

AAUW MEMBERSHIP MATTE

for MVPs, presidents, and finance of

April 2016

Happy Spring!

For nearly 135 years, AAUW has brought people together for the common goal of breaking through educational and economic barriers for women and girls. We've been successful because of the high value of membership we strive to provide for everyone who joins. Part of that value stems from our portfolio of [services and benefits](#) designed to enhance our members' professional and personal lives — and save them money, too! Every time members use these benefits, they support AAUW's vital work: With each purchase, AAUW receives a royalty that supports our programming.

AAUW is pleased to announce a new member benefit with Target that allows members to participate in weekly flash sales. For every sale, AAUW earns up to 5 percent commission. Just click on the Target link on the [member benefits page](#), and all sales or registries you make from there will support AAUW. And make sure you check out our other exciting member benefits, including access to films intended to empower women and girls and discounts on magazines, prescriptions, Office Depot orders, and more.

AAUW's research shows that advancing our mission is what piques members' interest most. But as we begin recruiting for FY17, remember that prospective members want to know about all the benefits of AAUW membership. Next time you talk to a prospect, try including these additional membership benefits in your recruitment efforts. Do you host a special spring recruitment event? Set up a table where prospective members can learn about AAUW, and include information about these additional membership benefits. They just might make the difference in getting someone to join, which benefits us all.

Penney Hoodenpyle

Membership Committee Co-chair

Felisha Perrodin

Membership Committee Co-chair

Christy Jones, CAE

Vice President, Membership & Direct Response Marketing

BRAGGING ON BRANCHES AND STATES

AAUW Heights-Hillcrest-Lyndhurst (OH) Branch

The AAUW Heights-Hillcrest-Lyndhurst (OH) Branch values diversity and enjoys all the advantages it brings, so members organized a diversity and inclusion workshop in honor of Black History Month. Hosted by Tameka Taylor of Compass Consulting, the workshop concentrated on team building and diversity and inclusion management. The goal was to help the branch continue to foster and maintain diversity in everything from meetings to the branch blog. For more information on AAUW's commitment to diversity and inclusion, please review AAUW's [Diversity Policy](#) and the [Diversity and Inclusion Tool Kit](#).

AAUW Seattle (WA) Branch

On March 12, the AAUW Seattle (WA) Branch hosted its annual Seattle Expanding Your Horizons (SEYH) conference at Seattle University. SEYH is the Seattle branch's annual event, which focuses on introducing middle school girls to the world of STEM. In 1988, with Seattle Central Community College as its co-host, the branch held the first SEYH with only 56 attendees. Since then the event has grown so much that it requires two opening conference sessions. Both sessions are always full and often have a waiting list. SEYH offers three different workshops for participants, each led by a woman within the STEM field. For more information on AAUW STEM activities, [sign up for AAUW's Spotlight on STEM newsletter](#).

Kudos to Membership Recruiters

The AAUW Membership Department has been reviewing the February 1 data, and we are so proud of our membership recruiters! We especially want to thank our Idaho, Montana, Nevada, and Wisconsin recruiters for consistently growing their membership numbers over the last three years. We appreciate everyone's efforts

because membership is everyone's business!

ENGAGE YOUR MEMBERS NOW

April Is Sexual Assault Awareness Month

With more than 11,000 student affiliates and 800 college/university partner members across the country, AAUW works hard to focus public attention on the widespread problem of campus sexual assault. April is Sexual Assault Awareness Month, and it's a good time to ensure that this critical issue stays in the forefront of public policy and that campuses are activated to protect their students. Faculty, staff, students, and advocates can use AAUW's [Ending Campus Sexual Assault Tool Kit](#) to find programming ideas, answers to frequently asked questions, funding opportunities, and ways to take action on campus. Everyone plays a role in ending sexual violence.

Join AAUW's ¡Adelante! Book of the Month Club

Did you know that the AAUW community has more than 650 book clubs? ¡Adelante! was started to engage these groups in socially meaningful conversations about women, diversity, and change. Check out this [guide](#) to starting an ¡Adelante! Book of the Month Club. You can also [listen to our recent book discussion](#) with former AAUW American Fellow Asali Solomon about her novel *Disgruntled*.

RESOURCES

Update: Resources Web Page

AAUW's [Resources for Membership Officers](#) web page has a new look, and it's your one-stop shop for all membership resources. Visit this page for recordings of recent webinars, such as [Share and Learn: Expanding AAUW's Community through Recruitment](#), [Share and Learn: Member Retention Made Easy](#), and the [Membership Dues Processing Webinar: Success Made Simple](#).

How's Your Elevator Speech?

As we head full throttle into recruitment season, we hope you and your members will reach out to new audiences and practice your elevator speech using our [new worksheet](#). The elevator speech is your first chance to open a conversation with a potential member. Identify their interests and what about AAUW would engage them. Everyone can support AAUW's mission through membership, donations, signing petitions, or joining AAUW's Action Network.

New Recruitment Pin

Have you recruited five or more members this fiscal year? If so, we want to recognize you with our new recruiter lapel pin! Contact the [AAUW Membership Department](#) or include your name in the designated spot when you complete the [Shape the Future](#), [Give a Grad a Gift](#), [Join brochure](#), or online forms. We appreciate your efforts and want you to have this special gift.

February 1 Membership Counts Sent

State and branch presidents, membership vice presidents, and finance officers were sent the official February 1 membership count report on March 4. The current branch/state membership rosters can be found in the [Member Service Database](#) (MSD) under the branch status menu option.

KEY DATES

April 13

Engagement Share and Learn Webinar

Are your members engaged in your branch? Engagement is the key to retention and sustained growth. Join us for a moderated discussion with volunteer leaders and staff from both virtual and traditional branches. Volunteer leaders will discuss resources and specific strategies that you can use to engage new and returning members. [Register now!](#)

April 1–June 1

Attention, Presidents: Report All Leaders for Fiscal Year 2017

Keeping your officer lists current at AAUW headquarters helps staff and member leaders communicate with you and makes sure that all officers are kept in the loop. Branch and state presidents should report all officers for FY17 in

the [Member Services Database](#) by June 1. It's easy! Just follow the steps below.

1. From the MSD, click on State and Branch Officer Listing
2. Click on Branch or State Officer Maintenance
3. Under Edit Branch or State Officer List, select 2016–17
4. Click on Edit List
5. Click on New
6. Select the position and then the officer
7. Under Effective Date select 7/1/2016 and then click Add
8. Click New to add the next officer

This is an annual requirement, even for states and branches with continuing leaders. Branches holding elections after the June 1 deadline should submit their officer names as soon as possible.

April 1–October 31

IRS Tax Year 2016 AAUW Group Tax Exemption Season Begins

All AAUW-affiliated entities are required to file IRS Form 990-N each year with the IRS and to submit the AAUW Group Tax Exemption form located in the Member Services Database. Starting **April 1 and ending October 31, 2016**, use this AAUW form to update your branch/state data as required by the IRS and specify whether you want AAUW to file the IRS Form 990-N for your branch/state or whether your organization will file independently. Please note: All AAUW 501(c)(4) organizations are strongly urged to participate in the AAUW Annual Group Tax Exemption Filing so that AAUW can do your IRS filing for you, enabling AAUW to verify your timely filing and help protect your nonprofit status. Those filing directly with the IRS should do so no later than **November 15**.

April 12

Planning an Activity for Equal Pay Day?

Considering an Equal Pay Day 2016 activity? Please [let us know!](#) You can also request **free** materials and other AAUW staff assistance for your event. Afterward, be sure to [report back](#) on the success of your event.

April 25

AAUW's Committees and Task Forces Need You

Do you have experience or expertise in the work of an AAUW [committee or task force](#)? AAUW is looking for enthusiastic, responsible members to carry out the vital work of our national committees and task forces — and gain leadership experience in the process. The AAUW Board of Directors will appoint committee and task force members to serve a two-year term beginning July 1, 2016. Members may be reappointed for another two-year term. Applicants may apply to serve on no more than two committees or task forces before the April 25 deadline. [Apply today!](#)

May 15

AAUW Bylaws Are Due

State and branch bylaws are due to the national office (connect@aauw.org) on May 15. Use the [state and branch model bylaws](#) on the AAUW website for guidance.

June 23

Join the ¡Adelante! Book of the Month Club Discussion

Calling all [¡Adelante! Book of the Month Club](#) members! Join AAUW for our third book discussion. We'll talk with Rachel Hope Cleves, author of [Charity and Sylvia: A Same-Sex Marriage in Early America](#). Conventional wisdom holds that same-sex marriage is a purely modern innovation, a concept that was unheard of in early U.S. history. *Charity and Sylvia* provides an illuminating glimpse into a relationship that turns the conventional notion of same-sex marriage on its head and reveals early America to be a place both more diverse and more accommodating than modern society might imagine. The book is a significant contribution to our limited knowledge of LGBT history in the United States. [Register now](#) to join our discussion!

June 30

Use It or Lose It: Dues and Free Memberships

If your branch finance officer received notification from records@aauw.org about overpaid dues during fiscal year 2016, these credits must be used by **June 30**. Simply subtract the credited amount from your total and return the credit form along with your next membership dues remittance. Also, [see if your branch](#) has any remaining

freememberships from this year's [Shape the Future](#) campaign. Memberships must be redeemed by **June 30**.

ADDITIONS FOR YOUR STATE OR BRANCH NEWSLETTER

Need content for your newsletter? Cut and paste the text below.

[Barriers and Bias: The Status of Women in Leadership](#)

AAUW's latest research report was released on March 30. If you missed the release, please watch the [leadership report launch panel discussion online](#). You can use the [Barriers and Bias PowerPoint presentation](#) to keep the conversation going in your community or on a local campus. You can also participate in AAUW's original research by taking our [Implicit Association Test](#) on gender and leadership and passing it on to your colleagues, friends, and family. It takes just 10 minutes, and the results will inform AAUW's research on [women in leadership](#).

Security Notice: Upgrade Your Browser

AAUW national recently updated the security requirements to access our website. In an effort to provide the highest level of security for our members, we have disabled connections to AAUW's secure online services from devices using any Transport Layer Security (TLS) Protocol less than 1.1. Any device that is not using TLS 1.1 or higher will not be able to log on to AAUW's online services, including the MSD, [aauw.net](#) websites, and donation and membership forms. Today, all recent versions of the major Internet browsers — Chrome, Firefox, Opera, Safari, Internet Explorer — support TLS 1.1 and higher. This complies with industry-standard secure payment processing and helps protect your private data. If you are experiencing errors, you will need to install an alternate browser or upgrade to a newer version of the browser and operating system.