

Marketing the Mission Award

Recognizing Outstanding Overall Branch Programming ~ 2013-2014

Tell us about the most successful programs from the 2013-2014 branch year that made you proud to be an AAUW member. Why were they successful? Most importantly, were they AAUW mission-oriented? Did they raise awareness of a situation or increase your members' knowledge of a subject? If you were part of the planning committee, brag a little!

Branches will be recognized in four categories: **Platinum**, **Gold**, **Silver**, and **Bronze**, depending on the impact, inclusiveness, and wide-ranging aspects of your year's programs.

Branch name: _____ Date: _____

Number of members: _____ Submission deadline: **March 28, 2014**

Person completing application: _____

Address: _____ Phone: _____

Email address: _____ Branch position: _____

For each aspect of programming below, provide an overview (maximum two paragraphs per bullet point) of how it was incorporated by your branch. Include dates, numbers of participants, results and other pertinent information as you describe your actions and efforts.

COMMUNITY CONNECTION:

- List program topics that linked AAUW's mission with your community. How well were they received?

- What collaborations with other like-minded community organizations were involved?

VISIBILITY AND PUBLICITY:

- Did you share program information, such as upcoming events and meeting recaps, with local media?

- Have your publicly advertised meetings resulted in new members? Cite figures.

- Is your branch website active and engaging?
- Has your branch contributed letters to the editor or Op Ed pieces to local publications?
- Is your branch utilizing social media such as Facebook or Twitter?

RECRUITMENT AND RETENTION:

- Do you survey branch members to help shape future branch programs?
- How have you built on the expertise and passion of members to develop a dynamic leadership team?
- Does your branch have a strategy for identifying emerging leaders?
- Have you reached out to area colleges and universities for potential members, program attendees or resources such as speakers or meeting locations?
- Has your branch developed a mentoring or internship collaboration with area college students?

- Have you made an effort to increase diversity within your branch?

MEMBER/COMMUNITY EDUCATION:

- Have you incorporated AAUW Public Policy concerns — such as pay equity, domestic violence, Title IX outreach, voter education, and the Women’s Equality Agenda — into your programming? Describe your efforts.

- Have you reached beyond your branch membership by inviting the general public or community partners to attend branch meetings and special programs? Cite your results.

- as your branch engaged in grassroots advocacy, increasing awareness on issues, especially those affecting women and girls, locally as well as globally?

- The concerns of AAUW’s Legal Advocacy Fund (LAF) and Educational Opportunity Fund (EOF) are wide-ranging. How have you incorporated fundraising support for LAF and EOF into your branch programming?

- AAUW’s research reports contain vital information on issues affecting girls and women. Have you utilized these reports in developing one-time or ongoing programs?

OUR MOST POWERFUL PROGRAM THIS YEAR:

- Describe the one program out of your branch’s entire year of programming that made the most impact on your members and tell us why it was so valuable. Provide details on the date, topic, presenter(s), attendance, and results (including actions taken, members gained, and publicity).

IN GENERAL:

- Does your branch enjoy the flexibility of having an extra program on hand in case of a last-minute cancellation?

- Have you had any interesting unexpected outcomes this year?

- If you had an overall programming theme or focus for the year, complete with measurable goals, how successful were these programs in helping your branch meet those goals?

- Finally, how did the majority of your programs promote awareness of AAUW's mission of "advancing equity for women and girls through advocacy, education, philanthropy, and research"?

Please mail your award application to:

Jean Havens
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Mount Kisco, NY 10549

Questions? Email jhavens@verizon.net