

AAUW MEMBERSHIP MARKETING PLAN

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Members are the backbone of AAUW, managing members is the pivotal role of the branch MVP. Membership growth requires planning, participation, and commitment by all members. By working together in the developmental stages of projects and programs, the MVP and committee can uncover opportunities for capturing new recruits and revitalizing current members.

Mastering the rules of the membership **GAME** is a major key to recruitment and retention success necessary to maintain a vital branch and state. Keeping your branch healthy for the future is the responsibility of every member. The first step in any plan is to plan to plan. Publicize what you intend to do in a way that involves everyone.

Goal Setting

- Define what you want to accomplish.
- Be specific. Set and track member recruitment and retention goals with time lines.
- Define diverse target markets.

Action Planning

- Identify strategies and time lines.
- Outline specifically how you will accomplish each goal.

Money and Resource Management

- Identify volunteer time, money, and other resources needed to implement membership plans
- Work with your board to determine how your needs will be met.

Energy – Enthusiasm – Encouragement

- All three E's are necessary to make things happen!
- Plan ways to encourage, reward, and recognize recruitment and retention efforts to keep members energized.