

Things Successful Branches Have Done

The following items are suggestions. Use the ones that will work for your branch, but please try something new this year.

When planning:

- Clearly state needs, goals, action steps, and evaluation
- Include entire branch (or at least as many as possible)
- Start planning early (immediately after elections as soon as the new board is set)
- Report the plan to members
- Have a special planning meeting
- Plan one event to meet several goals
- Plan for visibility
- Relate planning to specific mission statements
- Create a policy manual
- Analyze member or board profile
- Demonstrate learning and growth
- Celebrate successes throughout the year

To create positive societal change in your community:

- Further several goals with your project
- Ensure that AAUW is clearly identified and ensure visibility
- Link it clearly to our mission
- Evaluate the lessons learned as well as the success of the project(s)
- Work with others when possible
- Include a membership opportunity
- Choose a project that stands out and makes a clear difference
- Ask if this project presents a reason to join AAUW

To increase visibility:

- Work with other interested groups
- Inform presidents of other organizations of your events
- Use many means (print, radio, television, telephone, posters, brochures)
- Leave brochures in many places (libraries, schools, churches, post offices, businesses, events)
- Create library or other displays especially in March (Women's History Month)
- Write letters to the Editor
- Email members re issues (please write your legislator)
- Hold meetings in varied venues
- Send out invitations to many events to people you wish to get involved
- Try "Branding" (devising a logo to represent an event and also defining the branch as the women who "-----" and then making that mission known)

Use your web-site and keep it up to date
Obtain member interviews and news stories in CCTV, radio, television and the press as well as meeting announcements
Lobbying locally or otherwise: legislators always have local offices
Getting a PSA on local radio or television

To recruit new members, integrate members into the branch and support current members:

Feature a member of the month in the newsletter
Introduce new members and guests at all meetings
Greet new members and introduce them to others
Have a membership table at all events
Select an Emerging Leader
Have a member of the membership committee contact each new member to see how they are progressing and invite them to an event
Recognize new members with a small gift at an event
Use name tags at early event to facilitate the learning of names
If you have luncheon meetings, a new member's table (with suitable current members) helps
Ask them to pour or take a sign-in sheet around (they will meet everybody)
When you list them in your newsletter, note hobbies and interests
Be sure a new member with an interest is put in contact with the appropriate committee or project
Give new members small finite jobs
Add new members to committees quickly but do not overwhelm them with too much responsibility too soon
Invite members of a different group to join you at an event
Record names at events and then follow up
Have a new member event and find out what the newcomer's goals are
Contact a local school or college. Students are especially interested in campus safety and date rape. We can help. Form an affiliate or help an existing organization
Use give-a-grad a gift
Contact MALs several times (The Association reports it takes at least three contacts to make a difference.)
Locate a new source of members (a large work place, those about to retire, those completing their PTA affiliation, etc.) and make several approaches
Recruit a college member or form a student affiliate or create a student internship