



Top Seven Ideas for Where to Find Members in Your Community

- Contact AAUW or your membership vice president for the latest national member list in your community.
- Reach out to the former fellows and grantees living in your community.
- Contact your local Chamber of Commerce to find other organizations in your community with a similar mission
- Look at AAUW's "Go Local" link to see what colleges/university partner members are in your community. Think about what programs your branch and the c/u partner member can work on together.
- If the local college/university in your community is not a c/u partner member, reach out to the school's women's center or student affairs director to set-up a meeting and see how you can recruit the institution, as well as their staff, to join.
- Look at the other organizations you belong to – religious, alumni association or otherwise – where you might find other people who qualify for membership.
- Look online at your community page to see what other groups are doing in your community. Attend an event and see if there is an opportunity to collaborate.

Membership Campaigns Overview

Membership campaigns are promotions and discounts AAUW branches can offer to potential members to help their recruitment efforts. Be sure to use these campaigns to reach out to your community.

[Shape the Future](#)

Recruit new members by offering a discounted rate to join AAUW at public event. Branches can offer 50% off the national membership rates to NEW members who join on the spot at events open to the public. For every 2 new members who join, the branch earns 1 free national membership, up to a maximum of 5 free memberships per year.

[Graduate Student 18.81 Campaign](#)

AAUW has continued to pilot the introductory rate of \$18.81 for NEW graduate student members.

AAUW California gives Grad students the reduced, student rate of \$10 each year they are grad students

[Give a Grad a Gift](#)

This program allows current AAUW members the opportunity to give unlimited free national memberships to college graduates who have earned their degrees within the last 24 months. Free for California also. Send information to Office@aauw-ca.org.

Questions: Connect staff at 800/326-2289 or connect@aauw.org M-F 10am – 5pm ET

Quick Tips to Organize a Speed Dating Orientation for Members

- The room must be large enough to accommodate your attendees with tables and chairs to set across from each other. Recruit a volunteer timekeeper with a bell, buzzer, or music that will play loud enough to signify when the conversation is over and when the attendee moves to the next conversation.
- If your attendee pool is larger than your presenter pool, consider having a smaller networking Q & A session running at the same time. This allows everyone to participate.
- Meet with the chairs of every group in your branch to explain this activity in advance. Consider having a practice session with your branch leadership to determine the length of time needed for each conversation.
- Remember, this is a brief (2-3 minutes maximum) conversation. The goals for the presenter are to highlight their particular area and to engage this new member into participation. You also want each leader to get to develop a personal relationship with these new members.
- You may have your presenters prepare a brief handout for individuals to take if they are interested.
- On the day of the event, make sure the room is ready, ask the presenters to come a few minutes early to meet and greet before the activity begins.
- Explain the rules of the activity (e.g. the new members stand and shift to the right at the sound of the buzzer) before you begin and make sure everyone understands what to do.
- Allow 2-3 minutes for each leader/presenter (membership, president, special interest group chair, program VP, book sale chair, etc.) to share what their special area does within AAUW and let the new member know how they can participate.
- Remember to make it fun and informative

Ten Tips for a Winning AAUW Membership Recruitment Table

- Plan early, at least 30 days in advance. Think about your venue and your audience to determine what materials you may need.
- If you need to order quantities of more than 25 brochures, contact Shop AAUW at 800-225-9998 or visit them online. <http://bit.ly/q26cRv>
- Be prepared with a 30 second elevator speech about what AAUW is and does and what impact your branch makes in the community. For example "Hi, are you familiar with AAUW? We have been working on gender equity issues since 1881 through advocacy, education, and research. Here in Anywhere Branch, USA, we host an annual STEM camp for girls."
 - If you are exhibiting at an event open to the public, remember to contact Connect staff to order the Quick Guide to Shape the Future. The Shape the Future Campaign offers 50% off national membership dues to NEW members.
 - Contact the Connect staff if you expect 100+ people or more to pass by your table. We can send you a travel kit with special forms and brochures to help you attract more people.
 - Display the national membership and program brochures. Depending on the event and your audience, you may also want to display the latest research, as well as copies of AAUW's Outlook magazine.
 - Display your branch and state brochures with information on how to contact you, such as a business card.
 - CANDY! Nothing brings people over to a booth or exhibit table faster than food. Order some of AAUW's butter mints to entice potential members to your table.
- Show your AAUW pride with a banner or sign, so that even from a distance people know who you are and what organization you represent.
 - Consider collecting business cards or put names in a hat to win some AAUW swag (AAUW branded item). This allows you to collect names and e-mails of everyone that came by your table to follow-up with them about membership.

This document can be found at: <http://convention.aauw.org> 2015/06/17/presentations-and-materials, Programs, Passion People..., Workshop Materials, Best Practice Handout, links to Everything.