

10 Leader Essentials in Marketing and Visibility



Do you know how your branch “brand” is known in your community? How do you want to be known? Is there a disconnect? This resource steps you through the marketing basics, from what tools are available from national to those found in your own community. Once you identify how you’re currently viewed, you can map a path to show your community who you really are. Remember, they won’t know who you are and what you do unless you tell them!

 TO EXPAND

1. Communicate your brand consistently in your community.

Everything you do, every poster you hang up, every program you put on tells your AAUW story. If your website highlights your advocacy work but your events are all [National Conference for College Women Student Leaders](#) focused and your tables at community events discuss your monthly book club meetings, you are going to have a branding issue. That doesn’t mean you should do one thing only, rather, you need to talk about the **common ground** in the varied work you do. That will make your brand consistent. It also helps to have everyone in your branch telling the same story. Just like a choir can have four different sections making a harmonious sound, you have to make sure your different ambassadors end up telling a harmonious story.

2. Offer mission-based programs that tell your AAUW story.

Mission-based programs are the true key to recruitment and retention. If you reach out to demographics who are passionate about a particular AAUW issue, it will be very easy to convert them to members — and keep them! Read the [Leader Essentials for programming](#) for ideas, and make sure you receive the quarterly newsletter *Get with the Program* (e-mail connect@aauw.org to subscribe).



3. Have an engaging, up-to-date website.

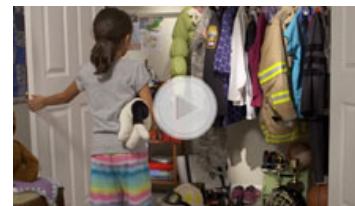
Your website is the modern equivalent of your Yellow Pages ad. You have to tell your branch story quickly and succinctly. This is not the time to start with “Established in 1881, AAUW ...” Rather, you need to get people’s attention and make them want to read on. Start with “Looking for an organization that cares about the same issues you do?” or something along those lines. Leading with a question always invites the reader to continue. Is maintaining your website a cumbersome task? Get a free website consultation from [AAUW Site Resources](#). They will create your state or branch website at no cost to you and can even maintain it — with your guidance — for a yearly fee of \$119. Contact them today!

4. Read *Mission & Action*.

A monthly e-newsletter from AAUW headquarters, *Mission & Action* is an outstanding source of AAUW news that you can use to increase your branch’s visibility in your community. Not currently receiving *Mission & Action*? E-mail connect@aauw.org today to sign up.

5. Use AAUW’s promotional videos.

Videos such as “[The Power of Membership](#)” and “[You Throw Like a Girl](#)” are perfect to promote AAUW in your community. Use “The Power of Membership” **whenever you table** or recruit new members. “You Throw Like a Girl” is ideal to display at Title IX events. You’ll find both of them, and many others, under the [Resources tab](#) on www.aauw.org.



6. Use ShopAAUW for engaging, branded materials.

You need AAUW logo materials at your public events, so purchase good-quality items at reasonable prices through [ShopAAUW](#). In addition to banners and podium signs you'll find [giveaways](#) for tabling and balloons to make any event more festive and attract attention. And don't forget to [give logo items](#) for speaker gifts and other thank-yous. Why? Because those individuals then have the AAUW logo on their desks to show their AAUW connection to everyone who visits.



7. Table effectively and engagingly.

[Tabling is a great way to increase visibility](#) for AAUW and spread the word about AAUW's work, and video is a fantastic tool to help you engage with future AAUW members and show the world what AAUW does on behalf of women and girls.

8. Remember your event posters should tell your story in addition to giving event details.

Too often our posters focus on extraneous details: "Donate your used books today for Our Branch's 52nd Annual Book Sale to support Our Branch Women's Leadership in Today's World Fund." Whew! Did you just get bogged down in detail? How about "Donate used books today to help the leaders of tomorrow! Visit www.OurBranch.org for details."

I now know **more** using **fewer** words — and in a much more engaging manner!

9. A picture is worth a thousand words.

Using stock art when good photos are available **is not an option**, but it can be better than using the wrong photo! Here are outstanding resources to help you locate the perfect photos for your materials [online](#) or [in print](#).

10. Collaborate with other groups that reach the demographics you want to reach.

Working with other organizations can be a great way of lightening your workload while increasing your community impact. Think about logical partners. Are you hosting a [Legal Advocacy Fund](#) plaintiff to speak about an AAUW-supported case? Work with your local chapter of the National Association of Women Judges and the law school of a [college/university partner member](#) institution.

Or work with an AAUW collaborator such as The Princeton Review. The [updated Program in a Box](#) shows you how to hold a great fundraiser that simultaneously provides mission-based programming and facilitates working with other groups.

Need volunteers? The honor society, Key Club, and civics classes at your local high schools all require their students to perform community service. And speaking of local schools, PTAs are outstanding sources for volunteers (and potential members!) because the leaders are all "doers" who are passionate about their children's education.

[Find other AAUW Leader Essentials — a collection of resources for AAUW officers.](#)

Related



A Social Media Handbook for AAUW Branches

This Social Media 101 explains the basics, makes a case for why your



How to Use Images to Market Your Branch

Images can stop people in their tracks and help tell your story when words don't.



Want to Get Campuses Excited about Your Branch? Here Are 4 Tips

AAUW branch should use social media, and then discusses how to get started.

So how do you get noticed for your work on campus? Here are four ways to start.



By: [Cordy Galligan](#) | Resource: [Guides](#) | Tags: [Branch/State Support](#), [Community Outreach](#), [Marketing](#), [Recruitment and Retention](#)

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