

The article below appeared in the January issue of *AAUW Membership Matters*. Read the entire issue [HERE](#).

## AAUW Virginia’s “Strive for Five”



AAUW Virginia members meet with Governor Ralph S. Northam on Lobby Day January 15, 2020

“We applied to the Five-Star National Recognition Program after noticing we already achieved goals that would lead us to receive stars. Each star we earned encouraged us to ‘strive for five.’

For years, our robust public policy program included annual meetings with the governor and/or lieutenant governor and state lobby days, which recently focused on ERA ratification and pay equity. After mentoring a University of Virginia student who researched pay equity, we helped other students to study AAUW’s issues.

Our branch members have given generously to AAUW’s Greatest Needs Fund and worked to retain and expand membership. Our communications team modernized our website and social media outreach. Despite cancelling in-person activities because of the pandemic, we reached large audiences through virtual activities. To meet the “Governance and Sustainability” goal, our board adopted a robust Strategic Plan and Succession Plan, which fine-tuned our mission-related activities and future leadership.

We are proud that Virginia has seven star-winning branches—three of which are five-star awardees. We urge other affiliates to start with the goals that are already part of their activities or only require limited additional effort to attain and then organize to achieve further stars.”

— Suzanne Rothwell and Leslie Tourigny, co-presidents