



Sandi Gabe
AAUW CA Leadership Development Team Co-Chair
Mariposa Branch Co-President




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When to Use Technology

- When it makes your life easier
- When you want to learn something
- When you want to spread your arms wider
- When you want to keep track of something



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Technology Can Make a Difference



- Keeping existing members engaged
 - Understanding what members think
 - Reach tough members without annoying everyone else
- Reaching new members
 - Let your current members help do the work
- Tracking
 - Who reads your newsletter
 - Who's responded



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It's a Continuum

- Start small
- Build success
- Expand your presence

Start with a focus



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Some Options



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You're Not Alone



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Website Woes



- It's too complicated
- I can't possibly manage it
- It's technically very difficult
- I don't know HTML (or xyz)
- None of my members will look at it
- It costs too much to have someone help me



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Why Do You Need a Website?



- People expect it ("just google it")
- People find you (and join or donate)
- Show off what you do
- It's available when you're not
- It's less expensive than you think
- Gives you an image



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Getting Started



- What's important
 - Who is your audience
- What to include
 - Who you are
 - How to join
 - Email sign up
 - How to contact
 - Donate button
 - Quality pictures
- How to maintain
 - AAUW National offers inexpensive hosting
 - You need to create content



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Your Role



- Content
 - How to contact you
 - How to donate
 - Upcoming events
 - Members section
 - Special Interest Groups
- Pictures
 - Past events
 - Inspirational
- Process
 - Leverage your newsletter process



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Things to Consider



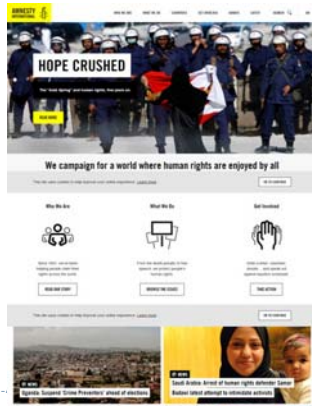
- The long home page
 - Provide a 10,000 foot view without having to click
- Keep it simple:
 - Fewer menu bar options
- Subtle and clear infographics
 - Graph your fundraising efforts
- Good photos and graphics are a must.
 - A picture is worth a thousand words
- Use automated tools to post “RSS Feeds”
 - Updates on [AAUW's policy work](#)
 - The latest posts from [AAUW's blog](#)
 - Content from AAUW's [Facebook](#) or [Twitter](#) pages
 - News related to [AAUW's core issues](#)



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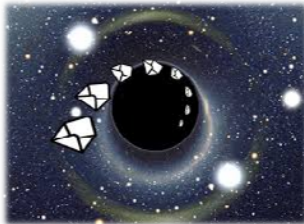


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Email Irritants

- It went into the black hole
 - Did they get it?
 - Did they read it?
 - Did they act?
- Maintaining the list



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There are Better Ways

- Know when their email address is incorrect
- Let them sign up for or opt out of your list
- Segment Members vs Supporters
- Use cool designs
- Resend messages to a specific population
- Track your success over time



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Harnessing the Power

- Create an account
- Import your current email list
- Get their attention
- Choose a template
- Send and watch
- Resend

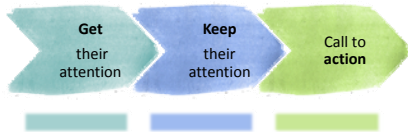


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Making Email Work Better



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Which Would You Open?



AAUW April Program
Announcement

*“Who was Wonder
Woman’s Role Model?”*

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Get Their Attention



- Keep it short
- Take out anything spammy
- Ask a question
- Include a deadline
- Give a command
- Add a list
- Make an announcement
- Make it funny
- Resend to those who didn't open it



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Which Would You Read?



Transitions

They happen. Sometimes we like them, sometimes we don't. Sometimes we have mixed feelings. Mary and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Co-President roles. Yes, it's true. We are opening up the opportunity for someone to take the reins. We will also have an opening for Program VP and Membership VP.

What does that mean for our branch? Opportunities!

It's time for a new approach, new passion, and new ideas. Mary and I will continue to be involved in several areas because we retain our enthusiasm for the work we do. Join us to take the next step. We envision that this may unfold slowly, so we're taking our time to plan for the year to smoothly transition. Here's what we've done for you to make it easy for you to consider volunteering:

Worked with project chairs to make the projects as independent as possible

Created project plans for each project and template for branch goals

Developed a publicity process

Revised our Board structure to include 2 Directors at Large

AAUW Board Transition

What's Happen?

Sometimes we like them. Sometimes we don't. Sometimes we have mixed feelings.

Mary and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Branch Co-President roles. Yes, it's true. We're excited that we're being so much more responsible with AAUW CA next year and I'll be putting my hat in the ring for a state position in April. It's important that it's time for us to leave.

We are opening up the opportunity for others to take the reins of our branch. We will also have openings for Program VP and Membership VP for the 2016-2017 year.

WHAT DOES THAT MEAN FOR OUR BRANCH? Opportunities!

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Keep Their Attention



- Short: Keep important info "above the fold"
- Don't copy and paste from Word
- Use bold tags, font colors and font sizes
- Underline links
- Use headlines
- Small text blocks
- Readable font
- 2 columns



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Call to Action



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Facebook Fears

- No one will use it
- It's too difficult to set up
- I don't want anyone to see information about me
- We don't have time



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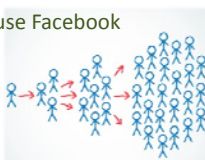


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Why Use Facebook?

- 72% of online adults say they use Facebook
- Share
- Gain volunteers and members
- Publicize your events
- Show off what you're doing



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How to Get Started



- Choose an Admin (or 2 or 3)
- Make a commitment to post once a week
 - Saturday or Sunday
 - Pictures and videos over links
 - Upcoming events
- Add Facebook icons to your website or newsletter
- Share, tag, repeat
- Experiment with advertising



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Facebook FAQ



- Set up
 - Make it a PAGE, not a group
 - Choose “company, organization, or institution” or a “cause or community”
 - Choose Nonprofit
 - Naming format: AAUW McLean Area (VA) Branch
 - Make it public
- Use your logo
 - AAUW Branding tool kit
- Send web address to those not on FaceBook
- Notify National that you have a FB page
socialmedia@aauw.org



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Facebook Success



- Have a lot of “likes”
- Tag people
- Use pictures



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Data Desert



- The questions you can ask
 - Where should we focus?
 - Do you want to do A or B?
 - Board decisions between meetings
- The challenges
 - It's too hard to ask them
 - No one will return a survey
 - We don't have the time
 - I don't know how to design a survey



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Ask the Right Questions



- Set a goal
- Focus your questions
- Short and sweet



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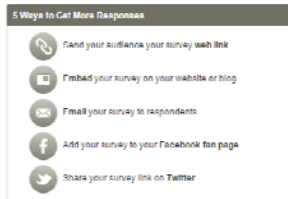


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Gather the Good Stuff (Data)



- Identify how to collect
- Nudge those who don't respond
- Collect and analyze results



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Resources



- Topnonprofits.com/lists/best-nonprofit-websites/
- Webmarketingtoday.com/articles/25-Free-Email-Tools
- Constantcontact.com/good-email-subject-lines/
- Mequoda.com/articles/audience-development/best-email-subject-lines/
- Wordstream.com/blog/ws/2014/03/31/email-subject-lines
- Emailmarketing.com100.com/email-marketing-ebook/content-tips.aspx
- Nptechforgood.com/2014/10/19/10-facebook-page-best-practices-for-nonprofits/
- Newmediacampaigns.com/blog/10-common-mistakes-non-profit-organizations-make-with-facebook-pages
- www.aauw.org/resource/social-media-handbook/
