

## Advancing Equity Through Membership, Communications, and Marketing (Parts I and II)

### AAUW Resources

#### Membership

##### *“Join/Renew”*

This area of our website provides information on the value of being an AAUW member, eligibility criteria, and information and/or applications for each membership category. For potential branch members, we provide links to branch contact information or AAUW Helpline links in case assistance is needed. This information can be found at <http://www.aauw.org/About/join/index.cfm>.

##### *Member Resources*

In the Member Resources area of our website, you will find almost every membership resource you will need. There are archives of MVP newsletters, *Membership Matters*, and tips and tools for our membership campaigns; workshops, some of which provide additional marketing information; and resources specific to members-at-large, students, and college/university partners. You can access the Member Resources at [http://www.aauw.org/member\\_center/resources/](http://www.aauw.org/member_center/resources/).

Before approaching new audiences, learn strategies and communication methods that speak directly to different generations. There is an entire chapter devoted to baby boomers in the Membership Vice President’s Tool Kit, and additional tips appear in the membership teleseminar and in the article “Gen-X and What We Want.”

##### *Resources for Officers—Membership Vice President’s Tool Kit*

The *Membership Vice President’s Tool Kit* is an invaluable resource. The first chapter covers “What every MVP Should Know”—a great refresher for a continuing MVP or a learner’s manual for an incoming MVP. Other chapters include information on dues, how to change records, marketing materials, reaching diverse audiences, joining tips, retention ideas, satellite branches, and so much more. Access this tool kit on the AAUW website at [http://www.aauw.org/member\\_center/tools/MembershipToolkit/index.cfm](http://www.aauw.org/member_center/tools/MembershipToolkit/index.cfm).

##### *Membership Campaigns*

Log-in to the Member Center of our website to find information and tools about the Shape the Future Membership Campaign, our new AAUW Keys to the Future: A Member-Get-a-Member Campaign, and our popular Give a Grad a Gift campaign. Access information on all of these programs at [http://www.aauw.org/member\\_center/membership\\_growth/index.cfm](http://www.aauw.org/member_center/membership_growth/index.cfm).

##### *AAUW Member Services Database*

This database provides AAUW members with the ability to update their member contact information or make an individual donation online via credit card. AAUW branch members can view their branch member rosters and their state/branch officer lists. The Member Services Database also offers select AAUW state and branch officers the ability to update member records, complete Contribution Report Forms, Additional Dues Forms, Branch Dues Report Forms, or Officer Listings. A Member Services Database start up guide is available; it can be downloaded in its entirety or by section, and it provides a brief overview of the new AAUW Member Services Database. The database and start up guide are available through the Member Center at <http://www.aauw.org/login.cfm>.

## ***ShopAAUW***

ShopAAUW offers quality AAUW merchandise and gifts, as well as a consignment program that many of our members find useful for their state conventions or toward membership recruitment. Plus, as members, you receive a 10 percent savings on any purchase. Please visit ShopAAUW at <http://aauw.tranguard.com/>.

## ***Member Benefits***

In addition to our publications and merchandise available in ShopAAUW, AAUW offers services and programs that can enhance your professional and personal lives. These benefits include discounts on automobile insurance, books, music, healthcare, life insurance, magazines, and New Moon products for girls, as well as a special credit card offer. Learn about all the benefits and discounts available only to AAUW members at <http://www.aauw.org/About/join/value/discounts.cfm>.

## **Communications**

### ***Mission Video***

This inspiring video about AAUW serves as a powerful reminder of why the organization is still necessary in today's world. Members of diverse ages and backgrounds share why they felt compelled to join AAUW and why they feel other women should do the same. The video also highlights AAUW's 125-year legacy, what it offers women today, and why we still have work left to do. Please view the Mission Video at <http://www.aauw.org/About/aauwVideo.cfm>.

### ***Print Ads***

AAUW is pleased to provide public service print ad material that highlights a selection of diverse members from the video and their belief in the importance of AAUW. The ad material is available in popular sizes, in both black and white, and can be downloaded as PDFs and localized with a state/branch name, phone number, and website. Use the public service ads to request ad space in local and community newspapers and other publications. The ad materials are available here at <http://www.aauw.org/About/newsroom/psa.cfm>.

### ***AAUW Logos***

Downloadable AAUW logos are available at [http://www.aauw.org/member\\_center/tools/graphics.cfm](http://www.aauw.org/member_center/tools/graphics.cfm).

### ***AAUW Dialog***

Our new blog, AAUW Dialog, offers the opportunity for the AAUW community to communicate about current events that shape our world and are important to us. It's a space to share, maintain and build our social networks. Please visit <http://blog-aauw.org/> and start posting your comments today.

### ***RSS Feeds***

RSS makes it possible for you to keep up with new content on your favorite websites by pooling the information for you. AAUW offers RSS feeds for AAUW Dialog, Updates, AAUW in the News, Equity Issues in the News, and Legislative Alerts and Updates. To learn more about subscribing to RSS feeds, please visit <http://www.aauw.org/rss/index.cfm>.

## Additional recommended resources

### **Membership**

#### ***Volunteer Leadership Blog***

Visit <http://cynthiadamour.com/category/volunteers/> for a variety of ideas and discussion about issues facing volunteer leaders.

#### ***Chapter Leaders Playground***

This online network allows registered members to connect with other chapter leaders, learn from each other, and participate in dynamic webinars. Learn more at

<http://www.chapterleadersplayground.org>.

#### ***Baby Boomer Research***

To learn more about this generation, use an internet search engine and type in “Baby Boomer Research” to produce a list of resources. For example, you can access a study about marketing to five distinct subgroups of boomers at <http://cmbinfo.com/html/babyboomerpress.htm>.

#### ***Case Study on “Nexters”***

This article from the AORN Journal discusses the different generations focusing on the “Nexters,” with a description of their values, beliefs, and world views

[http://findarticles.com/p/articles/mi\\_m0FSL/is\\_3\\_78/ai\\_109352507](http://findarticles.com/p/articles/mi_m0FSL/is_3_78/ai_109352507).

### **Communications**

#### ***Using the AAUW Video on State/Branch Websites***

You can easily post the AAUW Mission Video onto your own AAUW website by accessing it on YouTube at <http://www.youtube.com/watch?v=iT0cSGkjhpc>. YouTube is a video sharing website where users can upload, view, and share video clips. Click on “How Do I Add A Video to My Blog or Webpage?” at <http://www.youtube.com/youtubeonmysite> and follow the directions.

#### ***A Gentle Introduction to RSS***

The AAUW North Carolina webpage offers a fun, short, plain-English how-to video on learning about and signing up for RSS feeds. The video is available at <http://www.aauwnc.org/a-gentle-introduction-to-rss/>.

#### ***Social Media Terms***

This Participatory Media Literacy website contains links to definitions of and background information on popular social media terms. Please visit

<https://www.socialtext.net/medialiteracy/index.cgi> to learn more.

#### ***Facebook***

Facebook is a social networking website at <http://www.facebook.com> that offers myriad ways to connect with friends and others online. AAUW has several groups on Facebook that you can join by searching for “AAUW.”

*If you have additional ideas for resources for this training, please contact the Leadership and Training Institute at [liti@aauw.org](mailto:liti@aauw.org)*