



**November 2015**

**This is the 4th edition of the B2B. Again unfortunately about 1/6th of emails sent from this system are being rejected/bounced as spam. Please let your officers know that if they do not receive the B2B or The Briefly they can find them on the AAUW-CA website in Forms and Documents under Board to Board and President's Monthly Letter. This problem will be solved very soon.**

### **Governance**

Kudos to the Alameda, Benicia-Vallejo, and Laguna Beach branches for being the first in the state to complete the 2015 mandatory bylaws amendments, and three cheers to all of you who are well underway in getting these required amendments done. Please use the model bylaws and mandatory amendment instructions we have provided on the state website's [Branch Governance](#) page. (The model bylaws recently provided on the national AAUW website do not include all language required of California branches.) [Your district representative](#) on the state governance committee is eager to assist you and answer any questions. Please also check our [repository of branch governing documents](#) and verify that we have the most current version of all your branch governing documents.

**Sandy Kirkpatrick**, Governance Committee Chair, [skirkpatrick@aauw-ca.org](mailto:skirkpatrick@aauw-ca.org)

**C/U Committee-** Recruiting C/U Representatives to join your branch just become easier. Every C/U partner school receives two free national memberships for their C/U Representatives and now those C/U Representatives receive free AAUW-CA membership. This is a great opportunity for a branch to give a free membership or have the C/U Representative just pay branch dues.

**Tina Byrne, Dale Satake, Peggy Jaffe**, C/U Committee

### **Membership-3+9 = Strategies for New Members**

Membership continues to share the top 10 ways AAUW CA branches brought in new members last year.

This month #3 - Participating in Community events/programs and. #9 - Outreaching to Community Leaders, National Members, targeted groups and prospective members through flyers and email are featured.

- **The Healdsburg Branch** - "created a lecture series, The Forum, after a lifelong learning institute needed to back out of our community. It's not only an excellent fundraiser; it has increased our exposure in the community."
- **The Morgan Hill, Fallbrook, & San Jose Branches** - "Set up a recruitment booth/table at Community events." Morgan Hill also has "members attend the Chamber of Commerce monthly mixers." San Jose has "events like Strong Girls/Strong Women, which involved AAUW working with various community groups."
- **Victor Valley Branch** - "participated in A Women's History Project at the local community college."
- **Redlands Branch** - "works with the local library on a program called CHAT (Conversation Helps Adults Transition). This program provides conversation partners to educated adults who need to improve their English conversation skills. Many of these CHAT partners have also joined AAUW."
- **Oakland-Piedmont Branch** - tries "to have a presence at community events and our Children's Summer Programs Fair is widely known and attracts parents and vendors from a wide area around the San Francisco Bay. Many of our members put in hours of service on this which creates camaraderie. We also have a core group of school volunteers who staff the library and work in the STEM lab at an impoverished school."
- **Santa Clarita Branch** - has a "Mystery Lit group that meets at our local Barnes and Noble. It is open to the public and B&N puts up posters about it. From this group we invite people to join AAUW. Many are newcomers to our area and are looking for companionship with fellow college graduates."
- **The Half Moon Bay Branch** has "a showcase at the Half Moon Bay Library during the month of August" which shares the AAUW Mission, website, branch activities and features invitations to special programs.
- **The Riverside Branch** - "sends out flyers to all our city officials, National Members, and nearly all organizations in our city and surrounding areas. We send them every month for our mission based programs."

Many branches have had success recruiting National Members by sending a handwritten, personal invitation to branch meetings and also including them in the newsletter emailing. If your branch would like the National Member list for your area you can request it by zip codes or cities. Contact your Membership Ambassador [HERE](#). We'll be happy to email it to you. If you would like more information about the ideas above you can contact the appropriate branch through the State Directory which was mailed to branch Presidents or by accessing it on the State website [HERE](#). Scroll down to page 6 for Branch directory. Remember - your ID is member and password is aauwca

**Kathy Andreini and Ginny Hatfield**, Membership Co-Chairs, [membership@aauwca.org](mailto:membership@aauwca.org)

### **AAUW Fund**

It was wonderful to see so many of you at the AAUW Fund luncheons! The Fellowship and Grant recipients are wonderful examples of how our donations support women's education. Your contributions are an investment in not only these scholars but also in the future. Five fellowship and grant recipients and one NCCWSL attendee spoke at the Southern luncheon to 130 attendees and seven fellowship and grant recipients spoke to 150 attendees at the Northern

luncheon.

Keep in mind there are two up-coming deadlines:

**Branch Fund assessments and insurance assessments are due November 15th.**

**Fund Donations must be postmarked no later than December 31st for your branch to receive credit for 2015.**

When sending your Fund donations, remember we have several unfinished California endowments. (Click [HERE](#)).

**Sharon Westafer**, Director Chair, AAUW Funds Committee, [swestafer@aauw-ca.org](mailto:swestafer@aauw-ca.org)

**Speech Trek etc.- WHAT DOES THE FOX SAY!**

Speech Trek is still accepting "Branch Intent to Participate". Please send to [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org) or snail mail to 295 Vallejo Ct., Millbrae, CA 94030.

DON'T FORGET the AAUW CA Convention Volunteer Meeting on November 21st, 1:00-3:00PM at the College of San Mateo, 3401 CSM Drive, San Mateo.

**Cathy Foxhoven**, AAUW CA LAC Chair & AAUW CA Speech Trek Coordinator

### **Leadership Development**

In February 2016, Southern California branches will have the opportunity to attend four new leadership workshops in a streamlined, cost-effective and value-added weekend blitz of leader training!

All California branches are encouraged to complete [the Survey](#) to advise us which workshop topics are most important to incoming and potential branch leaders. (These new, non-job alike leadership workshops will also be provided at the AAUW CA Convention in San Mateo in April 2016.)

***SoCal branches - Save the dates now!***

*Los Angeles/Inland Empire/Desert:*

Saturday, February 20, 2016

1:00 – 5:00pm

Presbyterian Intercommunity Hospital (PIH)

Community Conference Rooms

12401 Washington Boulevard, Whittier

*Orange County/Riverside/San Diego:*

Sunday, February 21, 2016

2:30 – 6:00pm

Laguna Woods Village Center – Clubhouse #3

23822 Avenida Sevilla

Laguna Woods, CA

Cost: \$20.00

Registration will start in January 2016.

### **Communications**

Good news! We are going ahead with the email change so things should get better sooner rather than later.

Remember we have the calendar on the website and Facebook where you can post your events to get more exposure and participation from those not in your branch.

Don't forget to update your information on the National Membership Data Base – this is the most effective way we have to get your correct information.

**Deanna Arthur**, Communication Chair, [darthur@aauw-ca.org](mailto:darthur@aauw-ca.org)

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#### **Message sent to Group(s): Blanding**

AAUW California

<http://www.aauw-ca.org>

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