

Overview of AAUW Membership Initiatives

Presenter Instructions: Highlight the important points about AAUW current membership initiatives. Copies of current AAUW brochures were included in the Membership Starter kit you received earlier in the year. If you need additional copies, they can be ordered from the AAUW Sales Office or a limited number of copies can be obtained from the AAUW HELPLINE.

Shape the Future Program

<http://www.aauw.org/6000/membership/index.html>

Is your branch holding events such as Voter Education forums, Transitions Conferences, Woman-to-Woman Dialogues or other mission-related activities? Then the Shape the Future Program is for you. It allows branches to offer discount memberships to new members who join at an AAUW event, and to earn up to three free Association memberships per year. For new members joining at an AAUW event there are two options

- 1) Each new member can save \$10 (\$5 between January 1 and March 14) off Association dues or
- 2) They can join with a friend, and each pay half of the Association dues.

Depending on when during the year they join, their dues will be

March 15 through December 31:

One new member joins: \$39.00 Association fee reduced to \$29.00

Two new members join at the same meeting: \$39.00 Association fee reduced to \$19.50 each

January 1 through March 14: Half-year dues

One new member joins: \$19.50 Association fee reduced to \$14.50

Two new members join at the same meeting: \$19.50 Association fee reduced to \$9.75 each

In addition to discounts on dues for new members, branches using the Shape the Future program have the opportunity to earn up to three free memberships. For every two new branch members (or three members-at-large) recruited at a Shape the Future event, the branch can earn one free membership. Every branch can earn up to three free memberships in one year. Those memberships can be used in many ways, such as awarded as a gift to a prospective member to introduce them to AAUW, redeemed as door prizes awarded by the branch, given to outstanding members, used as a drawing for all members paying dues for the upcoming year before the end of the April or May meeting, etc.

For an AAUW event to count as a Shape the Future event – and for the discounts and free memberships to apply, the branch must submit event guest lists and referral forms to the Association. Guest lists and referral forms are available on the AAUW website or from HELPLINE.

Give a Grad a Gift

<http://www.aauw.org/6000/gradgift.html>

Where will AAUW be in 20 years **IF** every member recruited is your age or older? It is time to recruit those recent college graduates, and make them aware of AAUW. Every member can submit the name (s) of recent college graduates for a FREE Association member-at-large membership for one year. All it takes is logging on to the web page and providing the name, address, etc. of the recent grad in your life or in your community. What can be easier than a five-minute process with a potential of a lifetime opportunity in and for AAUW? Spring and winter deadlines apply.

Student Affiliates

<http://www.aauw.org/4000/student.html>

Branches throughout the country are located in communities with one or several colleges and universities. Has your branch informed the students at the institution in your community of the possibility of becoming an AAUW Student Affiliate? Step up to the plate and make this important contact today. Then your branch will have been involved in keeping AAUW alive for years to come.

Student affiliates may participate in any branch activity, except holding office or voting. Several branches have established student affiliate satellites on local campuses.

Emerging Leader Interns

<http://www.aauw.org/6000/internpr.html>

Branches with campuses in their community can also seek young women to support the local branch in a special project. Via a goal setting meeting with the board, identify an initiative, then select an undergraduate student interested in AAUW and working toward an initiative that will enhance your branch/community. This is a fantastic way to “bring the generations together” for AAUW.

MAL's (Members at Large)

<http://www.aauw.org/4000/reasons.html>

Thousands of women join AAUW as members-at-large. They are members only at the Association level, often unaware of local branches within or near the community in which they reside. The Association provides a copy of the MAL list to every state membership vice-president, who can then share it with local branches. Just think of the opportunities to involve (and recruit for your branch) these women who are already familiar with AAUW and its mission.

College/University Partnership Program (C/U)

<http://www.aauw.org/4000/cu.html>

Establish a partnership with a college or university in your community. Coalition building can increase the number of volunteers and types of skills available for a project. It can help elicit co-sponsors, boost outreach and credibility, and inform specific groups about AAUW's work. Additionally it can serve to help you obtain needed facilities for events/meetings, information, speakers, special projects, and initiating Student Affiliates, Emerging Leader Interns, and Give a Grad a Gift programs.

As branches and states partner with local colleges and universities to co-sponsor programs, work on public policy issues, and/or hold fundraising activities (i.e. Educational Foundation Eleanor Roosevelt Walk/Run), we encourage you to ask the state C/U Chair if the institution you are working or plan to work with is an AAUW member. If not, invite the institution to become a member and share some of the exciting initiatives in which they can partner with us, as well as the benefits and services AAUW has to offer.

AAUW's College/University Partnership Program will:

- * Give female students and faculty a dynamic national network
- * Strengthen communities through programs for women
- * Spread the word about \$4 million in fellowships and grants
- * Enhance curricula with cutting-edge research
- * Support public policy initiatives

Recruiting members is the responsibility of EVERY branch and branch member. How many of these incentives has your branch used and how? Selling AAUW can be simplified with a clear understanding of the product and the promotions. Now, go to work and sell AAUW and your branch, but don't sell it short!! Utilize every component of the incentives AAUW has to offer.