

AAUW California website audience?

State or branch leader, you'll find most of what you need in the top menu under AAUW CA Business, Branch Support or Programs & Education.

Potential members and supporters will learn about us and how to join in the lower menu under Find Us, Join Us, Support Us and Advocacy.

What to Submit

AAUW California Web articles and content should be:

- **About significant** events and milestones
- Things every member **must know or do**
- **"Lookaheads"**
- Articles related to our **mission** (public policy updates, news on core issues, state and branch projects, etc.)
- **Suggestions and tips**
- Branch and leadership **support forms and ideas**
- **Inspirational stories** of accomplishments and program successes

How to Submit

- **Complete web submission form** in MS Word or RTF file format.
- **Save** the form with a new name (Save As). Recommended format YY-MMDD and the article name.
- **Attach** web submission form to email.
- Attach supporting pdf and image files (optional).
- **Submit one** article or content block per email.
- **Email** to webteam@aauw-ca.org. Include WEB and the name of the article in the email subject.

Writing Suggestions

- **Inspiring.** Motivate your readers to act.
- **Informative.** Tell the complete story: who, what, where, when, how and why.
- **Easy to read.** Write in an interesting, readable manner with varied sentence structure and active voice. Keep sentences short so the reader does not get lost before the end of a sentence. Avoid using "AAUWSpeak." Define terms as new members are not likely to know them all.
- **Succinct.** A typical article should be *no more than* 300 words. Don't hesitate to use bullets or charts to save words.
- **A picture is worth a thousand words.** See "How to Use Images to Market Your Branch" on aauw.org. Please send any image as a separate file.
- **Relevant** to AAUW's mission to help all members stay on the same page and understand actions at both the state and national level.

Avoid special characters, fonts, layouts and file formats.

Editing: Your article may be edited for length, content, mechanics and messaging. If there are substantial changes, you will be contacted for approval.