

Member Recruitment Strategies

Finding new members starts with finding people who share similar interests. Here is a list of possible local groups to explore.

Appointments:

County Commission on the Status of Women and Girls: find out who is on this commission.

Other Organizations:

- League of Women Voters: similar advocacy
- Women's political groups
 - Women for American Values and Ethics (WAVE)
 - Women in Leadership (WIL)
- Service Groups
 - Soroptimists
 - Rotary
 - Lions Club
 - Assistance League
- Community Foundations
 - Help connect with other non-profits; probably have a list of orgs and contacts
- Local sports leagues: Youth and adult
- Chamber of Commerce
 - Mixers for local business owners and organizations
 - Can help with events, fundraising, list of contacts
 - Ribbon Cuttings
 - List of clubs and non-profits
 - Join if there is a non-profit or low cost option

Elected Officials/City Hall/School District:

- School Board
- City Council
- Commissions: Parks, Planning, Traffic, Youth
- Citizen's academies: Police, community, CERT
- City Clerk: List of businesses, non-profits and city events (not emergency info), get on local email lists to find out about various community events that you can volunteer or host a booth

Member Recruitment Strategies

Grassroots

- Book clubs
- PTA/High School Booster clubs
- Past speakers, follow-up and invite
- Workplace: brochures
- Parents of Tech Trek, Scholarship winners
- Teachers – find a champion

Brochures: Website, social media, contact, pictures

- Library
- Coffee Shops
- Other local businesses with bulletin boards
- Community Centers

Steps You Could Take:

- Put your AAUW branch/title on your signature line
- Business cards - generic
- Get your two-minute (or less) pitch ready
- See the ready-made brochure – Branch Tools

Additional AAUW California Online Resources

Branch Tools

<https://www.aauw-ca.org/branch-tools/>

Membership Resources

Membership Toolkit: <https://www.aauw-ca.org/membership-toolkit/>

Forms & Templates

Membership Recruitment flyer:

<https://www.aauw-ca.org/documents/2023/06/membership-recruitment-flier.pdf/>

Editable Membership Recruitment flyer:

https://www.canva.com/design/DAF4_ys0DCk/wVYOrmSIOLbsGpYn8-WRSQ/view?utm_content=DAF4_ys0DCk&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

Resource list developed by the 2024-2025 Branch Development Committee