

What is the B2B?

The Board to Board is a brief monthly communication from state board members and committee chairs to ~ 1,000 branch leaders.

Submission Deadline

- Send B2B Submission form to webteam@aauw-ca.org by midnight of the last day of the month.

What to Submit

You're busy. The branch leaders are busy. Aim for sending useful information that is new and/or actionable.

- B2B articles **should be**:
 - Things branch leaders must know or do
 - Suggestions and tips
 - "Lookaheads"
- B2B articles **should not be**:
 - Reports on things that have already happened
 - Inspirational stories of accomplishments and program successes
 - A rehash of what your committee does
 - A report just for the sake of a report
 - All the backstory information and less critical details (save those for the website)

Writing Suggestions

- **Less is more.** The B2B is an informational document. Be clear and pithy.
- **Remember your audience.** Communicate what the branch leaders, not necessarily the members, need to know. The B2B should help all branch leaders stay on the same page and understand actions at both the state and national level. The branch leaders are then responsible for sharing the appropriate information with members.
- Be careful about using "AAUWSpeak." **Define terms** as new branch leaders are not likely to know them all.
- Whenever possible, **link your article's content** to the AAUW California website to remind the branches of their connection to the state organization and its resources and services.
- **Keep your content lean.** If there is more information on the website, refer readers there with a web location or hyperlink instead of repeating it. If the details are not on the website, consider submitting them to the webteam to be posted.
- Don't hesitate to **use bullets or charts** to save words.
- Suggested length: up to 300 words, if possible.
- Editing: Please proofread your own work. However, since to err is human, the Communications Committee will edit your submission for content, mechanics and messaging. If there are substantial changes, you will be contacted for approval.