Walla Walla AAUW

Growth of a Chapter

Overview

- Walla Walla Valley
- Growth
- Retention
- Membership Process
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

New Memberships 2010 - 2019 WW-AAUW

- 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
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Walla Walla Valley

- 50,000 residents welcoming and friendly
- 60% Caucasian and 40% Hispanic/Latino
- Annual population growth ½ of 1%
- Most WW-AAUW new members self identify as retired

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

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

**Growth**

- Public Outreach and Events

*At right - Alternative Gift Fair*
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

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)
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Retention
Communication
➢ Facebook
➢ Website
➢ News blasts via mailchimp

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
**Interest Groups**

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

**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
**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”

**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
Membership Satisfaction Survey Fall 2019

- Maintain contact
- Are we meeting members expectations?

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
Challenges

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

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
Final thoughts for a healthy, happy branch

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

Questions and discussion

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