

Seven Strategies to Increase Engagement

- **Assess your current levels of member engagement.** One proven approach to assessing member engagement is to measure the levels of involvement, interaction, feeling of belonging, and influence a member has with your branch over time.
- **Divide your membership into like groups.** Along with this level of engagement, you will also want to develop unique member profiles that consider a member's age, experience/background in your branch's and AAUW's mission and culture any other lifestyle or demographic data you can access.
- **Develop targeted messaging.** Based on these unique member profiles, you can develop targeted messaging that speaks to a member's interests, needs and level of engagement. For example, certain members may be interested in local advocacy related to the mission and best practices from other members. Others may be interested in specific programs offered through your association, like Work Smart, or bringing programs to local campuses such as Elect Her and \$tart \$mart.
- **Reinforce the value of branch membership.** Your most important branch attributes—for example, that you care about women's issues and that your branch is known for being an advocate for women returning to school—should always show through in every communication.
- **Develop effective nurture marketing efforts.** Rather than including content that leans heavily on self-promotion (join my branch because we are the best), these campaigns should offer tangible benefits (if you believe women should be paid equal wages for equal work join the Action Network, meaningful content and access to valuable products (work with a local college/university to bring an AAUW program to campus), features and services (discounts through Nationwide Insurance or Office Max/Depot.) Regular email campaigns, Skype calls with members, Google hangouts or phone banks can help branch's build a "virtual" sense of community.
- **Explore social media.** Social media can give members a place to share ideas, insight and expertise while building a sense of camaraderie and belonging. Be sure to frequently update these forums with the latest and most important information that members need to know. Follow AAUW's social media outlets as they are populated daily.
- **Assess your results and refine your approach.** You will constantly be updating, modifying and changing your programming and communication styles based on your member's preferences. The same approach should be used in your high-level engagement strategies. You will need to consistently analyze the effectiveness of your campaigns and programs, matched against your member profiles, to better involve your members and to grow your branch.