

NOTES

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Credits

- **Marketing Survey, pp. 4-5.** Commissioned by AAUW and completed in the Fall of 2000 by The Marketing Workshop, Inc., www.mwshop.com. Presented at the SAR regional meeting in Tampa, June, 2002 by Carolyn Garfein, former AAUW Program VP and Membership VP. Watch for the full report to be posted on www.aauw.org or contact a member of the Association Board or Program Development Committee for details.
- **Every Member Survey Summary, p. 6.** Based on information posted at www.aauw.org and distributed at the 2002 Leadership Conference. AAUW NC data collated from membership list as of May, 2002.
- **Membership Workshop, pp. 7-11, 16-17.** In the spring of 2002, the Association Membership Department distributed a workshop kit for use by the state organizations. Contact the Patty Hankins, Association Membership VP, or the Helpline for a copy.
- **Building a Booth, pp. 12-15.** Part of the Membership Workshop was based on a workshop at the AAUW 2001 convention in Austin, but there were few details on this part of that workshop. The information here is a summary of a conversation with Barbara Hyle, AAUW MA, presenter of the workshop in Austin.
- **Appendix A: Random Suggestions.** Gleaned from a sample of forty 2001-2002 branch recognition program applications.
- **Appendices B and C:** These notes from previous discussions in AAUW NC were published on the AAUW NC web site and in the **Tar Heel News**.
- **Appendix D:** Compiled by Sue Metz, AAUW NC MVP
- **Appendix E:** Materials provided to each branch

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All or part of this booklet may be reproduced for AAUW use if the appropriate information on this page is included.

Appendix E Supplementary Materials

The following materials are supplements to this booklet.

- **Woman-to-Woman Pamphlet**
Suggestions for planning a W2W dialogue. Available from the Helpline
- **Transitions Conference Pamphlet**
Suggestions for planning a Transitions Conference. Available from the Helpline

Brochures available from the Sales Office:

- Public Policy Programs
- EF Fellowships and Grants
- LAF
- Membership.

Note that since July 1, 2002, there is no charge for these brochures — you pay only shipping and handling.

Brochures available in limited quantities from the Helpline, but given enough notice they will get you what you need:

- Cross Corporate Brochure
- College/University Partnership
- Student Affiliate Brochure
- Choices for a Changing World Brochure
- Gender Equity Library Catalog

See

<http://www.rtpnet.org/aauwnc/01-02/Convention/whathappened/list/index.htm>

for a list of all brochures that might be useful in recruiting.

See <http://rtpnet.org/aauwnc/02-03/SummerMeetings> for updates to this material.

Fabric or Craft Supply Stores (Michael's or Ben Franklin) can supply you with odds and ends of metallic or novelty fabrics, trims, ribbons, strings, Styro-foam forms, glues, beads, sequins, wooden containers and forms. Items here are generally reasonably priced and sold in quantity.

Kinko's can do 'blow up' pictures of just about anything for about \$3 each. Once you decide on your theme, get LARGE copies of the brochures you'll be highlighting. They also will make copies of your photographs.

Tri-Fold Boards can be obtained at paper supply stores, drug stores, Wal-Mart, Kmart, school supply stores. Prices and types vary. Some come in colors, some are larger than others, some are better quality cardboard, some are made of more permanent material. Shop around. You want it to be a reasonable price, but something that can be used over and over. Generally they range from \$5-15.

Don't forget about plants, small lights, moving objects and hanging objects.

Think creatively. You don't have to spend a lot of money !

Mission

AAUW promotes equity for all women and girls, lifelong education, and positive societal change.

The **AAUW Educational Foundation** provides funds to advance education, research, and self-development for women and to foster equity and positive societal change

The **AAUW Legal Advocacy Fund** provides funding and a support system for women seeking judicial redress for sex discrimination.

21st-Century Call to Action

This new century requires new strategies. AAUW must be even more inclusive, more relevant, and more powerful than we have been in the past. We will do this by connecting the traditional and fundamental activities that have led to our victories these past 120 years with the contemporary needs of our communities. To unify and strengthen AAUW in today's fast-changing world, we have the six points of our 21st-Century Call to Action that we must integrate into all we do.

- #1: Challenge and redefine organizational structures.
- #2: Deliver AAUW programs that reflect 21st-century trends.
- #3: Integrate technology at all levels.
- #4: Develop and maintain strategic collaborations.
- #5: Be fiscally responsible and entrepreneurial.
- #6: Be advocates for equity, access, and change.

Jacqueline E. Woods, AAUW Executive Director, January 2001
<http://www.aauw.org/7000/leadership/calltoaction.html>

Why sell AAUW? Notes from the Marketing Survey

In the Fall of 2000, a market research survey was done to get the opinions of a representative sample of branch members, members-at-large, and prospects about various aspects of AAUW. Here are some important points from that research.

1. Professional organizations are AAUW's biggest competition.
2. MALs join AAUW for its mission; branch members join AAUW for its people.
3. Fewer than half of college-educated baby boomer women claim to have heard of AAUW.
4. Members are less satisfied with AAUW than with other organizations to which they belong.
5. For members and prospects across all types of organizations, the benefits which correlate most strongly with satisfaction are
 - Interesting/informative **meetings**
 - A source of **friendships**
 - Enables me to **support causes**
 - Meet women** with similar interests
 - Provides **information on issues**
6. AAUW branch membership provides a balance of issue-related benefits, personal-growth benefits and tangible benefits.
 - We don't do as well as religious/civic organizations for personal growth, political organizations for issue-related benefits and professional organizations for tangible benefits—but we do provide a balance of all three.

Appendix D Shopping List for Building a Booth

Free Stuff: Boxes, magazines, empty plastic containers, water or soft drink bottles, donated items, borrowed. Look around your house for small or colorful things you can use.

Cheap Stuff: Dollar Tree carries wrapping paper, sparkling paper, trims and ribbons, garlands, glitter, party decorations, tape, scissors, balloons, all for \$1/item. Poster board, gift boxes, colorful plastic containers and some other supplies are 2 or 3 items for \$1. Look for a variety of seasonal items, as well.

Office Depot (or other large office supply places Staples, etc) sell plastic holders for business cards and brochures (\$1-5) in different sizes and styles, cardboard stands for signs (\$2-3), colored copy paper, cardboard stencils, stencil templates, foam core and other paper products that might come in handy.

Party Supply Stores (like Party City or The Paper Factory) sell selections of gift boxes, eye-catching decorations, and a large variety of paper goods, such as table cloths, paper plates and cups, often with a different design or theme. They also rent helium tanks for blowing up balloons. Small helium canisters can be bought that are disposable. Party goods average a \$.50 to \$3 each. Out-of-season things are often a big bargain.

Appendix C
Suggestions from 2000 AAUW NC
Summer Conference

- Carry membership brochures at all time
- Create opportunities to use technology
- Bring up AAUW issues in conversations - have sound bites ready
- Accept change
- Short term projects that have a clear purpose and defined time commitments.
- Improve visibility
- Mentoring - make sure all new members have a personal contact
- Use technology to improve communications
- Focused projects - beginning and end
- Target specific women who would want to join (civic leaders, women in education, new professionals)
- Forming coalitions with local women's groups
- Target university populations (new brochures for students)
- Meetings at different times, more "fun" for younger members, with child care
- Forum to help women support each other
- Challenge people to "Be there, do it again" as a recreation in the new millenium
- Involve more people through committees
- Fund to supplement dues (corresponding commitment from the member), recognition of high debt load of recent graduates

Projects

Jacksonville: Women's Agenda Assembly

Tryon Area: Voter Guide

Raleigh/Wake: Partner with Women and Math

Lunches at college

7. Only 40% of branch members rate state/association dues an excellent or very good value.
 One-third of branch members do not know what is paid for by their state dues.
8. Members are divided evenly in their level of interest in higher education, community action and public policy, while prospects favor community action.
9. Pay equity, violence and choice resonate most strongly with members. Prospects also place high priority on women's health issues and workforce training.

Opportunities:

- Expand AAUW program and policy focus beyond educational equity.
- Lack of familiarity may be the largest barrier to AAUW membership.

Challenge to all members:

Be prepared to SELL AAUW!

In the discussion, take the prospect's point of view. Determine their needs and focus on the benefits to them. Be prepared to answer their WIIFM (What's in it for me?) question.

You must first answer it for yourself.

Why am I active in AAUW?

Why sell AAUW? Notes from the Every Member Survey

This survey was conducted in the fall of 2001. All members were notified of the survey (through **Outlook**). The opinions here are those of the respondents, who may or may not represent the membership in general.

1. The largest concentration of MOB (Member-of-Branch) respondents resides in two categories: 1-5 years of membership (18%) and more than 30 years of membership (25%). The data suggest some MOB members are not making the transition into the 6-10 year membership period.
2. All AAUW respondents place high levels of importance on the K-12 and higher education programs of AAUW. MAL respondents attach a slightly higher level of importance to public policy, research, and work and career programs.
3. MAL respondents attach a higher priority to fairness in compensation and access to quality, affordable dependent care. MOB respondents attach a higher priority to programs that meet the needs of girls in elementary and secondary education.

CHALLENGE: Consider interests when designing programs and continue to SELL AAUW to new members.

AAUW NC branch membership by years of membership						
< 1	1-6	6-11	11-16	16-21	21-31	31+
4%	33%	19%	10%	8%	11%	16%
1-2	2-3	3-4	4-5	5-6		
9%	6%	5%	4%	8%		

Appendix B Suggestions from 2001 AAUW NC Convention

Publicize the 800 number: 800-320-3933
[and the web site: www.rtpnet.org/aauwnc]
Bookmarks in the libraries

Membership projects:

- Job fairs, university visibility
- College nights – table
- Women’s shows/coalitions
- One-on-one sessions – let people know who we are...

Mentors – facilitate projects

Find local concerns to develop projects and programs

Intergenerational projects – younger mentoring computers, etc.

People aren’t dropping out because of the cost, but the value for the money

Communication about the value of what’s coming from the Association

Being solicited multiple times a year is just annoying

Cumulative frustration at repeated solicitations

It is possible to have the Association remove your name from the list that is sold to other organizations. However, some of us have no difficulty just moving the junk mail (unread, even) to the recycling bin.

Structural Changes

Change the program schedule – maybe fewer traditional programs, more time devoted to projects.

Appendix A

Random suggestions gleaned from some
2002 Recognition program applications
from across the country

- Consider using the cluster system for publicity.
 - Exchange press releases/newsletters.
- Identify and focus recruitment efforts on one target group per year.
- Identify branch members who participate in other organizations as a step in building alliances.
- Plan to use state officers to help the branch.
- Build from where you are. One branch was recognized with a Garden Tour as a project. They gained visibility and their strategic plan called for a project the next year more closely tied to AAUW goals.
- Leadership Development position on the board to track skills and interests.
- Rent space on a shopping center bulletin board.
- Consider a branch challenge so that the person who signs up the most new members by 1/31 wins a free membership for next year.
- Century Club of giving: recognize those who contribute \$100 or 100 hours.
- Redo the calendar to focus on projects with quarterly rather than monthly meetings.

Introduction and Overview of the Workshop

Simply talking about AAUW gets us nowhere. Every member needs to know how to market our wonderful organization to potential members.

This workshop is designed to provide hands-on experience to participants. Only by interacting with one another can AAUW members gain a comfort level with marketing. If you can't speak fervently and fluently about why you belong to AAUW, then you can't expect anyone to want to join us.

The committee decided to focus on three program initiatives: Transitions Conferences, Voter Education Forums and Woman-to-Woman Dialogues. When using these materials, states and branches can select one of the initiatives to use in small groups if time is limited to an hour or less. Longer time frames would enable group work to cover two or all three initiatives. The bottom line is that members discuss the initiatives and decide what they want to accomplish and how they are going to do it. This sounds like prioritizing, goal setting and strategy planning because it is! You'll be able to practice these things during the workshop so that you can do them in your communities.

Perhaps the most difficult part about attracting new members is the marketing. This is not the time to be shy. With a little practice, anyone can promote AAUW to any audience of any size, from one woman to many. Scenarios are provided for every member to practice and use. Try them on each other and then try them on those women you meet.

So get off your chairs and start your workshop. We can talk, talk, and talk about recruitment and retention. It's time to do, do, do something in our branches to make women want to join, join, join.

What are you selling? Membership Discounts

Shape the Future Discounts

Who is eligible:	New or lapsed (two years) members joining at an event.
How to use it:	Branch needs to forward guest and referral lists to AAUW.
What is the benefit:	\$10 (\$5 Jan. 1-Mar. 15) off Association dues if you "join on the spot". Half off the Association dues if you "join with a friend" For every two new members who join with these discounts, the branch "earns" a free membership (up to three free).

Emerging Leader Internship

Who is eligible:	Undergraduates; limit of 3 per branch
How to use it:	A member needs to complete the form at www.aauw.org to document a proposed project to benefit the branch
What is the benefit:	Free student affiliate membership (\$17 value)

Give a Grad a Gift program

Who is eligible:	Recent graduates (this and previous calendar year)
How to use it:	A member needs to complete the form at www.aauw.org with contact information
What is the benefit:	Free at-large membership (\$40 value)

Ask questions to identify common areas of interest. Provide brochures or other supporting materials that correlate to her interests.

"Do you live in the area?"

Explain that there are branches throughout the state.

Give her a list of branches.

"What grade level do you teach?"

Provide information on the Eleanor Roosevelt Teacher Fellowships.

"With which parts of the legislative process are you involved?"

Provide information on AAUW's Public Policies, Voter Education Project

etc.

3. INVITE HER TO JOIN AAUW

Invite her to sign the guest list.

Point out the guest list and give her a pen.

Explain the referral list.

Tell her that you would like her to become a member of AAUW.

Explain the discount incentives for "joining on the spot."

"If you join at today's conference, we are offering \$10.00 off the national Association dues. That's a discount of more than 25 percent! Join with a friend and split the Association dues. You will save almost \$20 each!"

Put a membership application in her hand.

4. ADD ON

Ask if you can provide her with or send her any other information.

Tell her you will get the information to her promptly.

Thank her for coming by.

Tell her how glad you were to meet her.

Give her one of your AAUW business cards and encourage her to call you if you can be of any further help to her, or if she has any further questions.

Shake hands.

How are you selling? Hand Selling AAUW

1. GREET

Stand in front of the booth

Stand directly in front of the booth/table or to the side of the booth/table.

Don't sit inside the booth or behind table and wait for people to approach you.

Greet passersby

Smile.

Make eye contact.

Approach people saying one or more of the following:

1. A greeting:
 "Hi" or "Hello"
2. A positive comment about something:
 "That's a great button"
 "I love your scarf"
3. Ask a question
 "Enjoying the conference?"
 "Is it still raining?"

Introduce yourself

"I'm Jane Smith. I am with the American Association of University Women."

Ask her name.

Shake hands.

2. CHAT

Engage person in conversation about AAUW

Ask a question such as "Have you ever heard of AAUW?"

If she responds "YES" engage her in conversation regarding her knowledge of or connection with AAUW.

If she responds "NO" make a brief statement regarding AAUW
 "AAUW supports education and equity for women and girls."

 "AAUW is a 150,000 member women's organization that is committed to achieving equity for women and girls of all ages, races and creeds."

 "The AAUW Educational Foundation is the largest source of funding in the world exclusively for graduate women."

What are you selling? Other Membership Options

Members at Large

Some eligible members may not be able to commit to branch membership, but do wish to join the organization and so they join at the Association level. On the other hand, some MALs are unaware of local branches and may be good prospects since they are already familiar with AAUW and its mission. Check with the state membership VP for contact information for MALs in your area. (It will be easier for her to help you if you provide city names and/or zip codes of interest.)

College/University Partnership

Establishing a partnership with a college or university in your community can strengthen the branch and give the institution access to AAUW benefits such as a dynamic national network that supports communities of women, information on fellowships and grants, access to cutting edge research and public policy alerts affecting education. Check with the state C/U chair or see <http://rtpnet.org/aauwnc/00About/cumembers.htm> for C/U members and eligible institutions in NC. Plan to partner with the members and recruit the non-members.

Student Affiliates

Students can affiliate with branches and form student based AAUW organizations on campuses. Student affiliates may participate in any branch activity, except holding office or voting. They may, but are not required to, set up a separate organization on campus and this can be an excellent way to make AAUW more visible to the campus community. Make the next generation aware of AAUW benefits! See <http://www.aauw.org/4000/student.html>.

What are you selling? Involvement in Projects

Sample Projects

Transitions Conference (<http://www.aauw.org/5000/programs.html>): This conference helps women overcome obstacles to returning to school. It provides information and support on financial aid, study skills, and issues related to balancing life with school and work. Branches typically co-sponsor these events with local colleges and universities. The Chapel Hill branch had a successful conference in April 2002 and their report is available at <http://rtpnet.org/aauwnc/chapelhill/transitions.html>

Voter Education Forum (<http://www.aauw.org/6000/vec.html>): Sponsor and participate in candidate or issue forums to highlight AAUW priority issues. These community events give the public an opportunity to learn more about where candidates for public office stand on the issues important to women. Work in coalition with other women's advocates, targeting your efforts to voters who support AAUW's priority issues.

Woman-to-Woman Dialogue (<http://www.aauw.org/5000/programs.html>): Sponsored by an AAUW branch and at least one partner organization, these dialogues bring together diverse women in local communities to talk about social justice issues of common interest. This AAUW program offers women an opportunity to form and expand alliances, gain new perspectives, and devise actions to address the group's concerns. Information on W2W around the country is available at <http://rtpnet.org/aauwnc/01PDCResources>

Other: What are your branch's successes?

Communicate your message

See the next section about the specifics of "Handselling", but be sure to design your booth with interactions in mind.

Have your booth tell a story. This will be easier if you have a good theme and don't combine materials that don't "fit" together. You want the people who stop at the booth to "get" the message easily. Certainly the people staffing the booth should be able to summarize the message easily and connect the message to the parts of the booth.

Create user-friendly, interactive displays. Stimulate the visitors and make it easy for them to feel comfortable picking up parts of the display: they will be more receptive to your message if they have made the commitment of picking up a research report or a brochure. Be careful, though, about the placement of items on the table -- if there are posters or books on less than solid stands (e.g. the water bottles), keep them away from the edges of the table and encourage people to pick up other parts of the display. Consider a drawing (for a research report, say) so you can get people to give you contact information. If this information is collected in a way that meets the guidelines for the Shape the Future Guest List, you can then use "coupons" to implement the discounts for those who "join on the spot".

Create a sensory-rich ambiance. Where appropriate, add music and video to the booth. Think about the lighting and if it can be enhanced with table or floor lamps from home. A small space can be enhanced with accessories — even furniture from home — if the venue lends itself to that and a cozy, homelike, welcoming feel would emphasize the message. Add a bowl of wrapped candy for taste — and to get people to stop to unwrap pieces. Engage as many different senses as possible to reinforce the message.

Layer materials: Consider the structure of the booth up and down, front to back. Make sure there's variety. Remember the boxes can add height so there's no excuse for having everything laid flat. Consider using balloons to catch the eyes of those walking past.

Incorporate a variety of textures: Don't fall into the trap of having hard, flat brochures and reports completely dominate the booth. Add other textures as you add color (tissue paper, ribbons, confetti). Consider a plant or a vase of flowers.

Use your design sense from other areas of your life (decorating, art, clothing, flower design) and apply the same principles to the booth. For instance, placing material in triangles makes it more dynamic and compelling. If you don't feel "design sense" is your strength, check out cosmetic counters, bookstores, department store windows, upscale grocery produce sections, etc. for inspiration: really look at the displays and why they are attractive. Of course, you can also find another "design savvy" branch member to work with you on the details, then take notes or a snapshot and rebuild what that person recommends.

Shop smart: All of these ideas can be implemented for a small monetary investment. State organizations may consider having a "lending library" of the more expensive items like posterized brochures and large balloons or collections of brochures. Note that items with "mortarboard" designs will be more readily available in the late spring, and you can find lots of items for your fall voter education programs around the Fourth of July. Think about the planned projects as you shop discount stores and sales. Consider reuse and recycling: helium balloons can be deflated (stick a straw into the valve) and used over and over, so don't be afraid to spend a few dollars on one that you expect to use more than once.

Discussion questions to help plan a project

- 1) **What is the target audience?** (Women who are eligible to become members now, young women, members of diverse organizations, women who may become members in a few years, etc.)
- 2) **What are some diverse organizations in your community that might partner with AAUW?**
- 3) **How can you use the Shape the Future program as part of the planning and implementation of your project?**
- 4) **How can you involve the following groups in your project:**
 - a) Members-At-Large?
 - b) Give a Grad a Gift recipients?
 - c) Student Affiliates?
 - d) Emerging Leader Interns?
 - e) Local activists who are not yet AAUW members?
- 5) **How can AAUW work with a local college or university in implementing this project?**
- 6) **What would be the best ways to use this project to recruit and retain members for your branch?**
- 7) **What visibility strategies can you use to reach the target audience and raise awareness of AAUW in the community?**

See the 21st Century Recognition Program for more ideas.

How are you selling? Building a Booth

Focus on a specific message

Think about why you are putting the effort into this booth. It doesn't need to cost much money, but there will be a lot of time involved. You should be clear about what you expect to gain.

Consider your audience and their needs in relation to AAUW Unless you are working a "general public" venue like a shopping mall, you will probably find you can concentrate on one or two aspects of AAUW. For instance,

PTA - K-12 research, Eleanor Roosevelt Fellowships

College campus: Legal Advocacy Fund, Fellowships, Student Internships

Voter education event: Public Policy program

You are "selling" a "product" and you need to be clear about which "product" it is that you are trying to get the visitors to "buy". Are you trying to get people to join the branch? Support our public policy initiatives? Apply for our fellowships? Contribute to our 501c(3) organizations?

That said, however, do take the opportunity to **pitch multiple aspects of AAUW**. While your audience may be primarily concerned with one aspect, (carefully) select other aspects to display as well. For instance, membership brochures and the benefits of AAUW as a "community" can be included in almost any display. Consider, though, setting up different "sections" of the booth (or even separate booths if you are reaching quite different populations) to focus on the different "products" you are selling. As you approach a visitor, use the information about what part of the booth attracted them to start the conversation.

In any event, be clear on your theme and then select materials that support it. Once you have a focus, you can prepare posterized versions of the brochures (get them copied oversized at Kinko's and mount them on foam core) or custom signs (prepare them on your computer -- perhaps using special paper with an attractive border -- and then get them enlarged for more impact). Make sure you have **enough** copies of the brochures and reports that you'll be emphasizing. Some are available through the Sales Office, others through the Helpline and the state chair may have extras. See <http://www.rtpnet.org/aauwnc/01-02/Convention/whathappened/list/index.htm> for a list of all the possible brochures. Be sure to put local contact information on the brochures as appropriate.

Make the booth visually compelling

So how do you draw people into the booth to receive your message? You need to make it visually compelling. Here are some tips for doing that.

Use unique flexible fixturing: Check the office supply stores for display fixtures - for brochures, business cards, other materials. Bring boxes covered in attractive paper as instant display stands to add height. Water bottles can be your friend: to prop up research reports (open the report and prop it up with the bottle between the pages) or signs (lean them against the bottle). Check your home for appropriate containers and accessories that can add style and/or a cozy feeling to the booth.

Mix colors: While you probably want to have a white tablecloth as a ground, there are lots of ways to add color. Use fabric, tissue paper, ribbons or confetti that coordinate with the colors of the brochures/reports that fit your theme. Look out for color clashes -- be careful with teal.