating a place of welcome and belonging.*

**“I’ve learned that people will forget  
what you said,  
People will forget what you did, but  
People will never forget  
How you made them feel.”**

*Maya Angelou*



# Useful Links

## Rewards and Recognition

- **Service Pins :**

[https://images.search.yahoo.com/search/images;\\_ylt=AwrO8LrN7bhjMGAPLC9XNyoA;\\_ylu=Y29sbwNncTEEcG9zAzEEdnRpZAMec2VjA3BpdnM-?p=benicia+aauw+branch+pin+request&fr2=piv-web&type=E210US1250G0&fr=mcafee#id=0&iurl=https%3A%2F%2Fnapacounty-ca.aauw.net%2Ffiles%2F2021%2F01%2FPast-Pres-Pin-275x300.jpg&action=click](https://images.search.yahoo.com/search/images;_ylt=AwrO8LrN7bhjMGAPLC9XNyoA;_ylu=Y29sbwNncTEEcG9zAzEEdnRpZAMec2VjA3BpdnM-?p=benicia+aauw+branch+pin+request&fr2=piv-web&type=E210US1250G0&fr=mcafee#id=0&iurl=https%3A%2F%2Fnapacounty-ca.aauw.net%2Ffiles%2F2021%2F01%2FPast-Pres-Pin-275x300.jpg&action=click)

- **Wine Glasses:**

<https://www.ebay.com/itm/165863024603?chn=ps&norover=1&mkevt=1&mkrid=711-213727-13078-0&mkcid=2&itemid=165863024603&targetid=4581183927179143&device=c&mktype=&googleloc=&poi=&campaignid=418233787&mkgroupid=1241348861725295&rlsarget=pla-4581183927179143&abclid=9300542&merchantid=51291&msclkid=42d9510c6b60169ac53332b485a4952e>

- **Crystal Diamond Pins:**

[https://www.amazon.com/Set-Crystal-Diamond-Pens-Gift/dp/B07NQX493P/ref=asc\\_df\\_B07NQX493P?tag=bingshoppinga-20&linkCode=df0&hvadid=80814185067778&hvnetw=o&hvqmt=e&hvbmt=be&hvdev=c&hvlocint=&hvlocphy=&hvtargid=pla-4584413749374752&psc=1](https://www.amazon.com/Set-Crystal-Diamond-Pens-Gift/dp/B07NQX493P/ref=asc_df_B07NQX493P?tag=bingshoppinga-20&linkCode=df0&hvadid=80814185067778&hvnetw=o&hvqmt=e&hvbmt=be&hvdev=c&hvlocint=&hvlocphy=&hvtargid=pla-4584413749374752&psc=1)



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