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### **Developing Branch Leadership**

#### **Assess the branch needs:**

Which offices do you really need??  
What are the barriers to leadership in the branch  
Breaking the Mold – If it isn't working try something else  
Considering alternative leadership forms - co, junior, elect, team

#### **New Member Orientation:**

Leadership begins here!  
Individual meeting "member to member" over coffee or lunch  
Get to know AAUW and what the branch is about and does  
Develop a "new member talking points" document as a guide  
Ask questions about them personal, professional, skills, organizations  
Develop a Member Orientation Booklet – see samples on the AAUW-NYS [website](#)  
Use newsletter to introduce new members  
Do not try to recruit them for a leadership job now !!!!!  
Avoid mentioning any negative branch issues

#### **Delegating to Develop Leaders:**

Involve more people in planning everything - program, policy, strategies  
Officers and Committee Chairs reach out to general members  
Asking for volunteers generally is not very effective – make a personal contact  
and ask a person to do a specific small job

#### **The Ask:**

Start with a specific skill you have noticed in them and a specific task it relates to that you would like them to do.

"Kathy, I have noticed that whenever a new member attends a meeting, you always introduce yourself and make them feel welcome. Would you consider being the greeter at meetings? That would involve greeting new members and guests and inviting guests to sign our guest book. "

Consider the specific time perimeters the individual has.

Start small – if you need a person to do publicity, don't necessarily use that word it implies a lot of work.

Ask someone to do the poster, another to write copy, a third to take/submit a photo.

Or ask someone to do publicity for one specific event.

Recognize those who pick up small pieces, especially the first time they get involved - thank you notes, newsletter public thanks, small tokens, or certificates of appreciation

(OVER)

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The Nominating Committee is very important in developing branch leadership. The members of this committee need to be people who know the members and attend branch functions. See them as salespersons or recruiters. Being on the committee means you are responsible for seeing leadership potential in others and trying to match the qualities you see with the skills your leaders need to possess.

### **The Nominating Committee:**

Appoint a nominating committee early in the year. Choose positive members with good interpersonal skills.

Brief the committee on the role of each officer (written descriptions) and the qualities to look for from each officer (see the state website for state sample)

Use your newsletter or email to let members know what offices are up for election and the characteristics you are looking for in the leaders. Stress that leadership as a privilege not a chore

Newsletter - get current leaders to tell why they decided to take a leadership role, how they think it benefits them

Ask the committee to observe every meeting and event for potential leaders. Write down names, qualities you see and specific examples so that when you ask them to lead you have specific information.

Provide membership and committee lists

Prioritize the list of persons you will ask

### **The Ask :**

Have a written sheet of talking points that each member will use

**Don't** start with the direct question - "Would you consider--"

**Don't** use any negatives - "we can't find anyone to --" "Kathy won't serve in this position again so we need--"

**Don't** minimize the commitment- be honest about time and talents

Make them feel it is a privilege to be asked to serve

Start with a specific skill you have noticed in them and a specific office it relates to.

Offer the written job description and time commitments

Give them limited time to think about it – call them for response if you don't hear

### **Keep good records:**

Keep the records you made from events that had names and skills you recognize as possible leaders

Record if people indicated maybe at another time

Include notes about offices they might be suited for

Keep all this in a notebook you can pass on

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