

# Beyond the Newsletter!

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**Promoting Branch Events  
To Members And The Public**



October  
12,  
2021

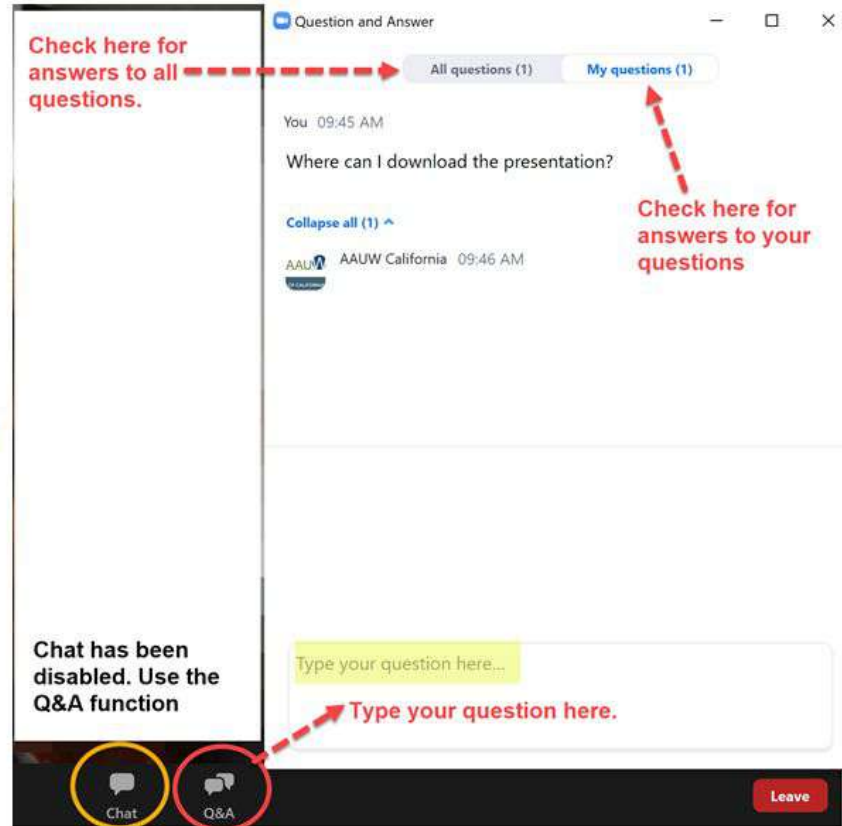
# Welcome

## Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

## Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.



# Beyond The Newsletter!

Presenting Branch Events To Members And The Public

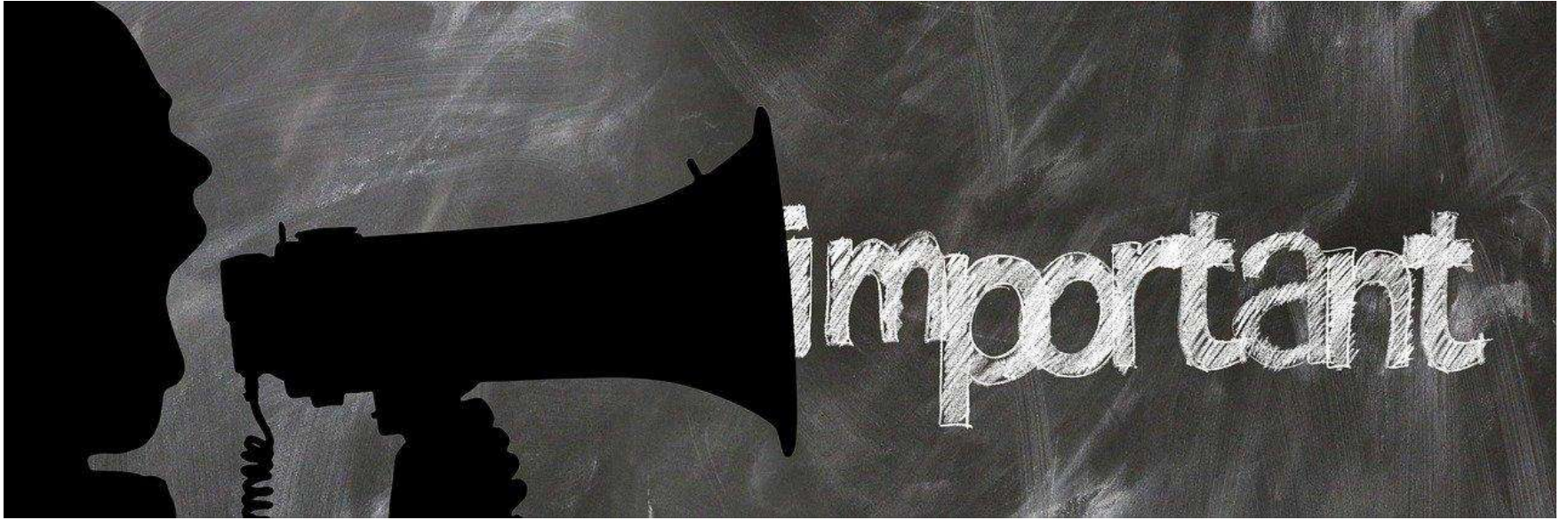


**Dawn Johnson**  
Governance Chair  
Communications Committee

Presented by:



**Sandi Gabe**  
Webmaster and President-Elect  
Communications Committee



First, a disclaimer...

“

*What?  
Our branch had a  
program/speaker/meeting/event/party  
last week?*

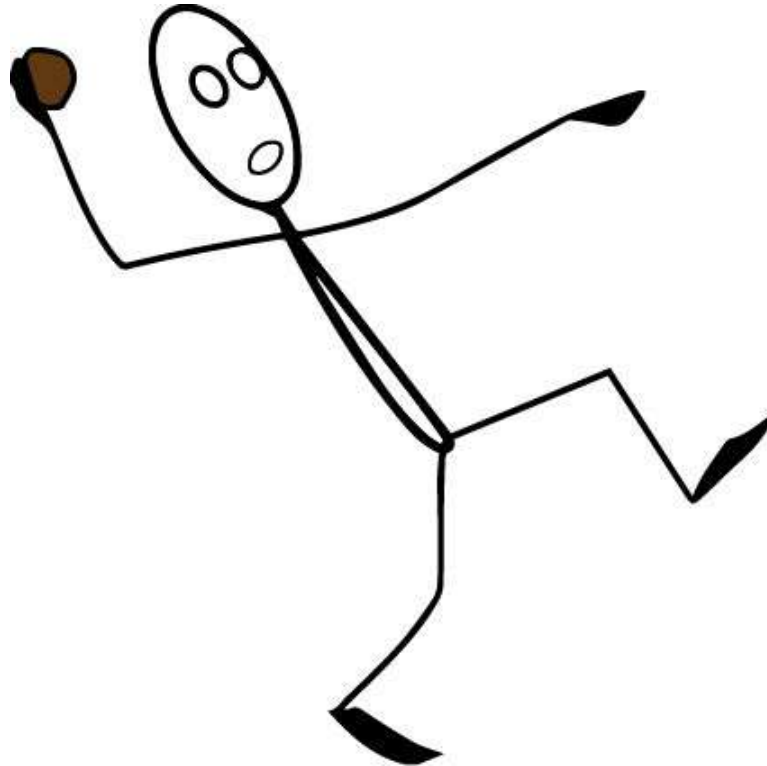
*I didn't know about it!*



# The Rule of Seven



# The “Mud on the Wall” Theory



# What Mud Can You Throw?

## The Tried and True

- Newsletters
- Emails
- Press releases
- New ways to use old media

## The World of Social Media

- Facebook
- Instagram
- Twitter
- Branch website
- AAUW California website

## The Brave New World

- Robocalls
- Print mailings
- Other organizations
- Special Interest Groups
- MeetUp
- NextDoor
- Evite



# Let's Play "Mud on the Wall."



# Beyond the Newsletter Part I

## The Tried and True



# The Tried and True: Newsletters

You have one! Does everyone read it?

## Have good content

- Review other branch newsletters for ideas (send a request to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org)).
- Think “above the fold.” Prioritize content with “need to know” articles and calendar on first page.
- Use bold colors and fonts.
- Use pictures, designs and artwork to tell a story.

## Expand your reach

- Send newsletters to sister branches, AAUW California and local organizations for even more visibility ([branchnewsletters@aauw-ca.org](mailto:branchnewsletters@aauw-ca.org)).
- Get on the state website! Submit worthy articles with broad appeal to [webteam@aauw-org](mailto:webteam@aauw-org) for consideration.

# The Tried and True: Newsletters

## Examples

**AAUW**  
empowering women since 1891

Mariposa Branch November, 2019

**Sierra Outpost**

**New program series begins:**  
**Rural Access to Healthcare**  
Thursday, November 14  
5:30pm  
—Jody Sengenken

Mariposa AAUW will be presenting a series of programs on the issue of Rural Access to Healthcare. The first of these programs will be **November 14th** at 5:30 pm in the Mariposa County Board of Supervisors' chambers.

This program will focus on our healthcare here in the Sierra Foothills. While we each harbor our own ideas about our access to healthcare locally, the speakers will provide a broader perspective. They will address areas such as:

- how our hospital, being a provider in a rural area, impacts the region
- how access is impacted in the foothills beyond our county.

The programs are free to the public and light refreshments will be served.

**Event calendar**

Nov 4	Leadership Team Meeting: 4:00pm, Mariposa Library
Nov 5	SIG—Reading: 4:30pm, home of Helene Fiske
Nov 9	SIG—Hiking: Rebecca Swisher to lead
Nov 12	SIG—International Study: 5:00pm, home of Sue Overstreet
Nov 13	SIG—Great Decisions: 5:00pm, home of Marilyn Saunders
Nov 14	Program—Rural Healthcare: 5:30pm, Board of Supervisors' meeting chambers
Nov 16	Member Meetup: 9:00am, Pony Express
Dec 8	Holiday Party: Details forthcoming

AAUW: We Open Eyes

Temecula Valley Branch of AAUW October 2021

**the GRAPEVINE**  
www.aauwtemecula.org

**AAUW**  
empowering women since 1891

**AAUW MISSION**  
To advance gender equity for women and girls through research, education, and advocacy.

**PRESIDENT**  
Bobbie Jessup ..... 951-301-8293

**PROGRAM VP**  
Betty Skatton ..... 951-301-8119

**AAUW FUNDS VP**  
Cheryl Avella ..... 626-675-4450

**TREASURER**  
Susan Allen ..... 951-249-9939

**SECRETARY**  
Jan Clark-Gump ..... 951-676-1271

**TICKETS**  
SCHOOLSHOPS  
Bobbie Wyckoff ..... 310-413-2486

**SUBMIT ARTICLES TO:**  
Deb Severns ..... 760-425-8322  
ddebartles@gmail.com

**AAUW DIVERSITY STATEMENT**

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.

**Culinary Creations**  
41923 2nd Street, #104  
Temecula, CA

**Changing Lives One Dessert At A Time**

**Presentation by Robin McCoy**  
Culinary Creations is a Vocational Training Program for at-risk and special needs youth.

The program teaches culinary skills, customer service and hospitality training, and the value of hard work and strong character. Young people completing this program are ready and able to enter the workforce.

**LEARN MORE ABOUT ROBIN AND CULINARY CREATIONS ON PAGE 2.**

**Saturday, October 9, 2021**  
**9:30 AM – 11:00 AM**

*Please join us to eat, drink, and be inspired*

**IMPORTANT INFORMATION:** Please note the time change for the meeting to begin at 9:30 AM. We shall be able to enter the library beginning at 9:00 AM. To ensure our support, you are asked to take the half hour to place an order for a pastry and a coffee to enjoy during the presentation on the coffee and to please be late to enjoy later.

Culinary Creations is in Old Town Temecula near the corner of Mercedes Street and 3rd Street. The street front faces Mercedes. There is a free parking garage on Mercedes with entrances at 2nd Street and 3rd Street. Culinary Creations is across the street from the south end of the garage.

**Santa Maria Clipper AAUW**  
Santa Maria (CA) Branch

Volume 74, Issue 1 September 2021

**Welcome Back!**  
**EXPANDING OUR REACH ...**

At the time of this publication, we are having an in-person meeting open to all members and potential members! Bring a friend – invite them to join! We will be meeting our Allan Hancock College Scholarship recipients, learning about various interest groups, new and old, approving the 2021-2022 budget (see page 5), distributing directories, and having a brief program featuring the Foodbank of Santa Barbara County.

- **DATE & TIME:** Saturday, September 18, at 2 p.m.
- **PLACE:** Luis OASIS Senior Center, 420 Soares Ave., Orcutt
- **COST:** \$\$\$ Donation for the Foodbank (paid at the door)
- **RSVP:** Laura Selken (805-406-9889 - text is fine; or email laura.selken@gmail.com)

Although you are welcome and encouraged to bring non-perishable food items for the Foodbank to our program meeting, please keep in mind they can turn a \$1 donation into **EIGHT meals!**

This will be an indoor event, so we are asking everyone to wear a mask whether or not you are vaccinated. If you have any concerns or questions, please reach out to Co-President Lita Muri or myself.

— Laura Selken, Vice President Programs

**PRESIDENT'S MESSAGE**

No doubt about it, the 2020-2021 year was tough. The COVID-19 virus took a toll on us, not only physically, but also mentally, emotionally, and socially. I am sure most of you would agree that one of the best things about our branch, and AAUW as an organization, is the community we have built and continue to grow. But not being able to see each other face-to-face last year really hampered our ability to expand and sustain our community.

Still, as women around the world often do, we learned to adapt and forge ahead. Thanks to Past President Laura Selken's leadership, we held virtual meetings and programs; communicated by e-mail, phone, and social

(continued on page 2)

**THE OCTOBER ISSUE OF THE CLIPPER WILL BE DISTRIBUTED ON LATE SEPTEMBER. PLEASE SUBMIT ALL CONTENT FOR THE NEWSLETTER BY SEPTEMBER 20 AT LAURA.SELKEN@GMAIL.COM**

**CALENDAR OF EVENTS:**

- DAY BOOK GROUP: SEPT. 9, 10 A.M. @ SONOMA SMITH'S
- BOARD MEETING: SEPT. 13 (via Zoom)
- WELCOME BACK MEETING: SEPT. 18, 2 P.M. @ OASIS SENIOR CENTER
- EVE. BOOK GROUP: SEPT. 22, 7 P.M. (via Zoom)
- DINE OUT GROUP: SEPT. 26, 5 P.M. @ HITCHING POST
- WANDERERS: OCT. 3
- OCTOBER PROGRAM MEETING: OCT. 9, 10 A.M. @ SANTA MARIA LIBRARY
- FLAG-SIGNING EVENT: OCT. 9, 11 A.M. - 2 P.M. @ CHATEAU UNITED METHODIST

# The Tried and True: Emails

This is a well-known and well-loved way to reach all members.

- Easy to do
- Several ways to send emails:
  - Personal email account
  - Branch email account
  - Email marketing tools



# The Tried and True: Emails

## Email Irritants

- 25% open rate is typical.
- Common reasons they are not opened
  - The sender's address may not be recognizable.
  - The subject line does not include AAUW.
  - The subject line is not compelling.
- Personal or branch emails go into a black hole.
  - Did they get it?
  - Did they read it?
  - Did they act?
- Can't target the audience (members vs. supporters/public)
- People use *Reply All*. Grrrr.
- Must keep mailing lists up to date!



There are tools that can help!

# The Tried and True: A Better Way for Emails

Use an email marketing tool to send newsletters and blast emails. MailChimp, Mailerlite & Constant Contact are commonly used.

Cost: minimal or free

- Use the tool to create the newsletter and send it or attach an externally created newsletter.



Advantages:

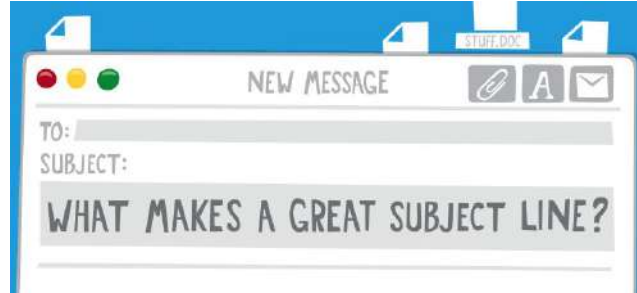
- Engaging designs
- Track who opened it, who clicked through, who unsubscribed, whose email bounced back.
- Send reminders to those who did not open the email.
- Automates member opt-outs.
- Segments your list into smaller groups for targeted messages.





# The Tried and True: Emails

Which Email Would You Open?



AAUW April Program  
Announcement

*“Do you have your Home Tour  
Tickets?”*



# The Tried and True: Emails

## Which Would You Read?

### Transitions

They happen. Sometimes we like them. Sometimes we don't. Sometimes we have mixed feelings. Dawn 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. Both Dawn and I 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 generation to step up and continue to be involved in several areas because we retain our enthusiasm for the work we do. Join us to take this next step.

We've known that this day would come, so we've been working for the past year to smooth the transition. Here are some ways we've made it easy for you to consider volunteering:

Worked with projects that make the process as simple as possible.

Created project plans for each project and template for branch goals.

Developed a publicity process.

Revised our Board structure to include more directors and large.

What we'll do:



### TRANSITIONS

They happen.  
*Sometimes we like them.*  
Sometimes we don't.  
*Sometimes we have mixed feelings.*

Dawn 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 Mariposa Branch Co-President roles. Yes, it's true. We're excited that we'll be taking on more responsibility with AAUW CA next year and I'll be putting my hat in the ring for a state position in April. It's bittersweet that it's time for us to take a different role in Mariposa.

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!**

# The Tried and True: Emails

## Call to Action



### February Newsletter

Check out the latest edition and find out about:

- Traveling the Silk Road - February 17th 4:30 pm.
- Speech Trek - a few jobs remain. Can you help?
- Transitions - Now's your chance to get involved!
- Special Interest Group (SIG) happenings: Hiking, Reading, Crafting!

and much, much more!!!

Sandi

[Click here to read the newsletter.](#)

# The Tried and True: A Better Way for Emails

## Useful Resources

What email platform is best?	<a href="https://www.aauw-ca.org/wp-content/uploads/2018/03/AAUW-Technology-Peer-Group-3-29-18.pptx.pdf">https://www.aauw-ca.org/wp-content/uploads/2018/03/AAUW-Technology-Peer-Group-3-29-18.pptx.pdf</a>
How do you create a newsletter in MailChimp?	<a href="https://aauw-or.aauw.net/files/2021/08/MailChimp-document.pdf">https://aauw-or.aauw.net/files/2021/08/MailChimp-document.pdf</a>
How do you set up an account and send emails with MailChimp?	<a href="https://www.aauw-ca.org/wp-content/uploads/2018/04/AAUW-Technology-Peer-Group-Mailchimp-Demo.pdf">https://www.aauw-ca.org/wp-content/uploads/2018/04/AAUW-Technology-Peer-Group-Mailchimp-Demo.pdf</a>
Mailchimp Demo	<a href="https://youtu.be/nVcqkbY9h0U?t=295">https://youtu.be/nVcqkbY9h0U?t=295</a>

# The Tried and True: Press Releases

## Writing Press Releases 101

### Overall

- ▷ What flies in your paper?
- ▷ Short sentences. Ditch those commas and “ands.”
- ▷ No flowery language.
- ▷ KISS
- ▷ Don’t use “I, we, you, us.”
- ▷ No jargon! Explain “Tech Trek!”
- ▷ Include photos, but follow caption rules (minors)

### First paragraph

- ▷ Don’t waste it. No melodramatic preamble, but hook ‘em.
- ▷ Nail the 5 W’s - WHY is the most important.
- ▷ Get in the Call to Action!

### Following paragraphs

- ▷ Blah, blah, blah secondary information. Go from most to least important.
- ▷ Warm and fuzzy quotes help.

### Final paragraph

- ▷ AAUW story with contact information

# The Tried and True: Press Releases

## A few more tips on press releases:

- Build a list of contacts for the local papers. Know their deadlines.
- Give permission to shorten your article.
- Request at least a calendar listing.
- Build a publicity calendar for your branch.
  - What events will be publicized?
  - Who will write the article?
  - What outlets will you contact?
  - Who will submit the article?
  - What is the deadline?

**Proofread! Not once. Not twice. Third time's a charm.**

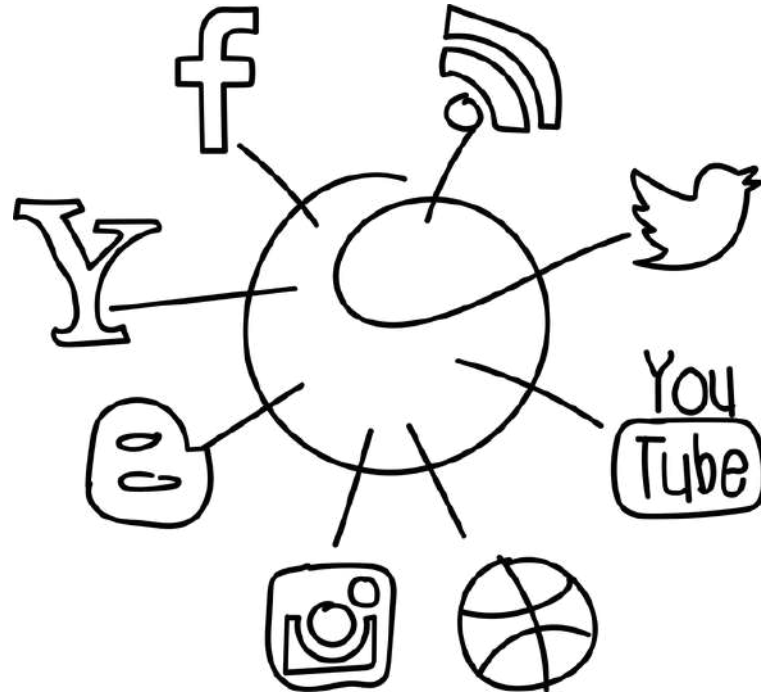
# The Tried and True: New Ways to Use Old Media

Have you considered?

- Community radio
- Public Service Announcements
- Local TV station appearance
- Local movie theaters
- Local magazines
- Video production
- Go ahead! Buy an ad!

# Beyond the Newsletter Part II

Using Social Media



# Using Social Media



Instagram is dedicated mainly to pictures. Instagram's users tend to be very young—in their teens and twenties—and very active and loyal.



Facebook is inclined towards recent updates and users to share fun elements. Facebook has universal appeal and is the most popular social network among middle-aged (in internet terms) users.

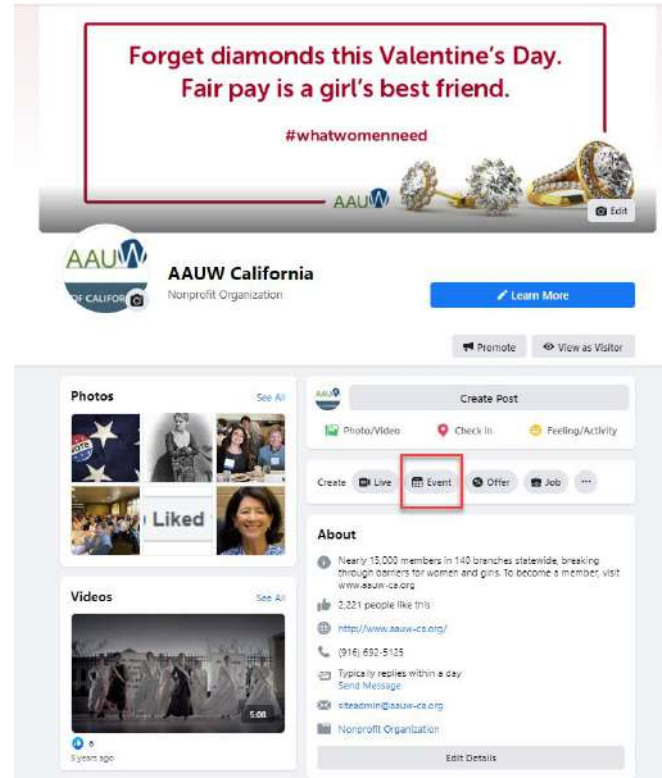


Twitter is more about sharing serious elements such as news. Twitter's audience skews younger than Facebook's and is primarily a source for news.



# Using Social Media: Facebook Events

- Create a Facebook Event.
- Create events on your branch Facebook page and let your members do some of the work for you!
- Members share the event and spread the word by inviting and sharing with friends.
- Boost your event by purchasing ads.



# Using Social Media: Branch Website

Is your website current?



- Use your newsletter articles for content.
- Embed a Google calendar and your website looks fresh!
  - Members and visitors will see how active your branch is.
  - Include branch events such as board meetings, programs, projects, special interest group events.
- Include social media links.
- If you have limited website resources make your homepage evergreen. Include general information about your branch.

# Using Social Media: AAUW California Website

The AAUW California website is right in your own backyard. Don't overlook it!

- Publicize your branch or IBC events on the calendar.
- [Bragg](#) about your branch accomplishments.

Send content to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org)

# Using Social Media: Resources

Establishing a Facebook account

<https://www.aauw-ca.org/establishing-a-facebook-account/>

# Beyond the Newsletter Part III

It's a Brave New World



# It's a Brave New World: Robocalls

Robocalls

Let's call them "phonevites."

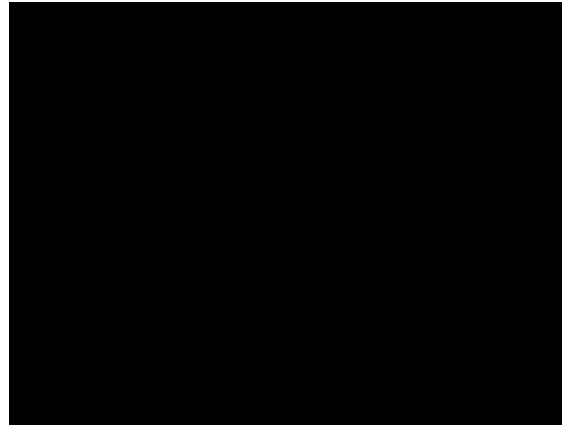


Why are they great?

- A new way to reach out!
- Inexpensive and easy
- Reach all your members with one message.
- For your "non-email-checking, non-computer-loving, non-newsletter-reading, still-love-their-landline, need-lots-of-reminders" members!

# It's a Brave New World: Robocalls

How do you send them?



Phonevite.com Internet-based voice broadcasting service

# It's a Brave New World: Robocalls

## Key Features of Phonevite:

- 5 cents per call. That's \$5 bucks for 100 members! Non-profit rate available.
- Pay as you go. No set-up or subscription fees.
- Easy to upload members' numbers.
- Record your message on your phone or computer.
- Schedule the call whenever you want.
- Can ask for RSVP.
- Can let people send a message back.
- Can track the call results.
- Can share the call on social media OR by email OR embed on your website!



# It's a Brave New World: Robocalls

Let's [LISTEN!](#)



Don't worry. They won't hate it.  
BUT  
Use it judiciously.

# It's a Brave New World: Print Mailings



## Print Mailings & Flyers

What's old is new again!

Postcards - Best for publicizing to members

- Attention-getting and personal
- Affordable
- Creative
- Force a concise, actionable message
- Opportunities for members to help

Flyers - Best for publicizing to the public

- ▷ Expand your reach to unique locations, offline audience and the casual public
- ▷ Can share with other organizations
- ▷ Affordable
- ▷ Opportunities for members to help



# It's a Brave New World: Print Mailings

vistaprint®

## Vistaprint online service:

- Easy-to-use templates for postcards and flyers
- Can customize - logos, colors, etc.
- Affordable
  - \$27 for 100 postcards + stamps @ \$.40 ea = \$67 to reach 100 members
  - \$43 for 50 full size 8 ½ by 11 flyers
- Mailing services available
- “Attention K-Mart Shoppers” ongoing sales

[vistaprint.com](http://vistaprint.com) - online printing and design service



# It's a Brave New World: Print Mailings

vistaprint®

## Postcard Examples

Oh No!!  
You missed AAUW's new *California Connection*,  
a quick-read email about things  
YOU might want to know.  
Why?  
**Because we don't have your email address.** 😞

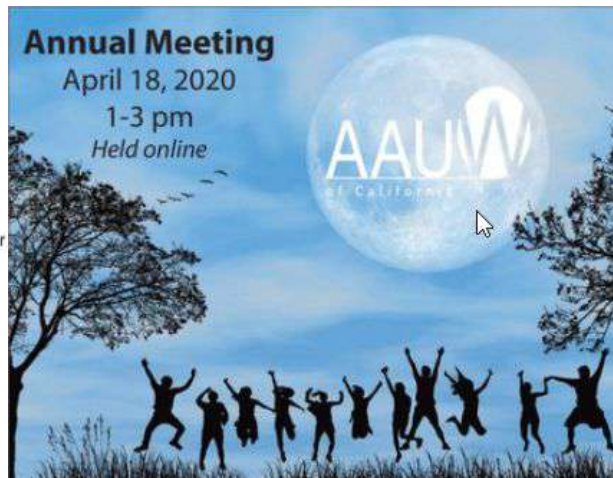


But wait, there's more! You're also missing important  
information from AAUW National.  
Why?

**Because they don't have your email address.** 😞

We're giving the state's magazine-type publication,  
the *California Perspective*, a rest, so the best way now to  
get news from beyond your branch is to receive it electronically.

Please connect with us by asking your branch membership VP to add your  
address to the Member Services Database. 🙄



### Leadership Brunch

Friday, April 17 - 10 am to 12 pm  
AAUW California Convention  
Westin San Francisco Airport  
\$60

Register online at: [www.aauw-ca.org](http://www.aauw-ca.org)

# It's a Brave New World: Print Mailings

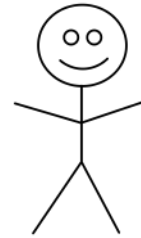


vistaprint®

Artistically-challenged?

Vistaprint offers design services:

- Starting cost: \$10 for postcards
- Customization of colors, graphics, photos, font, borders, etc.
- Add your logo
- Help with effective messaging
- Work with designer live or by email
- Fast



# It's a Brave New World: Print Mailings

## Add that funny box to your printed materials!

- QR codes store digital information that someone can see when they scan it with their phone.
- Give details about your branch or a specific event.
- Perfect for that flyer hanging at Safeway!
- Easy to create:
  - Use free online software to generate a QR code.
  - Choose what people will see: your website's URL, a pdf of a flyer, a Facebook page, etc.
  - Enter the information in the form that appears.
  - Test it!
  - Place the image on your materials.



# It's a Brave New World: Other Organizations

## Be shameless.

Let other organizations do your work.

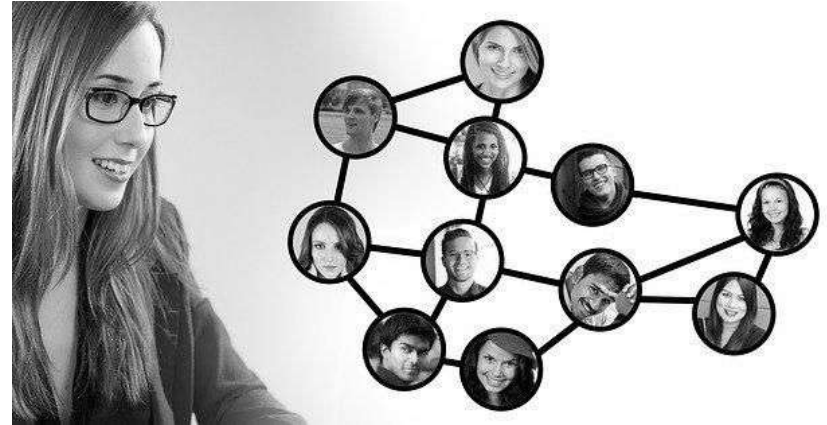
- Connect with like-minded service and professional groups.
  - Offer to be a speaker. Pitch your events.
  - Request ad space in their newsletter.
  - Request to be on their calendar.
- Join the Chamber of Commerce and Downtown Business Association.
- Attend their networking events.
  - Get on their calendars.
  - Use their mailing lists.
  - Use your member status to send emails, hang banners in town, etc.



# It's a Brave New World: Other Organizations

## Mine Your Members!

- What other groups do they belong to?
  - Conduct a survey.
  - Ask on your membership application.
- Make them your publicity ambassadors!
  - Your contact in another organization could pitch your event, post a flyer, share a mailing list, be a speaker, etc.





# It's a Brave New World: Special Interest Groups

## Leverage them for publicity!



- Find your members where they're playing.
- Interest Group chairs should be responsible for helping keep members informed of branch events.
- Hold annual meeting with chairs.
- Distribute monthly update for chairs to share at their section meetings.
  - Maximum of three bullets
    - Something to celebrate
    - Something upcoming
    - Something needed

# It's a Brave New World: Special Interest Groups



Dear Interest Group Chairs,  
Please share these quick news snippets from our branch with your group at the next meeting. Remind people that details are in the newsletter. If the event has already passed, sorry! Just skip it. Thanks for helping us keep everybody informed.

**April 20XX**

- AAUW was mentioned TWICE in last week's edition of the Gazette. With photos!
- Our "Moroccan Nights" fundraiser is Saturday May 16. Contact Sandi for tickets or to donate an auction item.
- Tech Trek needs three people to score the students' essays. They have great ideas for how STEM can improve the world. Two hours and one red pen required. Contact Trish.

# It's a Brave New World: Meetup

Meetup is an online tool that allows users to organize get-togethers with others who have similar interests.

- Set up your branch as a group and “tag” it with up to 15 descriptors so like-minded can discover you.
- Events are listed in your geographic area – your peeps will find you and your events.
- Set up single or recurring events.
- Reminder notifications are available.
- \$20/month



# It's a Brave New World: Nextdoor **Nextdoor**

Harness the power of your members' neighborhoods.

- [Nextdoor](#)
  - Geographically-based, hyperlocal online neighborhood hub
  - Used for interactions of all kinds - chat, notifications, community news, sales, event information, loose cows, missing iguanas, etc.
- Use Nextdoor to promote AAUW events!
  - Identify branch members who are active in Nextdoor. Ask them to list AAUW events.
  - Start your own neighborhood!



# It's a Brave New World: Nextdoor

It's easy to post  
an event to an  
entire  
neighborhood.

The screenshot shows the Nextdoor website interface. At the top, there's a green header with a search bar and navigation icons. Below the header, the left sidebar contains a list of neighborhood features: Home, Anaheim - Sycamore East, Map, Neighborhood, Businesses, For Sale & Free, Local Deals, Events (highlighted), Real Estate, Crime & Safety, Lost & Found, Documents, and General. The main content area is titled 'Events' and includes a green 'Add event' button. It shows 'Upcoming events' for the 'Anaheim - Sycamore East' neighborhood, with a filter dropdown and a count of '12 events'. The first event listed is 'FINANCIAL PEACE UNIVERSITY CLASS SCHEDULED!' on Tuesday, Jan 21, at 6:30 PM in Grace OC. Below this, there's a 'THIS WEEK' section featuring an 'Estate Planning Seminar' on Thursday, Feb 27, at 6:00 PM. The bottom of the page shows the Windows taskbar with the search bar and various application icons.

# It's a Brave New World: Evite



There's a lot of power in a party invitation!

- [Evite](#)
  - Free online tool to create and track invitations
  - Great templates that you can easily customize
    - Messages, photos, logos, colors
  - Import email addresses
    - Separate groups for targeted mailings: branch members only, other organizations, etc.
  - Track RSVPs. Send reminders automatically.
  - Other features: polls, "What to Bring" list, charitable donation
  - \*NEW\* VIRTUAL PARTIES - informal with chat, emojis, fun invitations

# Sign-Ups: How Will You Handle Them All?

## Options

- Facebook - gauge interest only
  - No commitment
  - Link to registration system or website
- Zoom - lightweight. Simple question gathering
  - Meeting or Webinar
- Eventbrite
  - More complicated scenarios



# Sign-Ups: Zoom

Meeting/Webinar features are slightly different

- Capture simple participant information using custom questions.
- Remind participants to join the session.

The screenshot displays the Zoom Registration interface. At the top, there are tabs for 'Registration', 'Questions', and 'Custom Questions'. The 'Custom Questions' tab is active, showing a 'Create Your Own Question' section with a warning about soliciting confidential information. Below this, there are options for 'Type' (Short Answer, Single answer) and 'Required' (checked). The 'Registration' tab is also visible, showing a list of registrants with columns for name, email, and a 'Copy' button. A red box highlights the 'Registration' tab and the 'Resend Confirmation Email' button at the bottom.

Registration

Registration Questions Custom Questions

Create Your Own Question

You are prohibited from soliciting confidential personal information (such as credit card information or social security numbers) in your registration questions.

Type ☐ Short Answer ☒ Single answer

Required ☒

Question

Breakout Room 2 Breakout Rooms View detail

Start Edit Delete Save as Template Want

Registration Email Settings Branding Polls Survey Live Streaming

Manage Registrants Registrants: 35

Registration Options Automatically Approved

☒ Send an email to host

☒ Close registration after meeting date

☒ Allow registrants to join from multiple devices

Registrant	Email	Action
[Name]	Oct 1, 2021 07:22 AM	Copy
[Name]	Sep 30, 2021 04:42 PM	Copy
[Name]	Sep 29, 2021 01:24 PM	Copy
[Name]	Sep 27, 2021 07:12 AM	Copy
[Name]	Sep 26, 2021 04:42 PM	Copy

Cancel Registration Resend Confirmation Email

< 1 2 3 4 >




# Sign-Ups: Eventbrite



Use when you need more complicated events:

- Multiple types of tickets
- Paid tickets

Choose the solution that's right for you	Essentials	Professional
	<a href="#">Try Essentials</a>	<a href="#">Try Professional</a>
	2% + \$0.79	3.5% + \$1.59
Fee per free ticket:	Free	Free
Payment processing	2.5%	2.5%
 <a href="#">Start Selling</a>		
Ticket types (e.g. "Early Bird")	1	Unlimited
Public event listings	✓	✓
Private (unlisted) events	✓	✓

# Sign-Ups: Resources

## Event Scheduling Tools

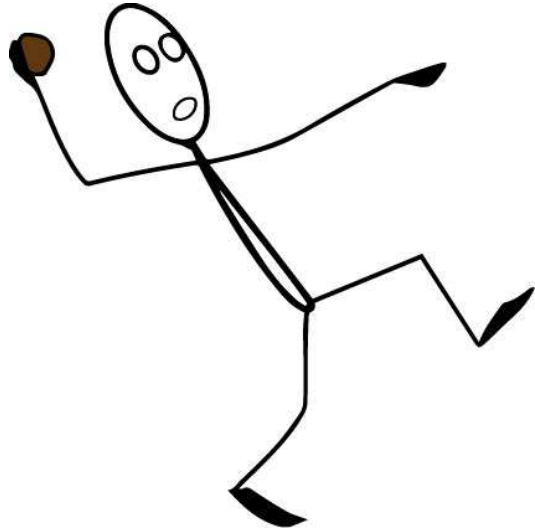
- How to create a Google calendar and embed it in your website
- How to create a Facebook event
- How to use Eventbrite ticketing

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

## Advanced Zooming

<https://www.aauw-ca.org/advanced-zooming/>

# Our Poll Results: How Much Mud Have You Thrown in Your Branch?



# Let's *Go Beyond the Newsletter* to Get Those Virtual and Real Seats Filled! **Questions?**

