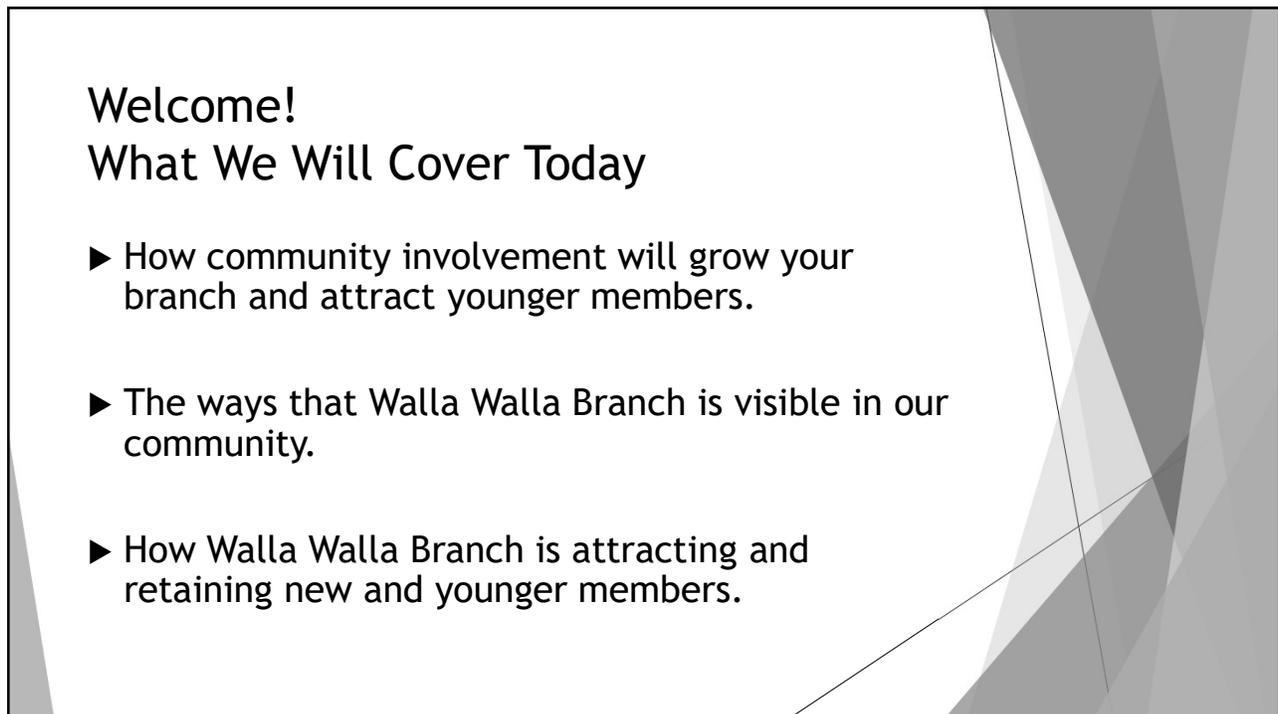


AAUW Walla Walla Branch

**Growing your AAUW Branch &
Attracting Younger Members**

**Presented by Kathy Jones
Walla Walla Branch President**

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Welcome!

What We Will Cover Today

- ▶ **How community involvement will grow your branch and attract younger members.**
- ▶ **The ways that Walla Walla Branch is visible in our community.**
- ▶ **How Walla Walla Branch is attracting and retaining new and younger members.**

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How Community Involvement Will Grow Your Branch and Attract Younger Members

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Your Local Community

- ▶ Have a presence at local and annual community events.
- ▶ Keep it simple to control cost.
- ▶ Share our AAUW mission.

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Attracting Younger Women

- ▶ Younger women are drawn to causes.
- ▶ AAUW advocates at the state and national level.
- ▶ Younger women need to see value in their membership.
- ▶ Consider a display board showing the Work Smart & Start Smart Programs.

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Shape the Future Events

- ▶ New members signing up at community events, branch socials, or meetings are eligible.
- ▶ The first year dues are \$49.50.
- ▶ For every 2 Shape the Future Memberships, the branch earns one free membership up to 3 per year.

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Media Connections

- ▶ Develop a relationship with your local newspaper.
- ▶ Make sure that your branch website and Facebook Pages are up to date.
- ▶ Include content that appeals to a younger and more diverse demographic.

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Partner with Local Colleges & Community Organizations

- ▶ Hold a Start Smart & Work Smart workshop at a college, community building, or a church.
- ▶ A new college graduate can be gifted their first year of membership free.

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**Question & Answer Time
10 Minutes**

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**The Ways In Which The
Walla Walla Branch is
Visible in Our Community**

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Fundraisers

- ▶ Annual Book Sale - 56 years
- ▶ The 4th of July in the Park- mini book sale
- ▶ Annual Kitchen Tour - 17 years

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Scholarships, STEM Workshops & Recognition of Local Young Women

- ▶ Tech Trek
- ▶ Great Explorations
- ▶ High School Scholars
- ▶ NCCWSL(National Conference for College Women Student Leaders
- ▶ Post-Secondary Scholarships

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Community Mini Grants

- ▶ Awarded to projects and programs that support our AAUW mission.
- ▶ They must provide recognition and visibility for our branch.

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Other Community Contributions

- ▶ The Big Idea Talks- local library
- ▶ Candidate Forums- primary & general
- ▶ Women's March Walla Walla
- ▶ One time donation to a community COVID-19 response fund.

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**Question & Answer Time
10 Minutes**

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**How Walla Walla Branch
is Attracting & Retaining
New and Younger
Members**

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Branch Socials

- ▶ There are three socials: spring, fall, and winter.
- ▶ Scholarship & grant recipients come to speak.
- ▶ Our members bring potential members as their guests.

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Interest Groups

- ▶ Lunchtime & Evening Book Groups
- ▶ Bicycling
- ▶ Pinochle
- ▶ Bridge
- ▶ Hiking
- ▶ Travel Interest
- ▶ Gardening
- ▶ Knitting
- ▶ Dining

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Birthday Month Groups & E-Cards

- ▶ There is a birthday month leader for each month.
- ▶ Each leader determines their month's celebration date and location.
- ▶ Usually held at a restaurant or winery.
- ▶ Electronic birthday cards are sent to each member.

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Walla Walla has 3 Local Colleges

- ▶ Whitman College, Walla Walla University, & Walla Walla Community College
- ▶ Start Smart & Work Smart workshops
- ▶ Whitman College intern
- ▶ Whitman College paid community fellowship program

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Survey of Current Membership

- ▶ Conducted this past year to gauge how we were doing as a branch
- ▶ Community Outreach Committee-provides visibility and grows membership
- ▶ Member Engagement Committee-retains our membership

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Community Outreach Provides Visibility & Grows Membership

- ▶ Attends community events & provides information and applications
- ▶ Events Include:
 - ▶ Two Fundraisers
 - ▶ Alternative Gift Fair
 - ▶ Candidate Forums
 - ▶ Big Idea Talks
 - ▶ Other Events supporting AAUW mission

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Member Engagement Retains our Membership

- ▶ Coordinates with Community Outreach & Membership to identify members and needs
- ▶ Manages our new Mentorship/Liaison Program
- ▶ Manages New Member Socials

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Membership Chair

- ▶ Communicates new member information to:
 - ▶ Interest Groups
 - ▶ Fundraiser Leadership
 - ▶ Birthday Events Group Coordinator
 - ▶ Electronic Birthday Cards Manager

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Younger Potential New Member Social

- ▶ Interesting Venues
- ▶ No Childcare Needed
- ▶ Prefer Social Gatherings
- ▶ One Hour Evening Meetings
- ▶ Every Other Month
- ▶ Informal Structure

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Question & Answer Time 10 minutes

**Thank you for attending the Walla Walla
Branch portion of the leadership conference!**

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