

<p><b>TITLE: Advancing Equity Through Membership, Communications, and Marketing (Part 1)</b></p>
<p><b>Question 1:</b> Considering the data you can access, what demographics would you find relevant to our state or branch? From this data and other information you may know about your community, what groups do you think you should reach out to? What communication techniques would you use to do so?</p>
<p><b>Question 2:</b> What communication tactics have you found useful when reaching out to various generations?</p>
<p><b>Question 3:</b> How are you sharing with members in your branch that time is a challenge for everyone? How can you incorporate technology to help better manage your time?</p>

**TITLE: Advancing Equity Through Membership, Communications, and Marketing (Part II)**

**Question 1:** What challenges will you have in applying what you have learned to your branch, state, or national work?

**Question 2:** What help or support do you need to apply this information or these skills?

**Question 3:** What is the most significant thing you learned in this session?

**Question 4:** What do you want to start doing more of? less of? continue doing?

**Additional questions:**

What has effectively helped you to get new members involved in AAUW? Discuss successes and challenges.

Have you used the AAUW Mission Video in your AAUW work? If so, how? What are some ways in which you can use the new print ads in your community?

Have you used any social media forums such as AAUW Dialog, Facebook, or YouTube? How do you think AAUW members can benefit from these communities?