

## AAUW MEMBERSHIP DEVELOPMENT TIME LINE

Download a copy of the Membership Tool Kit from the Association web site [www.aauw.org](http://www.aauw.org).

### Deadlines

Jul 1 Beginning of membership year and Emerging Leaders Internship Program year.

Deadline for Branch Dues Reports (BDR's) to be received by national office

Oct 1 Branch recruitment goals determined.

Jan 1 Beginning of half-year dues & fees program for new members and student affiliates. (Note: Dues and fees received before Jan. 1 are not eligible for the half-year program.)

Jan 31 Last day the national office can receive dues for members and fees for student affiliates to be included in Feb 1 membership count (used to calculate the number of convention delegates, membership growth, and per capita branch & state contributions).

Mar 15 Deadline for national office to receive payment for the half-year dues and fees program for new members and student affiliates (Note: Dues & fees received after March 15 will be applied to the following membership year).

Jun 1 Deadline for branch and state Officer Forms for the upcoming fiscal year to be received by the national office.

Jun 30 Deadline for submission of the Shape the Future membership campaign Application for Free Branch Memberships to be received by the national office.

### Monthly Planning

#### June - July

- Make sure your name and contact information are listed as the MVP on the Officer Form submitted to AAUW's national office so you receive all MVP mailings and e-mail messages.
- Serve on new program development, public policy, voter education, communications, and other committees to help plan the year's programming and ensure each initiative integrates membership development, including components of the Shape the Future membership campaign.
- Work with the finance officer to collect and submit members' dues and student affiliates' fees. Complete and mail BDR; the national office and state must receive BDRs by July 1.
- Receive and review files from the outgoing MVP.
- Contact members who haven't yet renewed their membership.
- Meet with your membership committee to plan summer and fall events.
- Review the starter kit mailing sent by the national office. Use it in yearlong branch planning.

#### August - September

- Review Association notification (sent to regional directors and state presidents) of the status of branch dues and fees.
- Contact lapsed members to encourage them to renew. October æ November
- Review & correct the list of members and affiliates sent by the Association. Advise AAUW Member Records at [records@aauw.org](mailto:records@aauw.org) or the AAUW HELPLINE [helpline@aauw.org](mailto:helpline@aauw.org) of any discrepancies.
- Ask your state MVP for a copy of the data files/labels sent by the national office for Individual Members. Use the contact information to recruit local Individual Members (Members-At-Large).
- Hold a Shape the Future recruitment event, such as a Sister-to-Sister summit or Transitions Conference.
- Introduce new members to the group & get them involved as quickly as possible.
- Print a new member section in your newsletter.

- Contact prospective branch members, including individual members (members-at-large) who attend recruitment events.
- Hold orientation events for small groups of new members.
- Begin planning an end-of-year/holiday event with the program development committee, incorporating components from the Shape the Future membership campaign.
- Work with the finance officer to ensure that all dues and fees are submitted to the Association and State using the Additional Dues Report (ADR) form.
- Encourage members to give new graduates a free AAUW membership (membership-at-large) through the Give A Grad A Gift program.

#### December - January

- Plan an event for new members in February.
- Use the half-year dues program to recruit new members.

#### February - March

- Ensure the accuracy of the Feb. 1 count sent by the national office to branch and state leaders.
- Review and update membership files.
- Ask your state MVP for copies of the individual members (members-at-large) data files to use in your recruitment efforts.
- Hold a new member event and orientation session.
- Plan a spring recruitment event, incorporating components from the Shape the Future campaign.
- Meet with the membership committee to evaluate your year's work.
- Use the half-year dues program to recruit new members.

#### April - May

- Work with your finance officer to submit the BDR by July 1 (the report is sent to finance officers).
- Help with the spring recruitment drive.
- Encourage members to give new graduates a free ASAUW individual membership (membership-at-large) through the Give A Grad A Gift program.

#### May - June

- Meet with the incoming membership vice-president
- Attend the State Convention to meet other branch MVP's
- Select and meet with the new membership committee
- Make sure your name and contact information are listed as the MVP on the Officer Forms submitted to AAUW's national office so you receive all MVP mailings and email messages.
- Use newsletters, meetings, invoices, phone calls, email, and person notes to remind members to renew.
- Encourage members to use the Give a Grad a Gift program to recruit new graduates.

#### Year- Round Activities

- Work with board to develop a strategic plan that integrates membership development.
- Work with individual committees to make sure each project and activity integrates membership development, including components from the Shape the Future campaign.
- Keep membership development visible. Use your newsletter and meetings to announce membership development news.
- Carry membership and student affiliate brochures wherever you go to recruit new members and student affiliates. Encourage other members to do the same.
- Ask members to give you names of potential members. Set up a process to contact each of them.
- Contact participants of all programs and activities and invite them to get involved and join.
- Have a new/prospective member folder to distribute
- Hold orientation sessions.
- Seek and mentor your successor.