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**Top Seven Ideas for Where to Find Members in Your Community**

1. Contact AAUW or your membership vice president for the latest national member list in your community.
2. Reach out to the former fellows and grantees living in your community.
3. Contact your local Chamber of Commerce to find other organizations in your community with a similar mission.
4. Look at AAUW’s “Go Local” link to see what colleges/university partner members are in your community. Think about what programs your branch and the c/u partner member can work on together.
5. If the local college/university in your community is not a c/u partner member, reach out to the school’s women’s center or student affairs director to set-up a meeting and see how you can recruit the institution, as well as their staff, to join.
6. Look at the other organizations you belong to – religious, alumni association or otherwise – where you might find other people who qualify for membership.
7. Look online at your community page to see what other groups are doing in your community. Attend an event and see if there is an opportunity to collaborate.

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# Membership Campaigns Overview

Membership campaigns are promotions and discounts AAUW branches can offer to potential members to help their recruitment efforts. Be sure to use these campaigns to reach out to your community.

### [Shape the Future](http://www.aauw.org/resource/shape-the-future-campaign-free-membership-redemption-form/)

Recruit new members by offering a discounted rate to join AAUW at public event. Branches can offer 50% off the national membership rates to NEW members who join on the spot at events open to the public. For every 2 new members who join, the branch earns 1 free national membership, up to a maximum of 5 free memberships per year.

### [Graduate Student 18.81 Campaign](http://www.aauw.org/resource/give-a-grad-a-gift/%22%20%5Co%20%22Give%20a%20Grad%20a%20Gift)

### [AAUW has continued to pilot the introductory rate of $18.81 for NEW graduate student members.](http://www.aauw.org/resource/give-a-grad-a-gift/%22%20%5Co%20%22Give%20a%20Grad%20a%20Gift)

### [Give a Grad a Gift](http://www.aauw.org/resource/give-a-grad-a-gift/%22%20%5Co%20%22Give%20a%20Grad%20a%20Gift)

This program allows current AAUW members the opportunity to give unlimited free national memberships to college graduates who have earned their degrees within the last 24 months.

Questions: Connect staff at 800/326-2289 or connect@aauw.org M-F 10am – 5pm ET

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**Quick Tips to Organize a Speed Dating Orientation for Members**

* The room must be large enough to accommodate your attendees with tables and chairs to set across from each other.
* Recruit a volunteer timekeeper with a bell, buzzer, or music that will play loud enough to signify when the conversation is over and when the attendee moves to the next conversation.
* If your attendee pool is larger than your presenter pool, consider having a smaller networking Q & A session running at the same time. This allows everyone to participate.
* Meet with the chairs of every group in your branch to explain this activity in advance. Consider having a practice session with your branch leadership to determine the length of time needed for each conversation.
* Remember, this is a brief (2-3 minutes maximum) conversation. The goals for the presenter are to highlight their particular area and to engage this new member into participation. You also want each leader to get to develop a personal relationship with these new members.
* You may have your presenters prepare a brief handout for individuals to take if they are interested.
* On the day of the event, make sure the room is ready, ask the presenters to come a few minutes early to meet and greet before the activity begins.
* Explain the rules of the activity (e.g. the new members stand and shift to the right at the sound of the buzzer) before you begin and make sure everyone understands what to do.
* Allow 2-3 minutes for each leader/presenter (membership, president, special interest group chair, program VP, book sale chair, etc.) to share what their special area does within AAUW and let the new member know how the can participate.
* Remember to make it fun and informative!

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**Ten Tips for a Winning AAUW Membership Recruitment Table**

1. Plan early, at least 30 days in advance. Think about your venue and your audience to determine what materials you may need.
2. If you need to order quantities of more than 25 brochures, contact Shop AAUW at 800-225-9998 or visit them online. <http://bit.ly/q26cRv>
3. Be prepared with a 30 second elevator speech about what AAUW is and does and what impact your branch makes in the community. For example “Hi, are you familiar with AAUW? We have been working on gender equity issues since 1881 through advocacy, education, and research. Here in Anywhere Branch, USA, we host an annual STEM camp for girls.”
4. If you are exhibiting at an event open to the public, remember to contact Connect staff to order the Quick Guide to Shape the Future. The Shape the Future Campaign offers 50% off national membership dues to NEW members.
5. Contact the Connect staff if you expect 100+ people or more to pass by your table. We can send you a travel kit with special forms and brochures to help you attract more people.
6. Display the national membership and program brochures. Depending on the event and your audience, you may also want to display the latest research, as well as copies of AAUW’s Outlook magazine.
7. Display your branch and state brochures with information on how to contact you, such as a business card.
8. CANDY! Nothing brings people over to a booth or exhibit table faster than food. Order some of AAUW’s butter mints to entice potential members to your table.
9. Show your AAUW pride with a banner or sign, so that even from a distance people know who you are and what organization you represent.
10. Consider collecting business cards or put names in a hat to win some AAUW swag (AAUW branded item). This allows you to collect names and e-mails of everyone that came by your table to follow-up with them about membership.

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**Membership Resources on the AAUW Website**

**Recruitment & Retention Tips:** AAUW members are this organization’s lifeblood, and membership vice presidents (MVPs) are critical to sustaining and growing the membership. But growing AAUW is every member’s business. Here are three things you can do to recruit and retain members. On the AAUW homepage, click on resources at the top center, then guides, then recruitment and retention to find this item.

<http://www.aauw.org/resource/membership-tips-and-tools-recruitment-and-retention/>

**Recruitment Resources**

***Brochures***

On the homepage, click on resources at the top center, then brochures, then recruitment and retention for these items.

Individual Membership Recruitment Brochure: <http://www.aauw.org/resource/membership-join-brochure/>

Student Recruitment Brochure: <http://www.aauw.org/resource/student-affiliates-brochure/>

College/University Partner Member Recruitment Brochure: <http://www.aauw.org/resource/cu-partner-membership-brochure/>

***Recruitment Campaigns***

# Give-a-Grad-a-Gift Campaign: AAUW members can give recent college graduates a free, one-year AAUW membership within two years of graduation, at no cost to you or them. (On the homepage, click on resources at the top center, then forms, then recruitment and retention for this item).

# <http://www.aauw.org/resource/give-a-grad-a-gift/>

*Quick Guide to Shape the Future:* Learn how to use this membership campaign and provide new members a 50% discount on national dues. (On the homepage, click on resources at the top center, then guides, then recruitment and retention for this item).

<http://www.aauw.org/resource/quick-guide-to-shape-the-future-membership-campaign/>

***Branch Development***

Branch Locator: Use our Branch Locator to find a branch in your city or state. (On the homepage, click on resources at the top center, then tool kits, then branch/state support for this item.)

<http://www.aauw.org/resource/branch-locator/>

Branch Creation Guide: Interested in creating a new AAUW branch in your community? Use this simple branch creation guide to walk you through the process. (On the homepage, click on resources at the top center, then guides, then recruitment and retention for this item)

<http://www.aauw.org/resource/aauw-branch-creation-guide/>

Online/Virtual Branch Guide: This guide was developed by AAUW leaders in online/virtual branches for members considering starting an online/virtual branch. (On the homepage, click on resources at the top center, then guides, then recruitment and retention for this item)

<http://www.aauw.org/resource/online-virtual-branch-guide/>

State Recommendation Form: Review the Branch Creation Guide complete the State Board Recommendation Form and send it to your state leadership for approval. (On the homepage, click on resources at the top center, then guides, then recruitment and retention for this item)

<http://www.aauw.org/resource/state-recommendation-form/>

***Dues Processing***

Additional Dues Remittance (ADR) form is used throughout the year to report and send the national and state dues collected for new members, renewals, lapsed members, national members joining the branch and dual members. (On the homepage, click on resources at the top center, then forms, then recruitment and retention for this item)

<http://www.aauw.org/resource/additional-dues-remittance-adr-form/>

Membership Payment Program (MPP) is a secure, online dues-processing alternative to the regular print version Branch Dues Report remittance process for AAUW branches and states. (On the homepage, click on resources at the top center, then guides, then Branch/State Support for this item)

<http://www.aauw.org/resource/membership-payment-program/>

**Membership Retention & Engagement**

Member Services Database (MSD) is your online access to AAUW’s national database records. (On the homepage, click on resources at the top center, then guides, then branch/state support for this item) <http://www.aauw.org/resource/member-services-database/>

Website development with AAUW Site Resources: <http://site-resources.aauw.org/>

Annual Starter Kit: Contains the latest essential information on membership services, AAUW programs, and the benefits of belonging to AAUW for new and experienced membership vice presidents. (On the homepage, click on resources at the top center, then tool kits, then branch/state support for this item)

<http://www.aauw.org/resource/annual-starter-kit/>

Mission-based programming ideas are a great way to engage current members and attract new ones. <http://www.aauw.org/resource/mission-based-program-guides-programs-in-a-box-and-branch-program-resources/>

Questions: Connect2AAUW staff at 800/326-2289 or connect@aauw.org or Branch Relations Staff at branchrelations@aauw.org