

AAUW MEMBERSHIP MAKING RENEWAL CALLS

Below are some guidelines for making a renewal call. Feel free to adapt these ideas as needed. Try to use the member's name at least twice to create a personal connection.

1. Identify yourself and your affiliation with AAUW.
2. Be friendly and quickly establish a rapport.
3. State your reason for the call. (An invoice was sent, but we haven't received your dues.)
4. Deliver the message. (We value your membership and would like you to renew.)
5. Remind the member of AAUW benefits.
 - You won't want to miss the fall meeting.
 - Inclusion in the local membership directory.
 - Networking opportunities and friendships.
 - Stimulating programs and information.
 - The chance to develop leadership skills.
 - An opportunity to make a difference in the community through meaningful activities.
 - Uninterrupted mailing of publications including *AAUW Outlook*, and state and branch newsletters.
 - Members-only prices on sales merchandise and publications, including the Educational Foundation's landmark research reports.
6. Respond to objections.
 - Q. *AAUW membership costs too much.***
 - Membership in AAUW is an investment in yourself and your future.
 - Membership dues are comparable to dues for other women's groups and professional organizations.
 - Together, members' dues make a difference in the lives of women and girls around the world.
 - Q. *I don't have time to use my AAUW benefits or attend branch meetings.***
 - Your dues support the work of AAUW and the branch, even when you don't have the time to actively participate. We value your commitment at any level.
 - Q. *I can go to the study groups as a non-member, so why renew?***
 - The number of study group sessions a non-member may attend without joining are limited.
 - Study groups or programs are only one part of your AAUW membership. As a member you can hold office, develop your leadership skills, learn how to raise funds, recruit members, and become involved in the community.
 - Q. *Maybe I'll rejoin later.***
 - There's so much useful information you might lose by not renewing now: exciting branch programs, community activities, the next issue of *AAUW Outlook*, and important information on issues such as gender equity and sexual harassment.
7. Wrap up the call.
 - If the member has agreed to renew, be sure to reconfirm the commitment and check that the member's name and address are correct.
 - If the member decided not to renew say, "We have appreciated your membership and support. We urge you to continue promoting education and equity in other areas of your life, and hope you'll consider re-joining in the future."
8. Thank the member for taking the time to talk with you.