

AAUW MEMBERSHIP
BRANCH RENAISSANCE BASICS
Diane Silvestro NYS Membership VP

1. Make it easy to join your branch:
 - Create a local branch brochure and carry it everywhere. You never know when you're going to meet a potential member.
 - Create a branch website. Visit <http://www.aauw-nys.org>. Check out other branch sites, contact the Communications Director on the NYS board for information and help.
2. Take advantage of the Association's Shape the Future Membership Campaign offering discounts and up to 3 free memberships when new members join at your public membership events.
3. Make board meetings fun and productive. Vary the time or place - in homes to help people get acquainted or at a central public place to promote inclusion and efficiency.
4. Promote camaraderie and sisterhood - celebrate each other's triumphs and offer a hug and kind word for setbacks.
5. Mentor new members and new leaders.
6. Ask people to do things. They don't have to be members, and once they're active on a committee, they're yours.
7. Recruit new board members and officers in person - it's hard to say "no" over lunch or happy hour. Most volunteers are looking for friends and a sense of community.
8. Job-share. Two friends or acquaintances who want to know each other better will often agree to take a job that either might decline individually.
9. Create short job descriptions for branch positions. Begin with the advantages and what's FUN about the job. Ask outgoing officers to write up a month-by-month list of tasks.
10. Make volunteer time count. Simplify, simplify, simplify. Cut or combine board positions and match to community concerns and members' talents: marketing, health issues, and college liaison.
11. Be brave. When new members have new ideas, encourage them to run with them.
12. Be positive. A leader's main job is to keep hope alive. No branch has to do everything. All branches can do something to promote education for women and girls.