

5 STAR PROGRAM, 2021-22

AREA 1: ADVANCEMENT

*ONLY 3 REQUIRED FOR A STAR IN THIS AREA

- Raise \$30 per member in FY22* towards the Greatest Needs Fund
- Increase contributions to the Greatest Needs Fund by 25% from the last fiscal year.
- Retain at least 90% of your branch membership.
- Increase Legacy Circle Membership in your branch by 10% over previous fiscal year.
- Make a branch affiliate contribution to the Greatest Needs Fund in honor of AAUW's 140th Anniversary

*July 1, 2021 through June 30, 2022

RESOURCES:

- [Recruitment, Retention, and Fundraising in the COVID era and Beyond](#)
- [Programming in a Pandemic](#)

AREA 2: PUBLIC POLICY & RESEARCH

- Appoint a branch public policy chair that collaborates with the state public policy chair.
- Conduct an annual meeting with a member of Congress, Governor, or a member of their staff around a strategic plan focus. Branches in the same state can work in coalition to achieve this goal.
- Host at least one event where there is an opportunity to sign up for the Action Network.

RESOURCES:

- [AAUW Action Network](#)
- [How to hold a meeting with your elected officials](#)
- [AAUW Action Fund](#)

AREA 3: GOVERNANCE & SUSTAINABILITY

- Branch board institutes a succession plan to ensure new ideas and perspectives are included in future leadership.
- Branch board develops and uses a strategic plan that aligns with AAUW national strategic plan.
- Appoint a Diversity Officer* to lead diversity and inclusion planning on behalf of the branch with the support of the board.

*Diversity Officer does not need to be a board member and does not require a change in bylaws.

RESOURCES:

- [Succession plan template](#)

AREA 4: PROGRAMS

- Host at least 4 mission-based programs that align with the AAUW national strategic plan.

*At least 2 of your programs must have a diversity, equity, and inclusion focus and at least 1 must be in collaboration with 1 or more branches in your state.

RESOURCES:

- [Programming in a Pandemic](#)
- [DEI Toolkit](#)

AREA 5: COMMUNICATIONS & EXTERNAL RELATIONS

- All existing website and social media accounts:
 - use current AAUW branding and
 - have 3-5 postings with a DEI focus in FY22.

RESOURCES:

- [DEI Toolkit](#)
- [Working to Build a Diverse and Inclusive AAUW](#)