



Reference Guide to California and National Communications

AAUW branch leaders are supported by communications on a variety of topics from both the state and national levels. Below are the most common communications, their focus and the key people to whom they are distributed.

Title	Source		Content	Sender	Key Recipients	Frequency
	CA	Nat'l				
AAUW Action Fund		✓	<ul style="list-style-type: none"> Nonpartisan voter education materials 	Votered@aauw.org	<ul style="list-style-type: none"> Zip code based delivery 	3 – 10 per month
Board to Board (B2B)	✓		<ul style="list-style-type: none"> Information specifically for CA branch leaders from CA state board and committees 	webteam@aauw-ca.org	<ul style="list-style-type: none"> Branch presidents CA committee members 	Monthly
CA State Directory (Online & print)	✓		<ul style="list-style-type: none"> Directory of CA branches with contact information 	webteam@aauw-ca.org	<ul style="list-style-type: none"> Branch presidents CA committee members 	Annually
CA Perspective (Online & print)	✓		<ul style="list-style-type: none"> CA state AAUW magazine Articles on programs, projects, activities and state business 	webteam@aauw-ca.org	<ul style="list-style-type: none"> All members 	September February June
LAF Express (Legal Advocacy Fund)		✓	<ul style="list-style-type: none"> Updates on the legal status of issues related to women's rights Status reports on court cases and educational resources 	laf@aauw.org	<ul style="list-style-type: none"> Branch and state presidents 	Monthly
Lead On		✓	<ul style="list-style-type: none"> News and resources focused on recruiting and developing leaders 	Erica Stout, AAUW	<ul style="list-style-type: none"> Branch board of directors 	Monthly
Membership Matters		✓	<ul style="list-style-type: none"> News and resources focused on recruitment and retention of members 	Christy Jones, AAUW	<ul style="list-style-type: none"> Branch presidents Membership vice presidents 	Monthly
Mission and Action		✓	<ul style="list-style-type: none"> Core communication with general news and updates on all AAUW topics 	Hannah Belec, AAUW Editor	<ul style="list-style-type: none"> All members 	Bi-monthly
Outlook (Online & print)		✓	<ul style="list-style-type: none"> National AAUW magazine In-depth coverage of pressing mission-related issues 	AAUW Office	<ul style="list-style-type: none"> All members 	Fall Winter Spring/ Summer

SUBSCRIBERS ONLY - Simple signup required to receive these communications

Title	Source		Content	Sender	Key Recipients	Frequency
	CA	Nat'l				
AAUW Today		✓	<ul style="list-style-type: none"> ▪ Daily digest of highlighted stories from AAUW website 	AAUW Today	<ul style="list-style-type: none"> ▪ Subscribers ▪ Sign up at: www.aauw.org/resource/aauw-today/ 	Daily
AAUW In the State House		✓	<ul style="list-style-type: none"> ▪ State policy updates ▪ Tips and resources for effective advocacy ▪ Insider information from the AAUW Public Policy and Government Relations Department about state bills 	Votered@aauw.org	<ul style="list-style-type: none"> ▪ Subscribers ▪ Sign up at: www.aauw.org/resource/aauw-in-the-statehouse/ 	Monthly
Action Network CA Action Alert Two-Minute Activist tool	✓	✓	<ul style="list-style-type: none"> ▪ Status of pending legislation supported or opposed by AAUW ▪ EZ tool to send feedback to legislators 	AAUW Action Network	<ul style="list-style-type: none"> ▪ Subscribers ▪ Sign up at: www.aauw.org/actionnetwork/ 	As necessary
Washington Update		✓	<ul style="list-style-type: none"> ▪ National update on relevant legislation, public policy initiatives and possible actions 	AAUW Washington Update	<ul style="list-style-type: none"> ▪ Subscribers ▪ Sign up at: www.aauw.org/resource/washington-update/ 	Weekly