



AMERICAN
ASSOCIATION OF
UNIVERSITY
WOMEN
New York State

AAUW NYS Board
"Sharing the Vision"

Dear New York State AAUW Branches,

In response to Branch requests for help with creative ways to attract and retain members the AAUW NYS Board of Directors is providing you with a packet of support materials. Welcome to the world of AAUW Branch promotion.

These materials are designed to help you to:

- Enhance community outreach
- Increase Branch visibility in your community
- Reach out to campuses in your Branch area

In developing the materials, we have tried to remember that Branches are different in membership, focus and commitment of resources. The items included can be adapted to fit any size Branch and vary from little commitment of resources to as much as you desire. We hope that you will find the materials useful in communicating with your chosen membership "target" (market). The activities are designed to help your "target" understand who AAUW is and what our mission is and therefore create a market for membership.

The "Tools for Action" included in the packet are:

- Outline of the Marketing Plan
- A brochure for use on college campuses
- A poster and bookmark highlighting pay inequities - reinforcing that "Equity is still an Issue"
- A press release that may be helpful in communicating with colleges
- Lists of possible branch projects
- "How to" sheets to assist in carrying out projects
- A list of "Hot" AAUW topics to center your events around
- And many more

The NYS Board is sensitive to your need to have project information distributed in a form that is comprehensive and ready to use and has tried to create these materials with that in mind. Our desire is that each branch begins to communicate with a college, university or community college in your area and tries to develop a relationship that could lead to increased membership.

Why not pass the packet around at a Branch meeting and see if someone gets excited about the materials and then let them "run with it". If you can find one member interested in any aspect of creating this project you will have taken the first step toward a committee to address the topic.

If you have specific questions or we can assist you in any way with the use of these materials, feel free to contact the members of the AAUW NYS Marketing Committee listed in the packet.

Sincerely,
AAUW NYS Marketing Committee