



**Grow Your AAU of Virginia Membership**  
**Strengthen Your Focus: Tools and Resources**  
**For Member Recruitment and Retention**  
**OVERVIEW**



**Communication**



**MEMBERS**

- Emails
- Newsletter
- Website/Webpage
- Surveys
- National E-Newsletters
- Attend State Activities

**COMMUNITY**

- Updated Website/Webpage at State
  - How To Join
  - Contacts
  - Schedule of events
- Facebook
- Fliers
- Local Media
- Collaborate With Other Groups
- Use Elevator Speech

**Branch Activities/Programs**

To Educate    To Recruit    To Inspire



**MEMBERS**

- Mission Based Programs
  - Include social time & food
  - Plan for greetings & making guests feel welcome
  - Break tasks down to involve more members
- Develop A Strategy For Increasing New Members.
- Have A Variety Of Interest Groups (Like Book Or Gourmet Groups)

**COMMUNITY**

- Tabling At All Local Opportunities
- Collaborate With Other Organizations
- Invite Community To Programs And Activities
- Use Elevator Pitch
- Plan a GOTV Activity
- Interaction With Local Government



**Results In New Members And Leadership Opportunities**



## Communication

**COMMUNICATION** is one of the tools used to reach members and beyond, to the community.

Members need to be informed so that they can reach out.

Unless we reach out beyond ourselves we become insulated and closed.  
Your membership will bloom fully when you reach out to your community.

**BELOW ARE SOME RESOURCES TO HELP**

### INFORMED MEMBERS ARE POWERFUL:

#### Emails

**Newsletter** (See <http://aauw-va.aauw.net/branches/newsletters/> for branch newsletters)

**Website** (A must in today's world!) *Free help:*  
<http://www.aauw.org/?s=site+resources>

**Webpage on the State Website** (If website is too much:  
([lvandivere@cox.net](mailto:lvandivere@cox.net) )

**Surveys** (Find out what your members like and want every other year or so.

**National E-Newsletters** (Promote in your newsletter; personally subscribe)

Like *Washington Update*  
<http://www.aauw.org/resource/washington-update/>  
or *Lead On* <http://www.aauw.org/resource/lead-on-ene newsletter/>

#### Attend State Conferences and Activities

Learn how to use the national website:  
<http://www.aauw.org/resource/tips-for-using-the-aauw-website/>

### REACH OUT TO YOUR COMMUNITY

**Branch Website or Webpage at State Website** should

Include at the minimum and updated :

- How to join
- Contacts
- Schedule/location of events

Contact <http://www.aauw.org/?s=site+resources>

Contact Leslie Vandivere, State Web Manager [lvandivere@cox.net](mailto:lvandivere@cox.net)

**Facebook** <http://www.aauw.org/resource/communications-tool-kit/Fliers>

<http://www.aauw.org/resource/leader-essentials-marketing-and-visibility/>

(Place around the community in locations you frequent: library, church, grocery store, rec. center.)

**Local media** (submit info about meetings)

**Collaborate** with other groups such as League of Women Voters, Girl Scouts, PTA, business groups (See your Local Government website or Chamber of Commerce website) This leads to "cross pollination" of members.

**Elevator Speech** All members create a brief pitch and reach out to the people you run across in the community. Be prepared



## Branch Activities/Programs

Use this important tool to

To **educate**, to **recruit**, and to **inspire** your members and your community, branch programs need to be mission based. National and State surveys indicate that the mission is the main reason people join AAUW. They also like the fellowship with folks of “like mind.”

**BELOW ARE SOME RESOURCES TO HELP.**

### BRANCH MEMBERS

#### Mission Based Programs

<http://www.aauw.org/resource/six-steps-to-diverse-engaging-programs/>  
<http://www.aauw.org/resource/programs-in-a-box/>  
<http://www.aauw.org/resources/by-tag/programming/>

- Include social time & food
- Plan for greetings & making guests/visitors feel welcome
- Break program planning tasks down to involve more members

#### Develop an Action Plan for Increasing New Members

**Have A Variety Of Interest Groups**, like book, Great Discussions, gourmet, movie groups. (See ideas in branch newsletters on state website [www.aauw-va.aauw.net](http://www.aauw-va.aauw.net) )

**Plan ways to involve new members to increase retention.**

**Listen to National’s webinar “Recruitment Share and Learn” found at this link:**

<https://aaup.adobeconnect.com/p31lhir5bh8/?launcher=false&fcsContent=true&pbMode=normal>

#### Attend State Conferences

**Participate in *Two-Minute Activist*** <http://www.aauw.org/what-we-do/public-policy/two-minute-activist/>

**Recognize Members For Their Recruitment Efforts When They Bring In Someone New**

### COMMUNITY

#### Tabling at All Local Opportunities

<http://www.aauw.org/resource/how-to-tabling/>

**Collaborate With Other Organizations to Target Programs of Mutual Interest**

**Invite Community To Programs And Activities**

**Use Elevator Speech**

**Plan A Get Out the Vote (GOTV) Activity**

<http://www.aauw.org/resource/organize-a-voter-registration-drive/>

**Increase Interaction With Local**

**Government** (Example:

<http://www.aauw.org/resource/equal-pay-act-50th-anniversary-proclamation/>)

# Here are Some Specific Ideas for Keeping Members Interested in the Branch

## Create Connections for New Members

- Assign a Buddy for all members for their first 1 to 3 years
- Contact each new member and offer a ride to branch events
- Invite new members specifically to join you at branch activities
- Have greeters at each meeting
- Provide a picture of new members on your website or in your newsletter
- Send welcome letters from the president and membership chair
- Ask new members to participate in a small leadership activity right away – one that fits their skills and personality such as introducing a speaker or bringing food and drink
- More ideas here: <http://www.aauw.org/resource/successfully-initiate-new-members/>

## Try Something Different

- **Have an ice-breaker** for some meetings so that existing and new members get to know each other better. Ice breakers can be found on many websites including AAUW.org. at <http://www.aauw.org/resource/how-to-design-meetings/>
- Take advantage of the **Diversity Activities** that are described on AAUW.org at <http://www.aauw.org/resource/diversity-and-inclusion-tool-kit/>.
- Change the location/day/time of your meetings so that the location is different, and possibly easier to get to by a different sub-set of your members.

## Recognize , Thank, and Celebrate Members

- Members who bring in a new member from the community
- Recognize the person that brings in the most new members in a year
- Members who pay dues before a certain date
- Members who plan an event
- Members who take leadership positions
- Send cards to members: birthday, get well



## Fun, Fun, Fun!

- Hold happy hours or coffee monthly at different restaurants in your area
- Hold monthly birthday celebrations
- Have holiday celebrations
- Plan a special party to celebrate something: end of year, new members...
- Plan lunch and dinner for meetings
- Hold an Open House (just to get re-acquainted) in September
- Start a new interest group: book, movie, dining, game
- Hold a potluck