



**March 2017**

**Happy Spring!** You have received this eNewsletter because you are serving your branch or the state organization in a leadership role. Please share all or any part of this newsletter with your members and others especially any new branch leaders. You can find [past issues of the Board to Board](#) on the AAUW California website.

### **REFLECTIONS FROM DONNA...**

Lately we are all experiencing the winds of change. Just last week, I received an email from Patricia Fae Ho with a [video included](#). It was surprising to hear that our AAUW National board was “considering” a dues increase. I went to the current National bylaws and here is the section that explains the process:

Section 4. Dues. a. Amount. The annual dues and member benefits for any category of member shall be established by a two-thirds vote of the AAUW Board of Directors. Members shall be notified of the intent to consider a change in the dues, the proposed amount, and the rationale for the change at least 60 days prior to the vote.

It turns out that the National board will vote on June 13, 2017. So, if you are concerned about the dues increase being implemented effective July 1, 2018, I would encourage you to make the National board aware of your concerns.

The second change that was announced recently involves Tech Trek management moving back to California after the 2017 camps have been completed. The move to National in 2015 was called the National Tech Trek Pilot Project. It was intended as a two year pilot to see if it was feasible for National to handle the management of the 21 camps nationwide. Recently, the National board reviewed the core mission of AAUW in order to decide where to focus their efforts. As a result, all Tech Trek camp management will be returned to the states involved. National believes that the states can better manage the camps while National can still recruit corporate donors for the nationwide program. In California our branches work very hard to raise the funds for our camps. That will continue no matter who manages the camps. As more information is available regarding the details, I will make sure you have them. If you have any questions at this time, please contact Linda Stinebaugh, [lstinebaugh@verizon.net](mailto:lstinebaugh@verizon.net) or Harriet Tower, [htower.techtrek@gmail.com](mailto:htower.techtrek@gmail.com).

### ***State Committee Members Needed***

It's not too early to start thinking about next year and considering your next step up to leadership. We are looking for branch leaders and members who are ready to make the transition to leadership at the state level. One of the advantages to serving on a state committee is that you are able to share what your branch is doing as well as find out what other branches are doing in certain areas. We need committee members for the following committees:

Branch Support  
Communications  
Development & Marketing  
Finance  
Governance  
Leadership Development  
Membership  
Nominations & Elections  
Program  
Public Policy  
State Project Oversight

There is more information on the state website under. The [application for committee service](#) is also there. Please take a few moments and consider the possibilities for yourself and your branch and then fill out the form and send it in. It could be the beginning of a new adventure for you.

Thank you for all you do. Together we will keep moving toward equity for all women and girls.  
**Donna Mertens**, President, AAUW CA, [statepresident@aauw-ca.org](mailto:statepresident@aauw-ca.org)

## **GOVERNANCE**

***THE MORATORIUM is LIFTED for updating branch bylaws....***

The following message was distributed to all branch bylaws chairs and presidents in mid-February. Please move forward on getting your bylaws current. It is critical that you have your bylaws filed with National by June 30th in order for your branch to be in good standing as an affiliate of AAUW.

The new [model bylaws for branches and incorporated branches, along with directions/guidelines](#), are now posted on the AAUW California website under Branch Governance. All branch bylaws need to be updated and submitted to National no later than **June 30, 2017**. If you have any questions or difficulty with updating your branch bylaws please contact your representative on the AAUW CA Governance Committee (contacts are listed on the Guidelines Document on the website) and also send your inquiry to [governance@aauw-ca.gov](mailto:governance@aauw-ca.gov).

**Sue Cochran, AAUW CA Governance Committee Chair, [sjcaauw@sonic.net](mailto:sjcaauw@sonic.net)**

## **FINANCE**

Do I owe you a response on something? Please let me know because I accidentally permanently deleted my entire inbox, so any pending actions were lost. One action item I do remember, but cannot remember which branch is waiting for it, is on the CT-1/RRF-1 forms. For all branches' information, the explanation from the California State Attorney General's office is below:

All charitable corporations, unincorporated associations, trustees, or other persons holding assets in trust for charitable purposes must register with the Attorney General's Registry of Charitable Trusts within 30 days of initially receiving assets (funds, property, etc.). Entities are reviewed on a case by case basis to determine if they are subject to the registration and reporting requirements in California Government Code sections 12585 and 12586. Entities that are organized primarily as a hospital, an accredited educational institution, or a religious organization are exempt from registration and reporting requirements.

To complete initial registration, submit the following documents and information to the Registry:

1. Form CT-1, available for download at: <http://oag.ca.gov/charities/forms>.
2. Founding documents, as follows:
  1. Corporations: articles of incorporation and all amendments and current bylaws.
  1. Associations: instrument creating the organization (bylaws, constitution, and/or articles of association).
  1. Trusts: trust instrument or will and decree of final distribution.
  2. Trustees for charitable purposes: statement describing your operations and charitable purpose.
3. IRS Form 1023, if submitted to IRS.
4. IRS determination letter, if received from IRS.
5. \$25.00 initial registration fee.

Submit to:

California Attorney General's Office  
Registry of Charitable Trusts P.O.  
Box 903447  
Sacramento, CA 94203-4470

Questions on this or other financial matters should be sent to me at [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org). Or call, (562) 597-4781.

**Patricia Ferrer**, AAUW CA CFO, [cfo@aauw-ca.org](mailto:cfo@aauw-ca.org)

## COMMUNICATIONS

Have you received your copy of the *California Perspective*? We're still waiting to hear from you! Please take a few minutes to complete this short [survey](#) and tell us what you like about the publication and what you think can be improved. Feel free to forward the link to your members and ask them to complete the survey as well. The deadline for completion is March 31st.

Having difficulty finding what you need on the AAUW California website? We know! We're reviewing each section of the website with the state committee chairs to assure that the most common information you need is easily available. We've added a more robust search tool and a prominent search bar on the home page. We've also added some additional categories to assist you in searching. Most items related to AAUW California business can be accessed from the very top menu bar: **HOME, AAUW CA BUSINESS, BRANCH SUPPORT, PROGRAMS & EDUCATION, CALENDAR, CONTACT US.**

**Sandi Gabe**, Director, Communications, [Communications@aauw-ca.org](mailto:Communications@aauw-ca.org)

## AAUW FUND

All branch Presidents, Finance officers and Fund V.P.s received their year-end contribution report in February. The report is generated from National and includes all branch donations. It is sent to the State Fund committee chair, who sends each branch its report. Per instructions from National, the report goes to branch presidents and fund chairs. We have been including branch finance officers as well because they are usually the ones keeping track of branch donations, and quite a few branches don't have fund chairs listed in the state directory. The reports are for these officers to check to be sure the information, to the best of their knowledge, is correct. If it isn't, they contact the State Fund committee chair who works with National to correct the information. These reports are not for publication or to be printed in branch newsletters; they are strictly for the use of the branch officers listed above. If there are multiple

presidents or finance officers or fund chairs listed, they are all sent the report as we have no way of knowing what their job is in the branch. Be sure to compare the report with your records and let Sharon Westafer know if you have questions.

If you would like to create certificates to honor your donors, the templates are available on the AAUW California website under [AAUW Fund](#). The certificates look nice if you use 32# certificate paper.

**Sharon Westafer**, Director, Chair AAUW Fund Committee, [aauwfund@aauw-ca.org](mailto:aauwfund@aauw-ca.org)

## **LEADERSHIP**

Don't forget to sign up for a Leadership day in your area. We have some exciting, interactive workshops created for you and your potential branch leaders. **The dates and locations are:**

March 11th – West Bay

**San Jose City College**

March 25th – Los Angeles Area

**PIH – Rooms A&B, Whittier**

April 1st – East Bay/Central Valley

**CSU East Bay, Concord Campus**

May 20th – Santa Barbara County

**UCSB, Mosher Alumni House**

[Register online!](#) If you have any questions, please don't hesitate to contact:

**Cathy Foxhoven**, Director, AAUW CA Leadership Development, [aauwfox@gmail.com](mailto:aauwfox@gmail.com)

## **SPEECH TREK**

Is your branch thinking about participating in Speech Trek in 2018? If so, you won't want to miss the finals competition on April 22nd at the annual meeting. Register for the Annual Meeting [online](#). Members of the Speech Trek team will be available to answer your questions and provide valuable information.

**Cathy Foxhoven**, AAUW CA Speech Trek Coordinator, [speechtrek@aauw-ca.org](mailto:speechtrek@aauw-ca.org)

## **MEMBERSHIP**

We asked, they answered! Membership VP's can now access the State MAL (Members At Large, or National members) list on the Member Services Database (MSD). No need to wait for the Branch President to do it. You may download the list into a csv (spreadsheet) file and then sort it by city or zipcode. Zipcode is a useful way to do it so that you can see surrounding areas. You can then invite local National Members to check out your branch. Contact Membership if you need help with this useful tool.

On March 7th, the Branch February 1 count detail can be found on the MSD under the heading "Branch Status." Branch Presidents and Finance Officers can download this list. Please be sure to check this list to be sure all of your members are listed correctly. Questions? Please contact Membership.

FYI - If you are on a page on the MSD and have a question about that page, click on the little green diamond in the top right corner. You'll find a detailed explanation for the page.

Remember, a new member joining March 16th or after will be a member until June 2018. That's up to 15 months of membership for the price of 12 - what a deal. Add the incentive of the Shape the Future Campaign which offers new members half off National dues and you have the perfect

opportunity. For every two new members joining under Shape the Future, the branch receives one free membership (maximum of 5 per year) to use any way they like. You could: offer free National membership to a speaker; use one as a prize for the member who recruited the most new members; offer one as a prize in a drawing from among the members who have renewed their membership by a certain date; offer one to a member who may be struggling to pay their dues... whatever!

**Alex Bellenger**, Director, Membership Committee Co-Chair, [alexbellenger22@yahoo.com](mailto:alexbellenger22@yahoo.com) and **Kathy Andreini**, Membership Committee Co-Chair, [kathyaauw@gmail.com](mailto:kathyaauw@gmail.com)

## **COLLEGE/UNIVERSITY PARTNERS**

Check out our [College/University](#) information on the AAUW California website.

If you are asking yourself “How do I recruit a College or University Partner” or, “What do I do after I recruit a College or University Partner?” we have answers for you just a click away. We have revised the “[Handbook for C/U Coordinators](#)” in an interactive style taking you to the information you need. You will also find the recruiting information you need. We are available to answer questions and help you any way we can after you check out the website.

**Tina Byrne**, C/U Committee Chair, [aauwgina@gmail.com](mailto:aauwgina@gmail.com)

## **PUBLIC POLICY**

### ***Using Social and Traditional Media for AAUW Advocacy***

Branches have many events planned for the spring months. In addition, as bills move through the legislature there will be opportunities to carry out advocacy activities for our legislative priorities. Using traditional and social media can get AAUW activities and messages to a broader audience than just our members. **Equal Pay Day on April 4 is a great opportunity to use media to reach out into your community – make it a goal in your branch!**

Amy Becker, National’s Political Media Manager, provided these suggestions.

### **Print Media – the Press:**

News desks receive a lot of unsolicited **press releases**. They are not always printed and may not even be read. To give your release an edge, you need to have a hook that grabs the reporter immediately. Including quotations also commands attention.

**Press advisories** are a good approach. This lets the news outlet know about your activity in advance and gives them the opportunity to contact you and ask for more information or a press release, or to send a reporter to the event. Good to follow up with a phone call.

For **breaking news**, a quick email is a good tool. Perhaps you have someone who can be interviewed related to the story – let the news outlet know this.

**Letters to the editor** can highlight the work of AAUW. Usually these are responsive, reacting to an event or trend. They should be under 250 words (you can check word requirements with the news outlet), and should cover only one or two points. These are quick turnaround items – short deadlines.

**Op Ed** pieces offer you a chance to comment and give opinions. The paper will have a calendar for submittals, but it is usually about a month ahead of print date. The pieces have to be approved by an editorial page editor and copy editor. A good approach is to pitch the piece to the outlet in advance – send a summary and follow up with a phone call. These can be longer – 600 to 1300 words, depending on the agency’s policies. Contact the editor or news editor for Op Eds.

Start collecting stories for a **story bank**. You can then draw on these stories to color your press materials.

**Social Media: Twitter and Facebook** are quick ways to reach out to a wide and diverse audience. Videos on Facebook are effective.

The AAUW National website has expanded information on [using the media](#) in your work. Sample documents and “how to” instructions are there to help **Sue Miller**, [suellen-aauw@wavecable.org](mailto:suellen-aauw@wavecable.org) and **Nancy Mahr**, [nlmahr@verizon.net](mailto:nlmahr@verizon.net), AAUW Public Policy Co-Chairs

## **DEVELOPMENT AND MARKETING**

After a few months of keeping a low profile, the Development and Marketing Committee is back.

We would love to help our branches but haven't heard from any of you yet.

Have any of you printed the AAUW California [Informational Brochure](#) developed by the Development and Marketing Team? You can order the brochure and have it printed by VistaPrint through our AAUW California website. How did it go? Please let us know.

We continue to try to find sponsors for the annual meeting and next year's convention. If you help us, we can pass that on in perks and lower costs to attendees.

**Deanna Arthur**, Development and Marketing, Chair, [deannaaaauw@gmail.com](mailto:deannaaaauw@gmail.com)

## **PROGRAM**

Well, alas, our February 28 Eleanor Roosevelt call was “Trumped”. So during our March call we will be discussing both chapters 6 and 7 of *Leadership the Eleanor Roosevelt Way*. Everyone is invited to join us at 7 pm on March 28 by dialing 877-885-3221 and entering the access code 7770040.

The members of the program committee are in the process of calling every branch to request a list of your programs for the year. If you have not already sent in your list, please send your list to Lynne Bachelor at [lynneaauw@aol.com](mailto:lynneaauw@aol.com). The reason we are asking for the list is to fulfill one part of our responsibilities outlined in the strategic plan (to understand what % of branch programs are mission-based). You can access the [Strategic Plan](#) on the AAUW California website to see what your hard-working state board has been tasked with accomplishing.

I hope you are planning to attend our state Annual Meeting on April 22. At that time we will be recognizing great programs in the state; please submit an application for recognition of your best program of the year. The [Program Recognition Application Form](#) is available on the AAUW California website and is due by **April 1st**. Thank you to the branches that have submitted applications. These programs will automatically be included.

**Lynne Batchelor**, Director, Chair, AAUW CA Program Committee, [lynneaauw@aol.com](mailto:lynneaauw@aol.com)

## **Financial Literacy**

As a leading education, research and advocacy organization, AAUW California is paving a path for girls and women to achieve economic security: financial fitness for life. The goal of the Financial Literacy Committee is to provide AAUW branches with the information and tools

required to implement financial literacy programs within the individual branches and as a community program.

A new slide background has given a face lift to the Financial Literacy “Money Trek” program. Thanks go out to Bakula Menior, Shirley Stowers and the Communications Committee. Modules 1 and 2 and Modules 5 and 6 are completed. Find them on the AAUW California website [here](#). The new presentation style looks bright and cheerful and contains presentation tips on delivering this meaningful program.

Mapping Your Future® is one of many free resource websites for career, college, financial aid, and money management information. Visit [MappingYourFuture.org](http://MappingYourFuture.org) for more information. Mapping Your Future® is a resource students and professionals can use when it comes to online and person-to-person counseling. The collection of resources offers college preparation, school selection, and career exploration guidance, as well as information on the student loan process and responsibilities.

**Jan Cook**, Financial Literacy Representative Program Committee, [jcrumble@aol.com](mailto:jcrumble@aol.com)

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**Message sent to Group(s): BranchLeadership, State, Blanding, Sandi**

AAUW California

<http://www.aauw-ca.org>

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