

## QUICK TIPS for MEMBERSHIP

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- Put “AAUW” first in the subject line of e-mails to prevent accidental deletion.
- Mention your branch name when sending e-mail on branch business.
- Accept responsibility to keep your branch healthy for future members, someone did it for you.
- Respect tradition while looking forward and planning for the current environment.
- CHANGE - embrace it, resist it, ignore it - it’s not going away.
- Apply for the NYS Membership Recruitment Grant, the application is on the website [www.aauw-nys.org](http://www.aauw-nys.org) or from the NYS Membership VP.
- Use the Association “Shape the Future Campaign” for new member discounts, instructions are on NYS website, forms on the Association website [www.aauw.org](http://www.aauw.org).
- **Reach Out** into the community to recruit members with a marketing strategy. Use the Membership Tool Kit which can be downloaded from the Association website.
- Check Membership section of NYS website, sidebar “For Branch Leaders” for numerous informational handouts which can be printed, [www.aauw-nys.org](http://www.aauw-nys.org).
- Develop a visibility strategy for your branch and AAUW (Membership Tool Kit).
- Have a plan to integrate new members into the branch before recruiting them.
- Accommodate the schedules of workingwomen.
- Don’t try to do everything, do 1 or 2 things well.
- Not everyone likes computers; appoint someone to take e-mail for them.
- Post a website for your branch, NYS will host one for you to make it easier for prospective members to find you.
- Create bookmarks and/or a branch brochure for distribution in the community.
- NO students (undergraduate, graduate) or first year Give A Grad A Gift recipients pay NYS dues; consider waiving branch dues for them.