



TOP TEN WAYS CALIFORNIA BRANCHES BROUGHT IN NEW MEMBERS IN 2015

Comments / Suggestions from Branches

1. MEMBERS INVITING FRIENDS AND ACQUAINTANCES TO JOIN AAUW!

- Proactive in asking friends from exercise club, newcomers, other groups to which I belong

2. WELCOMING, INVOLVING, MENTORING NEW MEMBERS (WHO BRING IN MORE NEW MEMBERS).

- Hold new-member teas, which gives AAUW information, goals, and mission. Many have no idea what AAUW does.
- Mentor new members - do not let them fend for themselves
- Phone committee to invite new members to events and offer to bring them
- Quickly include new members on committees
- New members immediately invited to "girls night out", a once a month dinner out on the town
- Host a new member wine and appetizer get together
- Think "outside the box". For example, we have a men's recruitment event at a local brew pub. The men in our lives have been allies and supporters for years. We now have eight of the enlightened men as dues paying members.
- We have a new member orientation get together twice a year.
- We personally invite new members to participate in short bursts of activity, such as helping us staff a booth, host at our annual home tour, recruit college students at student activity fairs, engage in tabling for an hour at our local colleges for Equal Pay Day.
- A buddy system/mentoring for new members

3. PARTICIPATING IN COMMUNITY EVENTS/PROGRAMS.

- Including information on events from other groups in the branch newsletter
- Co-sponsored programs with like minded organizations to collaborate
- Branch fundraiser promoted businesses in community
- Participate in community events. Have an AAUW booth at festivals, fairs and other places that welcome tabling
- Collaborate with like minded groups. For example, we co-host a program celebrating Black History Month with six African American women's organizations. We have a yearly joint meeting with League of Women Voters.
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4. CREATING INTERESTING, RELEVANT PROGRAMS FOR GENERAL MEETINGS.

5. TAKING ADVANTAGE OF THE SHAPE THE FUTURE CAMPAIGN AND GIVE A GRAD A GIFT.

- Shape the future has promoted membership because of lower cost
- Give a grad a gift - free national and state - giver gifts recipient branch membership if local

6. USING SOCIAL MEDIA, WEBSITE, FACEBOOK, DEVELOPING INTERESTING NEWSLETTER

- Creating awareness of AAUW through publicity/projects/events
- A well maintained and up-to-date website that is easily accessible.

7. PROVIDING A WIDE VARIETY OF INTEREST GROUPS.

- New members come through interest groups
- Look at other branch's websites for Interest Group ideas - aauw-ca.org, find a branch, click on branch name

8. ESTABLISHING AND FOSTERING COLLEGE/UNIVERSITY PARTNERSHIPS

- Partners with college/university brings in staff as AAUW members
- Workshop on campus for graduating students - some became members
- Provide scholarships for students to attend leadership conference NCWSL - students return and start an AAUW branch on campus Pay equity day on campus - sign up e-student affiliate members
- Bringing the local high school closer to the university by implementing "dinner with a scientist" program

9. OUTREACHING TO COMMUNITY LEADERS, NATIONAL MEMBERS, TARGETED GROUPS AND PROSPECTIVE MEMBERS THROUGH FLYERS AND EMAIL.

- increase exposure with mailings to chamber of commerce and realtor association lists.
- Send newsletter by email to all members-at-large
- We always have our brochures to hand out and take names and email addresses of anyone interested in more information about AAUW. We load those emails into an email group that I call "Prospective AAUW Members". I send our newsletter to this group each month, with a personal note.
- President can download the National member list or ask CA Membership chairs for one - can be sorted by city or zip code.

10. SCHEDULING A SPECIAL MEETING IN THE SUMMER OR FALL, TO WHICH MEMBERS INVITE PROSPECTIVE MEMBERS AND WHICH HIGHLIGHTS AAUW PROGRAMS AND ACTIVITIES.

OTHER GOOD IDEAS

- Have membership applications and information brochures at every event
- Display AAUW banner at events when possible - \$35 at <http://aauw.source4.com/b2c/Category.asp?Category=1656>
- Follow up/events with tech trek parents
- follow up/events with high school scholarship recipients
- Survey membership to see what issues are important to them - very helpful in planning programs and events
- Make sure locations are accessible to anyone wanting to attend (handicapped)
- Hold meetings at a time when working people can attend
- Establish recruitment goals - Have a Strategic Plan