



AAUW California

Growing AAUW California!

January 25, 2023



Linking together for our mission.



Speakers



Marsha Swails

Membership
Chair



**Claudia
Schwarz**

Danville-Alamo-
Walnut Creek



**Alice
Matthews**

Torrance



Michelle White

Beach Cities



Donna Lilly

San Diego

Welcome

Let's Grow!!!

- Keep our mission at the core of everything we do:
Empowering women and girls.

Let's Find!!!

- Newly Retired
- Younger Women

Let's Aim For!!!

- 6% by Feb 2024



Today's Objectives

What will you learn?

- How to reach our goal of a **6% increase** by Feb 2024.

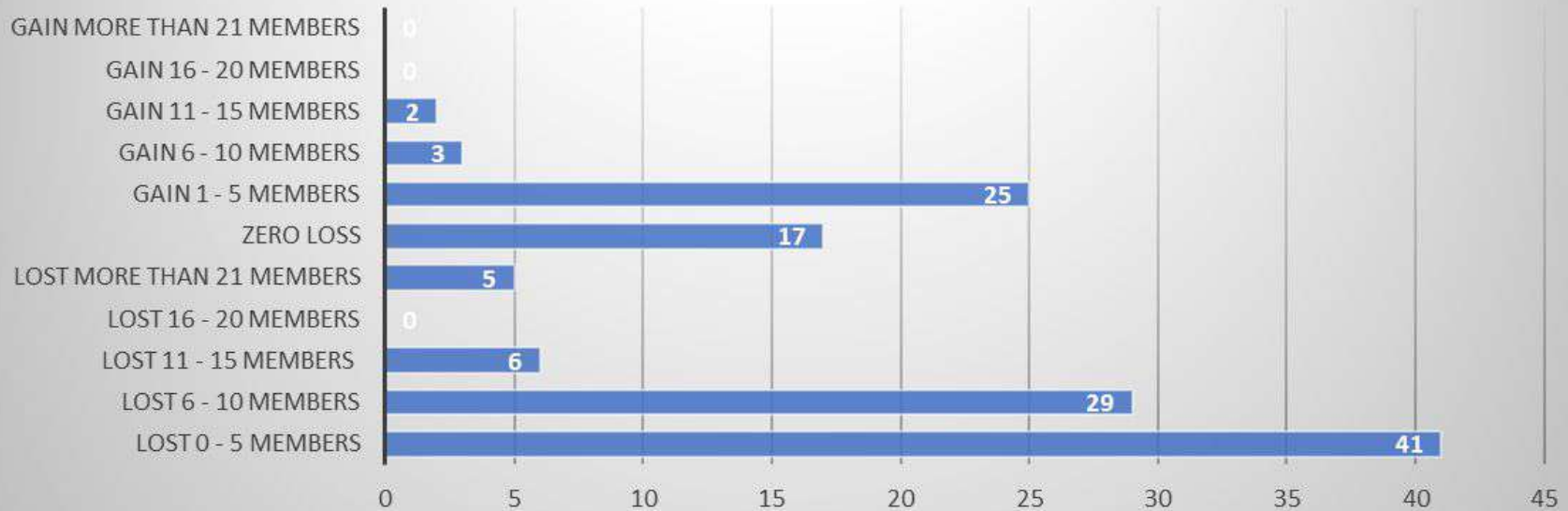
How will you do it?

- Create the role of **Branch Ambassador**.
- Identify **College and Diverse Opportunities**.
- Strengthen our **Branch Communications**.
- Create a **Culture of Recognition**.
- Collaborate with **Community Organizations**.



What Is Our Membership Gain/Loss?

Number of CA AAUW **Branches** with Membership Net Loss/Gain (Grouped by totals) from 2021-2022



AAUW California Membership Analysis

AAUW California Counties with Greatest Loss in Members in 2021-22

Branch County	Net Gain/ Loss	No. of Branches
East Bay	-211	26
Central Valley	-72	11
Sacramento	-56	9
South - LA	-46	11
South - San Diego	-39	7
South Coast	-35	3
South - Orange	-31	3
South Valley	-16	3
Central Coast	-13	4
North	-5	2
Grand Total	-524	79



What Does 6% Look Like???

Branch Size	Branch	Current Number	6% increase	Total Members
Large 150+	Sacramento	235 members	14 members	249 members
Medium 75-149	Palm Springs	91 members	6 members	97 members
Small 10-74	Paradise	23 members	1 member	24 members

(Based 2/1/22 data)



How Will We Make Our 6% Goal?

By creating a Branch Ambassador Person or Team

Identify a Branch Ambassador

- Face of the association
- Point of contact for new and potential members
- Must be **enthusiastic** and a **Champion** for AAUW



Identify Recruiting Opportunities

- AAUW open meetings
- Community events
- Meet and greets



Warm And Welcome Contact

Follow Up – Follow Up – Follow Up

- Call to make a **Personal Connection**
- **Email** or **call AGAIN** to check-in
- Send a **Personal Invitation** to events

Connect and Engage

- Connect new members with group leads and board members
- Connect new members with one of the Ambassador Team
- Host a **New Member Annual Event** (This is a bling opportunity :)



Everyone Is An Ambassador!



How Will We Make Our 6% Goal?

Connect with our colleges.

- Invite an **AAUW campus representative** to join your branch.
- Recruit **staff and faculty** to join your branch.
- Welcome **e-student affiliates** to branch events.
- Invite a **college student/Tech Trek alum** to serve on your branch board.
- Pay **membership dues** to state and local for scholarship awardees.
- Underwrite National Conference for College Women Student Leaders registration fees (**NCCWSL**).



How Will We Make Our 6% Goal?

Use a variety of recruitment techniques to find new and diverse populations.

- Collaborate with **local business** on fundraising events.
- Facilitate **Start Smart** workshops at campus career center.
- Facilitate **Work Smart** workshops in collaboration with a civic entity.
- Staff an **AAUW booth** at non-traditional community events: fairs, school celebrations, workshops, conferences.



How Will We Make Our 6% Goal?

Recruit National Members without branch designation.

- Locate **national members** in your community by sending a request for a list to webteam@aauw-ca.org.
- Reach out to **national members** with a phone call or email to invite them to a branch event.
- Invite **national members** to join your branch.



There are 986 potential members in this group!

How Will We Make Our 6% Goal?

Branch Communications

Why is branding important to your branch?

- **Tell your story**
 - Your Story = Your Brand
- **Be consistent. Have authentic messaging**
 - Build trust and loyalty
- **Engage target audiences**
 - Retain existing members
 - Attract new members



What Does Good Branding Look Like In Your Communications?

Clear promise to members

Clear call to action

Quick response mechanism

Benefits of Membership

-  Engaging Programs and Guest Speakers
-  Advocacy and Policy Initiatives for Women
-  Opportunities to Lead and Mentor
-  Networking and Career Growth
-  Events and Celebrations
-  Interest Groups and Friendship

Ready to join?

- Annual Membership dues are \$107 (from July 1 to June 30), of which \$84 is tax deductible.
- AAUW National and California membership dues are included, giving you access to online financial tools, career webinars and more!
- Members must have a college degree, AA degree or higher. Students may join at a special low rate.

Use this QR code to apply on our website under the "Membership" tab.



Visit us here to learn more.

-  <http://beachcities-ca.aauw.net>
-  aauwbeachcities@gmail.com
-  <https://www.facebook.com/groups/146576706924>
-  <https://www.instagram.com/aauwbeachcities/>

Making a donation?

Thank you! Please visit our website to pay online or mail cheques payable to:

AAUW Beach Cities Branch
P.O. Box 1136
Manhattan Beach, CA 90267

AAUW Beach Cities is a 501(c)(3) nonprofit organization. Donations are tax deductible.

Serving the Los Angeles Beach Cities areas of Manhattan Beach, Hermosa Beach, Redondo Beach, Laverne, Signal Hill, El Segundo, Culver City, Marina del Rey, Playa del Rey, Westchester and Santa Monica



Provide multiple points of contact

Visuals and graphics to convey branch personality

Consistent language about your purpose (mission)

Name and logo present on all communications

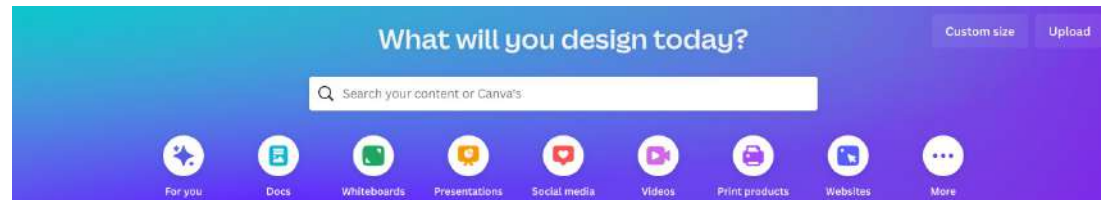


We're advancing the lives of women and girls through advocacy and education.



What Is *Canva*.com? How Can It Help With Branch Branding?

- **Online graphic design tool for print, digital, video and social media**
- **Free to registered non-profits and individuals**
- **Allows for collaboration**
 - Team access to templates, photography, fonts, graphics and editing
- **Evolves with your branch**
 - Organize/store assets for future use

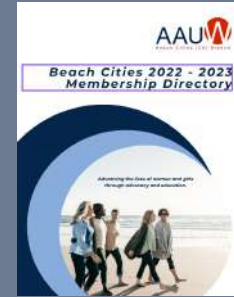


What Can Your Branch Create With *Canva.com*?

Brochures and Flyers



Membership Materials



Posters and Signs



Newsletters, Logos, Social Media Posts, and More!



What Are QR Codes? What Do They Do?



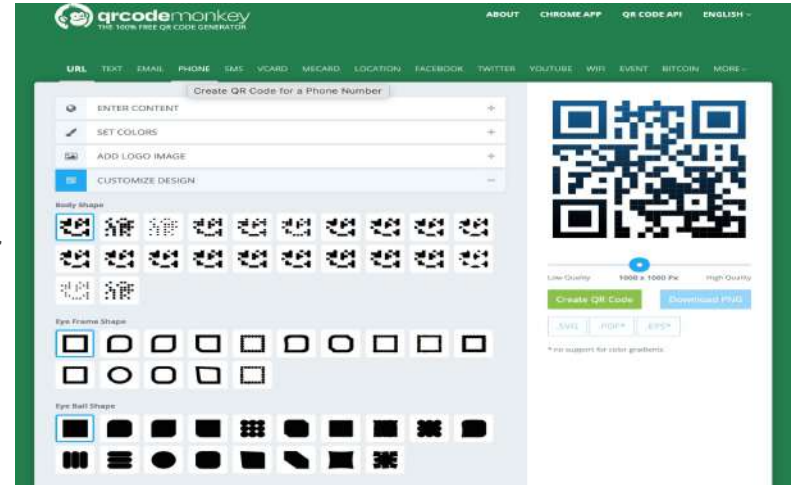
- QR = Quick Response
- Unique series of squares and dots (think barcode)
- Directs users to online information through a smartphone camera or device

Give it a try!

1. Open your Smartphone camera ,
2. Hold your camera over the QR code to reveal the link for the code.
3. Tap the link or the shutter button (magnifying glass) at the bottom of the screen to go to the website.

It's Easy To Create A QR Code:

- **Step 1:** Google search "QR code generator" (try www.qrcode-monkey.com here)
- **Step 2:** Follow instructions to insert the URL (web address), choose color and select a style.
- **Step 3:** Download the QR code as a png file and save it to your desktop. Be sure to test it before you copy and paste it into your materials.



How Can Social Media Support Your Branch?

- Build community and engagement.
- Share your story and successes.
- Promote events and support fundraising.



Tips for managing social media efforts:

- Establish a social media manager and a branch photographer.
- Create a posting schedule.
- Repost existing content (i.e., email, program flyers, newsletter).



How Will We Make Our 6% Goal?

Become a culture of recognition - “The Bling Project”

Why do we recognize and reward?

- People love to be thanked and recognized!!!
- It improves relationships between leadership and members.
- It attracts new members to the organization.
- It improves retention rates of current members.



Recognition Programs To Consider

What can you recognize?

- Years of service
- Outstanding contribution
- Leadership service
- Membership recruitment

How can you recognize them?

- Member appreciation events
- Website recognition wall
- Member of the Month/Quarter
- Social media shoutouts
- Monetary recognition: - gift cards, free membership etc.
- Certificates of Appreciation



Certificate Of Appreciation*



Certificate of Appreciation

American Association of University Women, California

This certificate is presented to:

For your significant contributions to AAUW Fund and the mission of AAUW

Founder Circle

Date:

Sandra M. Gabe
Sandra Gabe President
AAUW California
2022-2023

*Breaking Through Barriers
for Women and Girls*

Karen Vanderwerken
Karen Vanderwerken, Director
Fund Chair
AAUW California

*Generic Versions that you can personalize will be available



Linking together for our mission.

Types Of Rewards And Recognitions*

Service Pins – (AAUW-CA Branch Marketplace)

- **Years Of Service** (Available via Redland Branch)
- **Past President** (Available via Napa County Branch)
- **Named Gift Honoree**
- **Lifetime Membership**



5 Year



30 Year



10 Year



40 Year



15 Year



Silver Member



20 Year



Gold Member

*Some pins are available on AAUW-CA.org marketplace. Some have been discontinued.

Pins From The Past That Told Our Story

Should we bring them back?

Should we design something new? We want your ideas.



Recognition Buttons



Keep things on the lighter side.
Laughter is contagious! Have
fun with your members!

(The Membership Committee would love your IDEAS!)

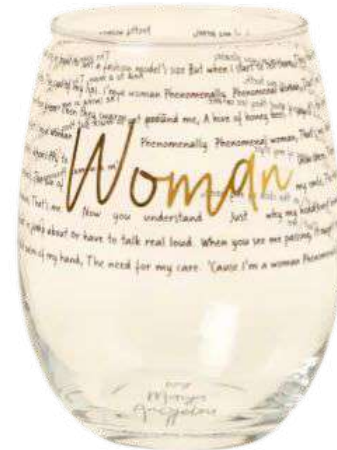
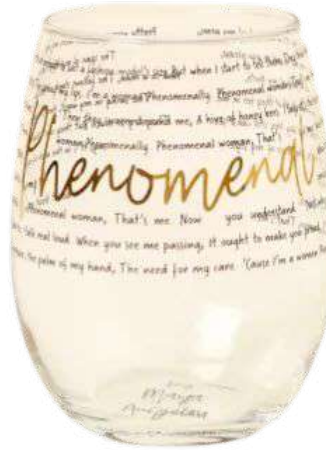


Ideas for Bling

Think of creative ideas to recognize your members.

Maybe cool things like this: (*Examples. Not necessarily recommended or promoted by AAUW.)

- Big Crystal Diamond Pens
- “Phenomenal Woman” Maya Angelou Stemless Wine Glasses



How Will We Make Our 6% Goal?

Connect with your community.

- Use community apps like **“Nextdoor”** to invite local people to meetings and events.
- Host a **community conversation** i.e. drought mitigation, fire or earthquake preparedness, or a relevant issue. Use a community room at a library or school.
- Partner with **other women’s groups** for a community event: League of Women Voters, 55+, Chamber of Commerce
- Utilize **“Shape the Future”** to recruit members at public events
- **Always invite attendees to join AAUW.**



What Did We Learn?

Growing AAUW membership involves every committee and every member.
We will:

- **Grow 6%** by February 2024.
- Create **Branch Ambassadors** throughout California.
- Find opportunities to **grow through diverse opportunities.**
- Engage with our local **college students, faculty, and staff.**
- Improve our **branch communications** with a focus on outreach.
- Become a **culture of rewards and recognitions.**
- **Connect with our community.**



Call to Action!

Creating a place of welcome and belonging.

**“I’ve learned that people will forget
what you said,
People will forget what you did, but
People will never forget
How you made them feel.”**

Maya Angelou



Useful Links

Rewards and Recognition

- **[Service Pins :](#)**

https://images.search.yahoo.com/search/images;_ylt=AwrO8LrN7bhjMGAPLC9XNyoA;_ylu=Y29sbwNncTEEcG9zAzEEdnRpZAMec2VjA3BpdnM-?p=benicia+aauw+branch+pin+request&fr2=piv-web&type=E210US1250G0&fr=mcafee#id=0&iurl=https%3A%2F%2Fnapacounty-ca.aauw.net%2Ffiles%2F2021%2F01%2FPast-Pres-Pin-275x300.jpg&action=click

- **[Wine Glasses:](#)**

<https://www.ebay.com/itm/165863024603?chn=ps&norover=1&mkevt=1&mkrid=711-213727-13078-0&mkcid=2&itemid=165863024603&targetid=4581183927179143&device=c&mktype=&googleloc=&poi=&campaignid=418233787&mkgroupid=1241348861725295&rlsatarget=pla-4581183927179143&abclid=9300542&merchantid=51291&msclkid=42d9510c6b60169ac53332b485a4952e>

- **[Crystal Diamond Pins:](#)**

https://www.amazon.com/Set-Crystal-Diamond-Pens-Gift/dp/B07NQX493P/ref=asc_df_B07NQX493P?tag=bingshoppinga-20&linkCode=df0&hvadid=80814185067778&hvnetw=o&hvqmt=e&hvbmt=be&hvdev=c&hvlocint=&hvlocphy=&hvtargid=pla-4584413749374752&psc=1