


SHAPING OUR FUTURE

A Workshop for **EVERYONE** who cares about **AAUW**

AAUW Membership-Program Link Workshop

pp. 4-5




Prelude

- Market research shows
 - Only 44% of college educated baby boomer women have heard of AAUW
 - Members are less satisfied with AAUW than with their other organizations
- You are in a minority
 - Why are you here? What's in it for YOU?

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pp. 1, 6



Selling AAUW

- Transferring your enthusiasm to others
 - EMS results show importance of re-selling members during their first five years
- Session 1
 - Nuts and bolts of what we are selling
- Session 2
 - Tips and tricks for how to sell it


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Nuts and Bolts

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pp. 8-9




AAUW Membership Programs

- Shape the Future Discounts
- Emerging Leader Interns
- Give-a-Grad-a-Gift
- MAL's (Members-at-Large)
- College/University Partnership Program (C/U)
- Student Affiliates

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p. 10



AAUW Program Initiatives

- Transitions Conferences
 - Chapel Hill - 2002
- Voter Education Forums
- Woman-to-Woman Dialogues

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Group Questions

- What is the target audience?
- What are some diverse organizations in your community that might partner with AAUW?
- How can you use the Shape the Future program as part of the planning and implementation of your project?

Group Questions (continued)

- How can you involve the following groups in your project:
 - Members-at-Large?
 - Give a Grad a Gift recipients?
 - Student Affiliates?
 - Emerging Leader Interns?
 - Local activists who are not yet members?

Group Questions (continued)

- How can AAUW work with a local college or university in implementing this project?
- What would be the best ways to use this project to recruit and retain members for your branch?
- What visibility strategies can you use?

Break

Tips and Tricks

Tips and Tricks

- Now that you have
 - other members' WIIFM answers
 - information on membership options
 - a compelling project ...
- How do you reach prospects?

Building an AAUW Booth

- Focus on a specific message
 - Consider your audience and their needs (What's in it for THEM??)
- Pitch multiple aspects of AAUW
 - When appropriate!

Building an AAUW Booth

- Make the booth visually compelling
 - Use unique, flexible fixturing
 - Mix colors
 - Layer materials
 - Incorporate a variety of textures
 - Use your design sense
 - Shop smart

Building an AAUW Booth

- Communicate your message
 - Have your booth tell a story
 - Create user-friendly, interactive displays
 - Create a sensory-rich ambiance



Handselling

- Now that you've got the booth ...
- How do you make the most of it?

Handselling:

- Greet
- Chat
- Invite
- Add on



GREET

- Stand in front of the booth
- Greet passersby
- Introduce yourself



CHAT

- Engage person in conversation about AAUW
- Ask questions to identify common areas of interest.
 - Provide brochures or other supporting materials that correlate to her interests.

INVITE

- Invite her to sign the guest list.
- Tell her that you would like her to become a member of AAUW.



ADD ON

- Ask if you can provide her with or send her any other information.
- Thank her for coming by.



Thank you!

Wrap up

What will you do?

- Where will you sell AAUW?
 - Teachers' conference in Charlotte this fall
- Remember: WIIFM ...
- Send pictures to the Tar Heel News!
- Bring samples -- and new members -- to Convention next April!