

**Program on a Page 2011-2012**  
**AAUW of Michigan**  
**Woman to Woman Voter Turnout**

AAUW of Michigan was recently awarded an AAUW Public Policy grant to work with branches to encourage and support reaching women to get out the vote for the 2012 national election. **Get Out the Vote GOTV) Training** for branch and coalition members will take place on **Friday, May 4, 2012** prior to the AAUW of Michigan state convention in Lansing. Fourteen other states have been awarded similar grants.

AAUW offers a **Program in a Box** for states and branches to facilitate activities to get women involved in the election process, specifically, the 2012 federal election process. The **Program in a Box** provides step-by-step instructions for branches. It utilizes the AAUW guide, *Woman-to-Woman Voter Turnout: A Manual for Community Based Campaigns to Mobilize Women to Vote*. The manual can be downloaded from the AAUW website ([www.aauw.org](http://www.aauw.org)). A limited number of free copies are available from the AAUW Public Policy and Government Relations Department, 202.785.7793 or [VoterEd@aauw.org](mailto:VoterEd@aauw.org).

The Manual covers these topics:

- Voter turnout techniques
- A plan for activities leading to election day, 2012
- Recruitment of volunteers from branches and the community
- Methods of building coalitions
- Techniques for identifying women who need encouragement to vote
- A guide for non-partisan voter education
- Candidate forums
- Public relations
- AAUW policies which govern branch and member involvement in elections

The **Woman to Woman Voter Turnout** program is also a viable way to recruit new members. Branches that collaborate to facilitate public meetings with coalitions and community organizations whose members do not belong to AAUW can use the **Shape the Future** membership campaign to recruit new members.

Women constitute an important bloc of current and potential voters. In its 130 years, AAUW has influenced legislative debate on fundamental issues of the day that concern women and which reflects the AAUW mission as it has evolved with the structural changes in the organization.

The **GOTV Training** followed by the spring convention in Lansing will begin AAUW of Michigan's initiative to reach that bloc of women who can make a difference in the 2012 election.

Pam Hoffman, AAUW of Michigan State Secretary/Initiative Chair    November 2011