

Walla Walla AAUW

Growth of a Chapter

1

Walla Walla AAUW - Growth of a Chapter

Overview

- ▶ Walla Walla Valley
- ▶ Growth
- ▶ Retention
- ▶ Membership Process



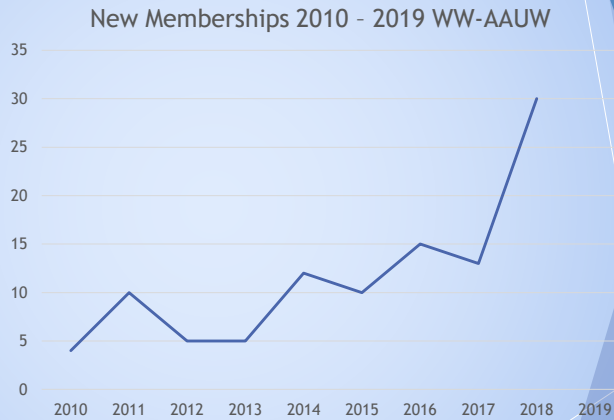
2

Walla Walla AAUW - Growth of a Chapter

Current Chapter Statistics

Number of Members

- ▶ one for 57 years
- ▶ one for 55 years
- ▶ 35 - 54 years = 12
- ▶ 25 - 34 years = 13
- ▶ 15 - 24 years = 20
- ▶ 10 - 15 years = 17



3

- ▶ July 1, 2018 - 173 members
- ▶ May 5, 2019 - 208 members
- ▶ 45 new members joined since June 2018 (7 did not renew)
- ▶ 68% have been members less than ten years

Current membership 202



4

Walla Walla AAUW - Growth of a Chapter

Walla Walla Valley

- ▶ 50,000 residents welcoming and friendly
- ▶ 60% Caucasian and 40% Hispanic/Latino
- ▶ Annual population growth $\frac{1}{2}$ of 1%
- ▶ Most WW-AAUW new members self identify as retired



5

Walla Walla AAUW - Growth of a Chapter

- ▶ Three colleges attract AAUW types
- ▶ Welcoming culture - mix of political and social views
- ▶ Strong relationship with local newspaper



6

Walla Walla AAUW - Growth of a Chapter

Growth

- ▶ Clearly Articulated Mission
- ▶ Fundraising and subsequent distribution
- ▶ Public Events and Outreach
- ▶ Political Climate



7

Walla Walla AAUW - Growth of a Chapter

Growth

- ▶ Public Outreach and Events

At right - Alternative Gift Fair



8

Where does WW-AAUW get new members?

- ▶ 4th in the Park Book Sale - 1
- ▶ Congressional Election Event - 3
- ▶ Fall Social - 4
- ▶ Alternative Gift Fair - 3
- ▶ Women's March - 2
- ▶ Winter Social - 1
- ▶ Book Sale & Kitchen Tour
- ▶ Big Idea Presentations at the Library (7 events)
- ▶ Web page email with timely response



9

Where does WW-AAUW get new members?

Other Outreach and Recruitment

- ▶ Public Event Memberships resulted in three Shape the Future free Memberships that went to Blue Mountain Action Council (BMAC)
- ▶ Local area hospital now includes AAUW membership info in new employee welcome packet (initial contact through local AAUW mini grant)
- ▶ Newsletter Christmas gift membership suggestion resulted in four new members
- ▶ Joint out of state membership (2)

10

Walla Walla AAUW - Growth of a Chapter

Retention

Communication

- Facebook
- Website
- News blasts via mail chimp



11



All member events - three per year

- ▶ generally 50 - 70 attend
- ▶ invite guests that become members
- ▶ advertise in local paper welcoming anyone to qualify for Shape the Future
- ▶ Celebrate our accomplishments

12

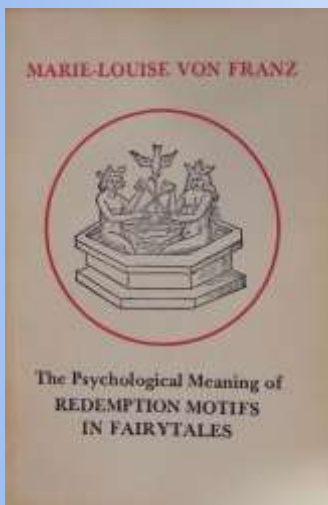
Interest Groups

- ▶ Evening and Noon Book Club
- ▶ Hiking/Walking Groups
- ▶ Knitting
- ▶ Pinochle
- ▶ Biking
- ▶ Bridge
- ▶ Gardening
- ▶ Mah Jong



13

Most Effective: events members love



- ▶ *Should encourage commitment from members*
- ▶ Book Sale - 212 shifts 160 members
- ▶ Members love books
- ▶ Leaders of book sorts are friendly and welcoming, sorts every week
- ▶ Feeling of accomplishment of the book sale - year long project, culmination of three days of book sale incredibly successful
- ▶ Rewards of participating are bountiful - post book sale critique and celebration

14

Retention

New Member Questionnaire

- ▶ New this year, sent to 30, responses from six; and recruited one new board member

How did you learn about AAUW-WW and what caused you to join?

“Booksale illuminates the organization in a positive way”
 “Highlights in local newspaper”
 “Word of mouth - encouraging words among friends”
 “friendly response in a timely manner”

15

Application Process

After receiving application

- ▶ Email to interest group leaders/committee groups with follow-up
- ▶ President sends welcome email
- ▶ Follow-up questionnaire after first year renewal
- ▶ Birthday card to each member



16

Membership Satisfaction Survey Fall 2019

- ▶ Maintain contact
- ▶ Are we meeting members expectations?

17

Other Ways to Recruit and Retain Members

- ▶ AAUW Membership team shows up at many different venues
- ▶ New members receive a personal invitation and ride offer to three all member socials
- ▶ Easy to find application on our website



Two Candidates Forums in July
cosponsored by WW-AAUW

18

Challenges

- ▶ Older membership
- ▶ Low member number of Latinas/Hispanic community
- ▶ Three colleges, only one is an AAUW campus



2018 National Conference for College Women Student Leaders (NCCWSL) from WW AAUW

19

Challenges continued

- ▶ Manage difficult personalities
- ▶ Saying no is surefire to lose members “we’ve always done it this way”
- ▶ Overcoming the reputation of AAUW as a bunch of exclusive, college graduated women

20

Final thoughts for a healthy, happy branch

- **Be friendly and welcoming**
- Be open and amenable to new ideas offered by new members



21

Questions and discussion

Membership Directory
software recommendation
please email Dorothy at
steding12@gmail.com



22