

AAUW MEMBERSHIP TIPS FOR RECRUITMENT

How do we find new members?

Identify target groups, plan how to reach them, explain what AAUW can offer them.

- Newcomers who want to make friends and get involved in the community
- Newly retired individuals who suddenly have free time
- Young mothers looking for adult company
- Students who received AAUW scholarships or are looking for scholarships
- Students and faculty interested in equity on campus
- Mothers of girls anxious for their daughters to have equal opportunities in school
- Young professionals interested in networking
- Members-at-large and former members

Create visibility.

- Make your branch easy to find and join
- Create your own branch brochure, encourage all members to carry one
- Make sure the local library, Chambers of Commerce, convention/visitors bureau have up-to-date information about AAUW meetings, events, goals, membership contacts
- Have a web site with a sign-up or contact section. Keep information up-to-date
- Distribute bookmarks listing branch events, goals, membership contacts
- Give AAUW publications or money for books highlighting women's issues to the public library asking that a bookplate be mounted in the books acknowledging AAUW.
- Participate in college and community fairs by setting up an AAUW information booth
- List meetings in newspaper's Area Events, invite reporters to cover them

Form a branch membership committee with at least three members for these jobs.

- Keep records and a log of all contacts, ask members for names of friends and colleagues who may be prospective members
- Call prospective members, send out welcome kits to those expressing interest
- Send membership checks to treasurer; inform newsletter editor to include new member info in next issue and add to mailing list
- Meet and greet at each branch meeting, pass out name tags, introduce members
- Match new members to project teams or interest groups, ask them to issue invitation to join
- Each spring, plan a campaign to retain current members with incentives to renew early with renewal coupons in the newsletter, postcard reminders, personal calls from branch leaders
- Serve on the nominating committee. You know the members and their interests
- Invite area members-at-large to join your branch. They may be expecting your letter

Create a branch welcome kit to send to prospective members. Include:

Branch brochure with list of action projects, programs, and interest groups, a current newsletter, program schedule, and a personal note inviting her to the next meeting with the offer of a ride

Involve all members in membership tasks. Everyone is on the team.

How do we get a prospect to attend an AAUW program or event?

- Plan programs and events that showcase AAUW's mission and that make a difference in your community. Sister-to-Sister Summits, Transitions Conferences, Woman-to-Woman dialogues, Issues Forums, cultural tours, and mentoring programs all have wide appeal.
- Hold programs and events at varying times so members of all age groups can attend like lunchtime, evenings, Saturdays or Sundays.
- Plan workshops that appeal to younger workingwomen, such as career development, resume writing, finding good daycare, financial management, time management.
- Invite accomplished women as speakers. Ask faculty and their students to discuss their research, especially research on women's issues or issues of community concern.

How do we get a prospect to make the commitment to join?

- **Show a genuine interest** in each prospective member. Encourage her to talk about herself and listen carefully for clues before bringing up membership.
- **Let your dedication and enthusiasm show** when talking about AAUW.
- **Be knowledgeable about AAUW**, its mission, history, accomplishments, and dues relative to other organization. Be able to discuss the national and local issues promoted by AAUW, but tailor the specifics to the interest of the potential member.
- **Use Shape the Future discounts** to encourage prospects to join on the spot.
- **Use the Give a Grad a Gift campaign** to acquaint recent graduates with AAUW.
- **Persistence pays.** It sometimes takes three asks to get a new member.

How do we keep a member once she has joined?

- **Pair a branch "mentor" with a new member.** The mentor is responsible for making sure the new member gets to meetings and finds a branch activity of interest.
- **Get new members involved quickly.** Have a plan in place to integrate new members. One branch used a "30 Minute Member" approach with tasks broken down into half-hour segments. Anyone signing up knows the time commitment is limited: do a mailing list, pass out fliers, work during an exhibit, etc.
- **Be brave!** Ask younger members to do interesting tasks. Be open to new ways to approach tasks. And when a new member wants to start a new project, say yes!