AAUW logo Date

Dear AAUW \_\_\_\_\_\_ Members:

OUR BRANCH IS IN DANGER OF FAILING.

* Our membership is down to XXXX members.
* Our board members have been on the job for years and are exhausted.
* Few members come to meetings.
* Even our favorite interest groups have lost enthusiasm.

Do we let our branch die or do we try to reinvigorate it?

There are many reasons for this situation, often due to the long Covid-19 shut down with few or no meetings, difficulty of attracting new members and leaders, and, of course, a few technology hurdles. But we are not alone. Several California AAUW branches have had the same problem. However, some have decided to keep going – and they are making it happen!

Because, **there is help!** The AAUW California Branch Development Committee is devoted to helping branches revive or merge.

Before making a decision, think through what **our** **community would** **lose** if AAUW XXXX were not there. No more local girls would go to Tech Trek, losing that valuable, sometimes life-changing experience. No more local scholarships for women in college who would then lose the vital help they need for future success. No more annual xxx in our service area. *[insert community projects here]*

What would our **members** **lose** if AAUW XXXX disappeared?

Friendships we have all made over the years can dwindle and fade; remember the fun we have had? We wouldn’t be part of the much larger effort to improve the lives of women and girls through our work with Title IX, gender pay equity, and support for women’s education. We have been important to those women and girls. And we have been important to our xxxx community.

**Do we really want to let it go a**fter xxxx years? Our branch was chartered in xxxx. You will soon be asked to complete a survey and then you will have a vote on this decision. But first, talk to other members and think about what is really important to you and to our community.

The first step for revival is to find one or two members who want to try to keep things going. A small number can do wonders using ideas from AAUW California and successfully revived branches. This tiny group can help in restructuring the branch to make it easier to run, recruiting, and engaging new members, presenting programs popular with our members new and old, and even starting interest groups that enrich our lives.

If, sadly, disbandment is our choice, we will need to deal with significant procedures and paperwork including deciding what to do with our money. We have accounts for scholarships and projects and another at SPF (tax free donations for Tech Trek). AAUW California will facilitate this process.

We will also need to notify our middle schools and colleges that we won’t be asking them for nominations in the future.

If we do want to continue, we can face the challenge, roll up our sleeves, and make it work. Then we can continue to serve our community, enjoy ourselves, and be proud of what we do.

Remember, AAUW California is here to help us face the challenge and make it work for us. But the decision will be up to you.

Very Sincerely,

Xxxxxx

President,

AAUW XXXX, Chartered xxxx