

SHAPE THE FUTURE CAMPAIGN FAQ'S

The **Shape the Future Membership Campaign** is a program used to help branches recruit new members by offering reduced membership rates for new or lapsed members to join on the spot during AAUW sponsored activities. Branches build their member base and earn up to three free memberships to use any way they wish.

It's simple: People joining at an AAUW sponsored community event can take \$10 off Association dues. Or they can join with a friend and split the Association dues, saving almost \$20 each. Meanwhile, branches earn one free Association membership for every two new branch members recruited on the spot or after the activity.

Here are the answers to the most frequently asked questions about the campaign. For more information, see the campaign materials or contact the AAUWHELPLINE at helpline@aauw.org or 800/326-AAUW (2289). **Procedure must be followed carefully!**

How can I get more copies of the campaign materials?

Save a master copy of each form and photocopy it or download the brochure and forms from the website.

If you are unable to download or print a copy of the Shape the Future brochure and forms, send an email to shape@aauw.org, call the AAUWHELPLINE at 800/326-AAUW (2289) or contact your branch membership vice president for a photocopy.

What are the guest lists and referral forms?

The guest list gathers the names of all attendees as well as their level of education to determine who holds a four-year degree and is thus qualified for membership. Ask guests to list on the referral form other people they think might be interested in AAUW. The forms are on two sides of the same sheet so people might miss that the two are different. These forms must be submitted with the Association dues to the AAUW Membership Department to earn free branch memberships.

When should we send in the guest lists, referral forms, and Association dues?

Within two weeks of your event. Inform the branch treasurer of the discounted dues.

Can we use our regular branch guest list or sign-in sheet in place of the guest list in the campaign materials?

No. You must use the Shape the Future guest list so that staff can capture all the necessary information. The guest forms or sign-in sheets that branches use may lack some of the information. For instance, if the branch name were left off, staff would have the new members' names but no branch to credit them to.

Can we photocopy the guest list and referral form?

Absolutely. They can also be downloaded from the website.

What if we don't send in the guest list?

You won't receive Shape the Future credit for these memberships.

Must we send in completed referral forms to get the discounts/

No, but branches must send the referral form to receive credit for new members referred by those who attended the activity. Staff enters the names into AAUW's database so that if a guest or referral later joins as an individual member (member-at-large), the branch receives credit toward a free Association membership.

How does the AAUW Membership Department use the guest lists and referral forms?

About six months after your event, the national office will try to recruit people who haven't yet joined your branch. Branches receive credit for any guests or referrals who later join as individual members (members-at-large). These new members also continue to receive branch appeals, increasing the possibility that individual members (members-at-large) will become branch members at some point.

When can I offer the discounts? Can I offer the discounts at branch meetings?

You can offer the discount at all publicized AAUW branch activities that the community and potential members are invited to attend, programs like Sister-to-Sister Summits, Transitions Conferences, Voter Education Campaign events, and Woman-to-Woman Dialogues. You cannot use the Shape the Future campaign at regular branch meetings.

Is there a minimum number of guests who need to attend our branch community activity before we can offer the discount?

No.

How do I redeem our branch's free memberships?

Complete the [Application for Free Branch Memberships](#) to designate your awardees.

Memberships must be redeemed by the end of the AAUW fiscal year in which they are earned. The AAUW fiscal year ends on June 30th.

If free memberships must be redeemed by the end of the fiscal year in which they are earned, how can we apply the free memberships to reward current members whose dues are already paid through the fiscal year?

The free memberships have to be used in the fiscal year in which they are earned but can be applied toward the current or following year's dues. Use the [Application for Free Branch Memberships](#) to designate your awardees.

How can we use the free memberships?

Branches can give the free memberships to new, lapsed (more than two years), or renewing members. Reward a hard-working branch member, give a free membership as a door or raffle prize during a branch event, or help a member in need. You decide!

Can I combine the campaign with the half-year dues program?

Absolutely! With the half-year dues program, which runs from January 1st to March 15th each year, branch membership dues are more than 50% off.

Take \$5 off the half-year dues discount for individual guests who join on the spot.

Take 50% off the half-year dues discount for guests who join with a friend.

More questions?

Contact the AAUW Helpline at helpline @ aauw.org or 800-326-AAUW (2289).