

## AAUW-NYS's 13 in '13 Public Policy Branch Challenge

AAUW-NYS Branch efforts to Get Out The Vote (GOTV) in 2012 were spectacular! To keep the momentum going and to follow up on those efforts, we need to take the next steps. These include continuing to educate ourselves and our members and the public about our issues, follow closely the actions of our elected officials (local, state and federal) and to advocate for positive action on AAUW priorities.

As a way to motivate and direct our efforts, I am announcing the **13 in '13 Public Policy Challenge!** I challenge each branch to take 13 (or more) actions in 2013 that will create a ground swell of broadly-based grassroots action here in the Empire State.

The goal is to increase AAUW's visibility in your community and AAUW-NYS's influence on public policy issues at every level of government. Make sure our legislators realize that AAUW members know about the issues, care about the issues, and are holding them accountable for their votes, their words, and their actions!

To help you get started, here's a list of some of the Public Policy (PP) actions you might think about taking in your branch. Pick the ones that work for your members, or come up with others! There is a score sheet that you can use to record your efforts. There will be prizes (especially for over-achievers) and recognition!

### 13 in '13 Actions!:

Write newsletter articles	Organize campus-based events
Write Letters to the Editor	Attend a District PP workshop
Write local media OpEds	Attend a State PP workshop
Make social media posts:	Attend a National PP event
♦ Facebook	Dial into a PP teleconference
♦ Twitter	Promote Action Network requests
♦ Other?	Set up a Branch Action Network
Organize a Branch program	Set up a PP Interest group
Hold voter registration drives	Host a Movie Night on a PP topic
Host an Issue forum	Read a book for your Book Group
Host a Candidate Forum	Encourage a woman to run for office
Attend a school board budget meeting	Visit a legislator's home office
Attend town, village, city board meetings	Take part in other campaigns from
Continue coalition building efforts	groups with similar PP Stands
Videotape an issue forum for YouTube	Co-host an event with another group

There is also an **Individual 13 in '13 Public Policy Challenge**, for those of you who want to increase and chart your personal efforts. Use the same score sheet - just put your name & branch affiliation and contact information on the blanks.

Questions? Contact Donna Seymour, AAUW-NYS Public Policy Director at 315-265-6986 or e-mail [seymour6985@verizon.net](mailto:seymour6985@verizon.net).