

FACILITATOR CHECKLIST

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

MATERIALS NEEDED:

- DVD
- Agenda
- Exercise A Directions
- Discussion Questions and Resource Guide
- Evaluation

PRESENTATION STRATEGIES:

- Visual learning (DVD)
- Role play
- Discussion and brainstorming

BEFORE THE PRESENTATION:

- Insert your name and date into the Evaluation form.
- Make copies of the Discussion Questions, Resource Guide, Handout, and Evaluation.
- Review the facilitator introduction script, DVD, exercise, and discussion questions to familiarize yourself with the content and timing.

HANDOUTS:

- Discussion Guide, Handout, and Resource Guide
- Evaluation

TIME REQUIRED:

Approximately 1 Hour

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AGENDA

TITLE: Advancing Equity Through Membership, Communications, and Marketing (Part I)		
GOALS:		
<ul style="list-style-type: none"> • Inform AAUW members of the strategies for building membership and communicating our common organizational messages • Empower AAUW members with recruitment, retention, and communication skills 		
OUTCOMES:		
<ul style="list-style-type: none"> • AAUW members will have an understanding of the strategies for marketing AAUW and building membership • AAUW members will enhance their recruitment, retention and communications skills 		
OUTLINE	TIME ALLOTTED	Materials
STEP A: Introductions and review goals	5 min.	Agenda
STEP B: Show DVD	25 min.	DVD
STEP C: Exercise A	20 min.	Handout
STEP D: Discussion Questions	10 min.	Discussion Questions
STEP E: Wrap-up and Evaluations	5 min.	Evaluations

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EXERCISE DIRECTIONS

TITLE: Advancing Equity Through Membership, Communications, and Marketing (Part I)		
EXERCISE A: Creating Your “Elevator Speech”		
EXERCISE DIRECTIONS	TIME ALLOTTED	Materials
<p>STEP A: Introduce the Exercise</p> <p>STEP B: Distribute the handout of helpful phrases.</p> <p>Ask the full group to take 3 minutes to write out their own elevator speech. Remind them that this is a quick yet comprehensive answer that will take little time to deliver.</p> <p>Ask the group to split into pairs, with one person acting as an AAUW member and the other asking about AAUW membership. Have the pair role play using their elevator speeches and then switch.</p> <p>STEP C: Ask the pairs to share between each other the experience of delivering an elevator speech and what comments and suggestions for improving each other’s speech.</p> <p>STEP D: Finish the session by asking the full group what phrases they thought were most effective. When have they used elevator speeches?</p> <p>STEP E: Wrap-up Exercise</p>	<p>10 min.</p> <p>5 min.</p> <p>5 min.</p>	<p>Handout</p>

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HANDOUT

Handout: Advancing Equity Through Membership, Communications, and Marketing (Part I)

Exercise A

What is an “elevator speech?”

- A tool you can use in your professional and personal life
- A VERY short message
- Describes who you are, what you do, and what value you offer
- A great way to start a conversation

Helpful phrases:

- AAUW provides the opportunity to:
 - Develop professionally and personally
 - Contribute to a greater good
 - Belong to a respected community
- AAUW is the most respected organization that drives improvements in gender equity.
- Over the course of AAUW’s 125-year history, we built a strong legacy of advancing equity for women and girls.
- You would be a perfect candidate to help us drive our mission.
- Could I provide you more information on the work we do?
- Our network provides an opportunity to learn new things, make new friends, contribute to a meaningful cause, and have fun.
- With approximately 100,000 members, 1,300 chapters, and 500 college and university partners nationwide, we are a powerful voice for critical issues facing women and girls.
- Would you be interested in attending an upcoming AAUW event in our community?

FACILITATOR CHECKLIST

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

MATERIALS NEEDED:

- DVD
- Agenda
- Discussion Questions and Resource Guide
- Evaluation

PRESENTATION STRATEGIES:

- Visual learning (DVD)
- Discussion and brainstorming

BEFORE THE PRESENTATION:

- Insert your name and date into the Evaluation form.
- Make copies of the Discussion Questions, Resource Guide, and Evaluation.
- Review the facilitator introduction script, DVD, and discussion questions to familiarize yourself with the content and timing.

HANDOUTS:

- Discussion Guide and Resource Guide
- Evaluation

TIME REQUIRED:

Approximately 1 Hour

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AGENDA

TITLE: Advancing Equity Through Membership, Communications, and Marketing (Part II)		
GOALS:		
<ul style="list-style-type: none"> • Inform AAUW members of the nuts-and-bolts of building membership and communicating our common organizational messages • Help AAUW members use membership and marketing materials in their own community 		
OUTCOMES:		
<ul style="list-style-type: none"> • AAUW members will have an understanding of the nuts-and-bolts of marketing AAUW and building membership • AAUW members will learn new ways of using membership and marketing materials in their own community 		
OUTLINE	TIME ALLOTTED	Materials
STEP A: Introductions and review goals	5 min.	Agenda
STEP B: Show DVD	25 min.	DVD
STEP C: Discussion Questions	20 min.	Discussion Questions
STEP D: Wrap up and Evaluations	5 min.	Evaluations