

AAUW Policy Leaders

2022-2023 Resource Manual



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INTRODUCTION

Welcome

Dear advocate,

For more than a century, AAUW has influenced legislative debate on critical issues affecting women and girls, and state and branch public policy chairs form the backbone of our effective grassroots advocacy. As volunteer leaders, public policy chairs help to advance AAUW's [Public Policy Priorities](#) while organizing and encouraging other AAUW members and supporters to do the same. We are excited to welcome you (new or returning) to this important role.

Advocating is as simple as finding a cause that makes you tick and uniting people to take action toward that common cause. As an AAUW member you have chosen to join a community with a mission of empowering women and girls. The people around you in AAUW share this goal, and your job as a public policy chair is to give them the skills and inspiration they need to take collective action to achieve it. Our job as AAUW staff is to give you the tools, training, and technical assistance you need to be successful at this task. We're here to help — [get in touch with us](#) any time you need a hand making your advocacy the most effective it can be.

This manual provides an overview of the public policy chair role, the basics of public policy and advocacy, and sample tactics to take action. It also includes contact information for AAUW policy staff, a list of advocacy how-to resources, and excerpts of relevant AAUW policies. We hope it will give you the foundation to lead advocacy efforts in your state or branch, and we will build on that foundation with additional resources.

Working with the public policy chairs is one of our favorite parts of our jobs. Each of you is able to make such a difference, whether it's by changing the laws in your state, getting elected officials to listen to their constituents, registering new voters, or mentoring other advocates. We look forward to working with you this year. Thank you for your ongoing dedication to AAUW and our mission.

Yours in AAUW,

The AAUW Public Policy Team

State Public Policy Chair Responsibilities

It's an exciting and important time to be an AAUW state public policy chair (SPPC). As an SPPC you are instrumental in driving advocacy strategy and organizing AAUW members and supporters to have an impact at the local, state, and federal levels. For your reference, here's the job description for your role.

AAUW State Public Policy Chair Job Description

SPPCs advocate AAUW's [Public Policy Priorities](#) to policy makers; represent AAUW Public Policy Priorities to AAUW members, the public, and the media; organize AAUW members and supporters to take action on policy priorities; and lead AAUW voter education and turnout campaigns in their states. SPPCs are AAUW's eyes and ears on the ground and in state houses, providing key information on legislative activity and advocacy efforts that inform the national strategy on such priority issues as equal pay and equity in education.

Responsibilities

- Develop and oversee the public policy and voter education campaigns and legislative agenda for your state, with strategic guidance from the AAUW public policy staff
- Mobilize AAUW members and supporters in your state to take action on priority AAUW issues and recruit them to join public policy committees. You can't do it all yourself — recruit others to help you!
- In consultation with your state board:
 - Identify, monitor and advance state legislation in line with AAUW's Public Policy Priorities
 - Create and manage the public policy and voter education budget for your state
 - Integrate advocacy efforts with the AAUW strategic plan and other state priorities, including membership, diversity, programming, leadership and visibility
- Spearhead participation in strategic statewide coalitions to advance AAUW Public Policy Priorities

- Cultivate and communicate consistently with branch public policy chairs (BPPCs) to support their efforts in planning advocacy and get-out-the-vote and voter education actions
- Grow the number of [Action Network](#) subscribers in your state

Working with AAUW Staff

The AAUW public policy staff is here to support and strengthen your advocacy efforts. Keep us in the loop by sharing your state legislative agenda, filling out the [upcoming event form](#), [speaker request form](#) and [event report-back form](#) for state and branch events, responding to emails and phone calls in a timely manner, and engaging with all resources shared with SPPCs. As AAUW's eyes and ears on the ground you help to identify policy priorities and implement opportunities for action in your state. Prior to taking a public position or action on new state legislation, a [State Legislative Request Intake Form](#) should be submitted to AAUW national staff. Staff will vet the legislation and work with you to discuss next steps on your advocacy. The State Net tool will help you track progress on state legislation, and e-advocacy tools may be used to mobilize Action Network subscribers in your state on vetted bills. More information is provided on page 35.

Working with Your State

Many SPPCs are members of their AAUW state board of directors. If this is the case in your state you should make a point to attend state board meetings. If a board position doesn't already exist for you, please speak with your AAUW state president about creating one. You may also be required to serve on other committees as assigned. Many states have a collaborative approach to identifying a legislative agenda, incorporating the state board of directors, a specific policy committee, and/or branch public policy chairs. You are also responsible for disseminating information about policy actions and developments to branch public policy chairs (BPPCs) and members in your state. Many SPPCs write and publish regular advocacy updates in their state newsletters to accomplish this goal. Attendance at your state's conventions is typically required, and attendance at other regional and national conferences or events is strongly encouraged.

Working with Branches and Branch Public Policy Chairs in Your State

As an SPPC one of your main responsibilities is to recruit and mentor branch public policy chairs (BPPCs). BPPCs are instrumental in organizing AAUW branch members and supporters to effect change at the local, state, and federal levels. The information on page 9 will help you understand the BPPC role and explain it to members interested in the position, as well as provide advice on interacting with branches. Feel free to provide the job description to members who want to learn more about the position, and make sure all current BPPCs have the job description as well.

In addition to recruiting and coordinating with BPPCs, SPPCs should encourage and support branches in building local coalitions, promoting AAUW's public policy agenda, driving advocacy actions, and leading voter education campaign efforts. It is critical that SPPCs maintain regular contact with the BPPCs. See page 19 for some tried-and-true communications strategies.

Promoting Branch Public Policy Activity: How to Raise Awareness and Encourage Engagement

Be an ambassador. In addition to maintaining contact with branches through your state communications network, consider visiting each branch in your state at least once during your tenure as state public policy chair or dividing these visits with other members of the state board. Speaking about public policy issues at branch meetings, answering questions, and sharing resources can help bring home the importance of the issues at stake to AAUW. You should also encourage branch public policy chairs to set aside a few minutes at each meeting to discuss a new issue and the corresponding action that should be taken. If you're unable to meet in person, consider setting up a conference call, Skype session, or FaceTime chat to virtually "visit" branches.

Designate congressional district chairs. State public policy chairs should work with branch public policy chairs to identify individuals in each congressional district who will be responsible for making appointments to meet with their members of Congress to discuss AAUW federal policy priority issues. These individuals — whether BPPCs themselves or other branch members, national members, or student associates — must be constituents of the senator or representative in question and should be willing to contact their elected officials on a regular

basis. AAUW national staff can provide strategic advice, talking points and resources for these in-district visits.

Schedule outreach calls to the branch public policy chairs. Consider scheduling monthly conference calls and regular one-on-one calls with BPPCs across the state. Use the conference calls to celebrate your state's recent successes and share information and resources to help with upcoming activities. Use the one-on-one calls to learn more about each branch's programs and projects, the challenges they may be facing and what you and AAUW public policy staff can do to help.

Include the branch public policy chairs in planning efforts. The BPPCs can be an excellent resource when mapping out your state's policy goals and drafting plans for grassroots advocacy actions. The more BPPCs are involved in the planning phase, the more likely they will be to participate in taking action to achieve those goals.

Add a public policy breakout session to your state meeting or convention agenda. State meetings, conventions, and retreats are perfect places to talk about your public policy goals and take action because you already have everyone in one place. Consider asking an experienced branch public policy chair (or two!) to lead the session with you. Don't forget to ask AAUW staff if we have a ready-made presentation you can use at your workshop.

Branch Public Policy Chair Responsibilities

It's an exciting and important time to be an AAUW branch public policy chair (BPPC). As a BPPC you are instrumental in driving advocacy strategy and organizing AAUW members and supporters to have an impact at the local, state, and federal levels. For your reference, here's the job description for your role.

AAUW Branch Public Policy Chair Job Description

BPPCs advocate AAUW's [Public Policy Priorities](#) to policy makers; represent AAUW's Public Policy Priorities to AAUW members, the public, and the media; organize AAUW branch members and supporters to take action on policy priorities; and lead AAUW voter education and turnout campaigns for their branch. As a BPPC you may be a member of your branch board of directors and other committees as assigned. If there is not already a position for you on your branch board, ask the branch president to create one.

AAUW BPPC Responsibilities

- Ensure public policy and voter education campaign priorities are included in your branch's annual plan
- Join and participate in community coalitions that seek to advance priority AAUW issues
- Keep branch members and supporters updated on advocacy efforts and recruit them to take action (rallies, lobby days, in-district meetings, house meetings, letters to the editor, and more) on priority policy issues and to join the public policy committee. You can't do it all yourself — recruit others to help you!
- Coordinate efforts with your state public policy chair (SPPC) and fellow branch public policy chairs (BPPCs), including filling out the [upcoming event form](#) and [event report-back form](#), sharing successful advocacy strategies, and participating in state and federal advocacy campaigns
- Contribute to the legislative monitoring process managed by your SPPC to help advance AAUW's Public Policy Priorities
- Develop and oversee the public policy and voter education campaign budgets for your branch

Working with SPPCs

SPPCs are responsible for making sure BPPCs are familiar with all AAUW resources for advocates, as well as communicating and collaborating on state public policy agendas. The SPPCs can be an excellent resource when mapping out your branch's policy goals and drafting plans for grassroots advocacy actions. Coordinate with your SPPC when building local coalitions, promoting AAUW's public policy agenda, driving advocacy actions, and leading voter education campaign efforts. It is critical that BPPCs maintain regular contact with the SPPCs. If you have a question about your branch's public policy work, check with your SPPC first before contacting AAUW national staff.

Working with AAUW Staff

The AAUW public policy staff is here to support and strengthen your advocacy efforts. Keep us in the loop by filling out the [upcoming event form](#) and [event report-back form](#). If there are questions your SPPC is unable to answer, you can [contact us](#) (remembering to copy your SPPC).

Working with Your Branch

As a BPPC you may be a member of your branch board of directors and other committees as assigned. If there is not already a position for you on your branch board, ask the branch president to create one. You are also responsible for helping to disseminate information about policy actions and developments to members of your branch and to nonmember supporters. Consider setting aside a few minutes at each branch meeting to discuss priority policy issues and the corresponding action that should be taken, or even including the action in the meeting itself.

AAUW Policy Staff

AAUW's national staff is here for you! We can help by

- Providing advocacy strategy advice, tips, and best practices;
- Analyzing and drafting state legislation;
- Providing talking points on policy issues, including drafting testimony;
- Giving tips and suggestions for your social media efforts;
- Editing and sending Action Network emails.

Getting in Touch

All questions or comments related to your role as a BPPC, as well as any member questions or comments about AAUW's public policy work, can be directed to advocacy@aauw.org. Emailing advocacy@aauw.org is the best way to ensure that your message reaches the best person to handle your question and that you receive a timely response.

Understanding AAUW's Public Policy Priorities

AAUW's Public Policy Priorities, adopted every two years by every-member vote, establish the federal action issues on which AAUW members across the country focus their advocacy efforts and guide the work of the national staff. States and branches should also use the Public Policy Priorities to inform their advocacy efforts on state and local issues. The strength of the AAUW Public Policy Priorities is that they originate and end with the membership, and state and branch policy leaders help in this process by sharing knowledge about both the Public Policy Priorities and the members in their state or branch.

The adoption of the Public Policy Priorities is the culmination of a process involving SPPCs and many other AAUW members. In the fall of even-numbered years the AAUW Public Policy Committee (APPC) solicits feedback from members and staff to develop proposed Public Policy Priorities based on viability, critical need, strong member support, and potential for distinctive contribution. (More about the [APPC role here](#).) Once the draft is developed, it is posted online for a comment period and submission of additional proposed revisions. The APPC then finalizes the proposed Public Policy Priorities, and the [AAUW Board of Directors](#) reviews, amends as necessary and approves them before they go to the membership for a vote in the spring of odd-numbered years.

The 2021-2023 Public Policy Priorities are available [online and in printable PDF form](#).

AAUW Public Policy Committee

Barbara Price (Chair)

Sarah Elmore-Hernandez

Frankie Fuller

Becky Gaul

Alicia Hetman

Julie Johnson

April Murphy

Priya Vedula

Karen Wallace-Meigs

Dia Cirillo (Board Liaison)

Mary Zupanc (Board Liaison)

Kate Nielson (Staff Liaison)

To contact the APPC, email advocacy@aauw.org with "APPC" in the subject line.

Glossary

AAUW Action Fund Congressional Voting Record: The voting record informs AAUW members of the positions their senators and representatives have taken on AAUW's federal legislative priorities. Copies of current and past voting records are on the [AAUW Action Fund website](#).

AAUW Action Network: The cornerstone of AAUW's online advocacy efforts, the Action Network sends subscribers urgent email notices to contact their members of Congress or state elected officials about legislation currently under consideration. With our Two-Minute Activist tool, it takes just minutes to make your voice heard. Anyone with an email address can subscribe on the [Two-Minute Activist page](#).

AAUW Action Fund Washington Update: This newsletter offers opportunities to take action, learn the latest news on AAUW priority issues, and connect with other resources from the AAUW Public Policy team. The newsletter is sent to all members and Action Network participants on the first Thursday of every month (no sign-up necessary).

Action: A public showing of an organization's power, such as a march, a lobby visit in the state capitol, an accountability session with elected officials, social media posts or a press briefing.

Activist: A particularly active, vigorous advocate of a cause, especially a political cause.

(Hint: This is you!)

Advocacy: The act of pleading or arguing in favor of something such as a cause, idea or policy; active support. (Hint: This is the key to your role as SPPC/BPPC!)

C/U members: Accredited colleges and universities (C/Us) that have joined AAUW as institutional members. AAUW college/university memberships run from July 1 through June 30 and offer special benefits to students, faculty and staff.

Candidate forum: A public event for voters to meet and hear from candidates running for public office. See [AAUW Policy 301](#), Candidates for Public Office, for guidance.

Coalition: A formal arrangement of many organizations working toward mutually agreed-upon goals.

Day of action: A scheduled day during which a group of members and supporters call or visit elected officials and urge them to support a chosen policy position.

Get out the vote (GOTV): This acronym describes activities aimed at increasing voter engagement, including registering new voters, educating voters about issues on the ballot, and encouraging voters to go to the polls on Election Day. Permissible voter education activities vary by tax status; be sure to know whether your branch is organized as a 501(c)3 organization or a 501(c)4 organization before planning any GOTV efforts. For more information, review AAUW's [GOTV Do's and Don'ts How-to Guide](#).

Grassroots: Movements or actions that are described as grassroots are ones that originate in a local community and are led by volunteers. Grassroots actions are often described as "coming from the bottom up."

Grasstops: Members of your community who have a particular power or influence that makes them rise to the "top" and enables them to reach the higher-level target(s) on your list. Examples of grasstops could include Rotary Club presidents, clergy members, local elected officials such as the school board chair, nationally recognized experts or the chair of a prestigious foundation.

In-district meeting: A scheduled meeting at the office of an elected official (for example, a member of Congress or state legislator) where you discuss your chosen policy issue. In-district meetings can be held at any time, although you should seek to have the meeting during a congressional recess when your elected officials are in the area to meet with their constituents.

It's My Vote: I Will Be Heard: AAUW's nonpartisan campaign to register, educate, and mobilize young women to vote-- [found here](#).

Issue forum: A public forum with a panel of experts and/or people with personal stories who discuss your chosen policy issue and take questions from the audience.

Legislative agenda: A list of key issues and bills identified as priority for the legislative session. States should draw from the AAUW Public Policy Priorities to inform their legislative agenda and utilize the [legislation vetting request form](#) to keep AAUW in the loop.

Lobby day: A day at the state capitol or in Washington, D.C., for members to visit elected officials to discuss your chosen policy issue(s).

Mobilizing: The essential process of moving people to action.

National members: AAUW members who do not belong to a specific branch in their state but still enjoy special members-only online publications and benefits and can still be mobilized for AAUW advocacy.

Tabling: Hosting a table with information and sign-up forms at a college or university, conference, farmers market or other high-traffic location where members recruit others and inform them about a chosen policy issue. You could ask people to sign up for your state email list, Two-Minute Activist and national newsletters and give out information about joining AAUW. You could also ask people to sign a petition or pledge about your chosen policy issue.

Town hall meeting: A public meeting during which elected officials discuss your chosen policy issue and take questions from the audience. These can be held in person or via conference call (known as a tele-town hall).

Tweet chat: A scheduled day and time when Twitter users ask questions of a panel of experts (for example, members of Congress, AAUW staff and members or other organizations) about your chosen policy issue. This event is similar to a town hall or the Q&A portion of an issue forum but takes place on Twitter.

Twitter storm: A scheduled time frame during which Twitter users send a significant number of tweets on your chosen policy issue with a specified hashtag (for example, "I hope @WhiteHouse remembers to #TalkPay tonight during #SOTU #fairpay" or "Vote on #Title9 happening today. @SenXYZ, will you be voting for #women?").

SKILLS, TOOLS AND RESOURCES

Communicating Effectively

One of the most important duties of an AAUW policy leader is facilitating communication on public policy issues and activities with members and supporters in your state or branch. The more people know about the tools, information, and resources available to them, the more likely they are to take action. Establishing reliable, informative communication systems will help you stay connected with the members in your state or branch — making it much easier to mobilize them on advocacy issues.

Keys to Excellent Communication

- **Make advocacy part of all communication.** Don't miss an opportunity to talk about AAUW's policy priorities! Include regular updates about your advocacy efforts in every email, newsletter or social media post to your members and supporters.
- **Keep your messaging consistent.** Using standardized language across all of your communications will make sure your message is clear. AAUW's [Quick Facts](#) and [Public Policy Priorities](#) provide effective sample language for communicating about priority issues and their importance to AAUW's mission.
- **Distinguish internal and external communications.** Some communications are meant only for AAUW staff and member leaders while others are meant for members or the general public. Be sure to use both for maximum impact — but think strategically about what you're sending and to whom.

AAUW SPPC and BPPC Listservs

The public policy team maintains listservs for state and branch public policy chairs. You will automatically be added to it once you notify AAUW of your position. The lists are used to distribute announcements and advocacy resources. SPPCs and BPPCs are encouraged to share information with their fellow leaders and ask questions using these forums.

Remember—the listservs are there for you as much as AAUW. If you have an idea or question, odds are another leader has thought something similar. Email sppc@aauw.net to bppc@aauw.net to build thought sharing and collaboration with peers across state lines.

Action Alerts (E-advocacy)

You probably know about the AAUW Two-Minute Activist tool that enables anyone to contact their federal elected officials with just a few clicks, and you may already have subscribed to our emails. State Public Policy Chairs can request state-specific and local Action Alerts with the help of AAUW policy staff. (Note: These alerts are sent specifically to individuals in your state who have signed up for the Two-Minute Activist tool, and not necessarily to all members.) You can:

1. Use the SPPC template for state Action Alerts to draft the necessary materials (using the template is required, to ensure all required information is included.)
2. If your action is focused on a specific bill, check that it has been vetted and include the bill number(s) in all materials. (If not vetted, include Kate Nielson nielsonk@aauw.org.)
3. Send the request to Robin Lucas (lucasr@aauw.org) including relevant information. (Tip: requests depend on staff capacity, so as much turnaround time as possible is key. Two weeks is recommended.)

State and Branch Websites

State and branch websites are another great communication tool for advocacy work. If you are interested in setting up a state or branch website or if you are having trouble maintaining your existing website, AAUW can help! Visit our [Site Resources website](#) to learn more. If your state or branch already has a website, check to see whether it includes a public policy page. If not, work with the webmaster to create one and keep it updated with federal and state public policy alerts and advocacy resources from the AAUW site, including a link to AAUW's [Two-Minute Activist](#) tool.

Social Media

Social media is a great tool for sharing your message with diverse audiences across multiple platforms. With a well-crafted tweet or Facebook post you can raise awareness about AAUW issues and spotlight your advocacy.

Social networks can help you become more visible, communicate with members, interact with other AAUW branches and AAUW national, and keep up with everything that is going on in our fight for equality for women and girls.

To learn more about using social media to get out the vote and beyond, review our [social media how-to guide](#) and [Social Media Advocacy 101 webinar](#). Be sure to follow AAUW on all of our channels:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [Instagram](#)

Internal Email Lists

You will likely need to regularly contact groups of internal stakeholders, such as branch public policy chairs, the state board of directors, and members of your state public policy committee, to share information. AAUW Connect (connect@aauw.org or 800.326.2289) can provide the contact information for the branch public policy chairs and leaders in your state. You can use your contact lists to create email lists, often known as listservs, which store the email addresses of all subscribers to the mailing list and automatically deliver messages sent to the listserv address to all list members.

Contacting National Members

SPPCs should remember to stay in touch with national members and nonmember supporters to let them know about all of the exciting public policy activities happening in your state! Give them a range of options for getting involved and ask them to respond with their choices if they are interested. For instance, ask them if they would like to:

- Subscribe to the state email list for information and policy alerts;
- Sign up for the AAUW Action Network (the Two-Minute Activist tool);
- Help plan a state capitol lobby day;
- Help plan issue forums or media events;
- Be contacted in the future about upcoming public policy activities and events.

Tell national supporters and members where active branches in their area are located and give them contact information for the branches and someone at the state level who can answer their

questions and help them become involved in state activities. Contact connect@aauw.org or 800.326.2289 to receive access to the list of national members in your state.

Advocating for State Legislation

How to Find Bills, Take a Position, and Advance Your Priorities

Working to pass (or stop) state legislation takes a lot of planning and coordination. But AAUW's national staff is here to help. Follow these guidelines to achieve legislative results in your state. You can also apply these steps at the branch level, checking in with your SPPC to ensure your state is speaking with one AAUW voice.

Step 1: Determine Your Legislative Agenda

Every AAUW state board should take positions on state legislation in accordance with the AAUW [Public Policy Priorities](#). The process looks different in each state, but ideally, your board will start by deciding on a set of key issues to prioritize for the legislative session. Many states have a collaborative approach to identifying a legislative agenda, including the state public policy chair along with a specific policy committee and/or branch public policy chairs in the strategy process.

Step 2: Identify Legislation

After your state board identifies the issues that you will work on for the state legislative session, it's time to find bills that advance those priorities. There are multiple ways to identify pending legislation: talk to legislators, read the news, ask coalition members, look at social media platforms, consult your state's legislative website, or utilize our subscription to State Net. Run by LexisNexis, State Net is a subscription service that helps us track state legislation. Tune in for an online tutorial on how to use this service and, if necessary, schedule a follow-up training with AAUW national staff to ensure that you are getting the most out of this resource. For more about State Net, see page 35.

If you don't see a bill that aims to accomplish the policy goals of your state, consider drafting a bill yourself or asking AAUW national staff to assist with drafting a bill, providing model legislative examples and brainstorming how to find a bill sponsor.

Step 3: Vet Legislation

You will likely track many bills but decide to take action on a smaller number. If you identify a bill that you would like to support or oppose, use the [Legislation Vetting Request Form](#) or

contact us at advocacy@aauw.org. AAUW national staff will then vet the bill to make sure that it fits within AAUW's Public Policy Priorities. You can submit as many pieces of legislation as you would like during the course of the legislative session. Please submit your requests as early as possible and include any information about a deadline so that staff can respond in a timely manner to each state. Pro tip: If your state board determines a legislative agenda for the session, immediately submit requests for each bill that you will be working on so you'll be ready to jump into action at any time.

Step 4: Advocate!

Next it's time to come up with a strategy to advance — or stop — your priority legislation.

Consider whether you would like to send an Action Network email blast, provide testimony, offer amendments, stage a rally, visit your legislators, or participate in another activity. AAUW national staff can help you plan and execute your strategy.

Working with the Media

Working with the media provides a rewarding and cost-effective tool for promoting AAUW's policy priorities and events. Your efforts can lead to new members, access to key stakeholders and decision makers, and increased visibility in your community. Check out the additional resources listed on page 34 and reach out to advocacy@aauw.org with any questions about media outreach or AAUW issue messaging.

Representing AAUW

When speaking to the press about AAUW Public Policy Priorities, be sure to identify yourself as a member of your state organization or branch by name. You're representing your AAUW affiliate so it's important to be clear about your role in the organization. Make sure members do the same when speaking publicly!

Poor: I'm Marion Talbot with AAUW.

Good: My name is Marion Talbot and I'm with AAUW of Massachusetts.

Great: I'm Marion Talbot, the state public policy chair for AAUW of Massachusetts.

Planning

- Compile a media contact list. Identify the appropriate reporters, editors, producers, news directors and departments in your local newspapers and broadcast stations that focus on AAUW priority issues and are likely to be interested in AAUW's news.
- Set a time frame with clear goals. Make sure your media strategy reflects the amount of time available and feasible and takes into account legislative session dates.
- Determine your key message. Who is your intended audience, and what do you want them to take away from the potential story about your issue or event?
- Tailor your pitch. Make sure you know key information about the reporter's beat (what they report on), title, phone number and email, and keep in mind the goals and audiences of the outlet you're approaching.

Contacting the Media

- Designate a news media spokesperson from the state. Make the spokesperson available to the news media by placing their name and contact information on all media advisories and news releases.
- Develop a relationship with the media. Instead of just asking them for coverage, reach out before you need something and discuss how you can work together.
- Provide new, timely and accurate information. Flooding reporters with calls and emails on anything and everything will decrease rather than increase your chances of being covered.

Communicating Your Message

- Send a media advisory. Media advisories alert the media to an upcoming event. They should be sent three to five days in advance of the activity highlighted. The best time to send your advisory is in the morning, when news teams are meeting to plan out the day's stories. Advisories should be no more than one page in length, and they should include only the vital details of your event: who, what, when, where and why.
- Write a news release. News releases can be used to announce AAUW's stance or actions on an issue, to recap an AAUW event, to evaluate the work of public officials, to announce the appointment or election of a new leader or to call for the passage or defeat of legislation. They include more information than advisories and should also include direct quotes from a representative of your branch.
- Edit, edit, edit! Be sure to review your content before publicizing it. AAUW policy staff is available to help proof a media advisory or news release if requested via advocacy@aauw.org.

Securing Media Coverage for Your Events

Before the Event:

- Approximately three days before the event, email a media advisory to the appropriate reporters on your media list. Include the advisory in the body of the email, not as an

attachment. Be sure to include the contact information for your designated media spokesperson in case reporters have questions.

- Call reporters the day you send the media advisory to follow up on the materials you sent. If they haven't seen the materials, offer to resend them and ask if they are the appropriate person to receive the information. If not, ask who the best contact would be and how you can reach them.
- The day before the event, resend the media advisory. Call reporters you didn't reach the day before.

During the Event:

- At the start time of the event send a news release that provides more detailed information. Limit your release to one side of one typed page and make it available at your event. Make sure your media liaison's contact information is included and that they are either present at the event or easily reachable via phone or email.
- Call reporters the day of the event and remind them to cover the event.
- Prepare a press table with a sign-in list and media kits with the vital information a reporter will need to cover your event, such as an event agenda, copy of the press release and background information on AAUW and other event cosponsors.
- Help reporters write a complete story by talking with each reporter in attendance. This also helps you establish a relationship with that reporter that can be used for future press opportunities! Offer reporters a quick interview before or after the program. It's a good idea to practice your talking points beforehand. Deliver your main message and don't get distracted by questions. No matter what question is asked, always bring the message back to your talking points using phrases like, "I'm not sure about that, but what really matters today is ..." or "The truth of the matter is ...".
- Take high-resolution digital photos of your events for your AAUW website, social media profiles, and newsletters. Include the AAUW logo in photos when possible. Share your photos by emailing them to advocacy@aauw.org.

- Designate someone to post about what is going on at the event on Facebook and Twitter as it is happening. This will attract the attention of individuals who may not consume traditional media.

After the Event:

- Follow up! Contact reporters who covered the event to see if they need additional information or quotes to complete their stories. Call reporters who did not attend the event to offer additional information including the media kit in case they intend to publish an article on the event.
- If an article is published, share it on social media and in your newsletters with proper attribution to the reporter and media outlet. Reporters will appreciate you sharing their content and it further establishes your membership as the local experts on a designated issue.

Media Interviews

A media interview, whether for the local ABC station or for the Washington Post, is a great opportunity to highlight AAUW's important work and further our mission. Speaking with a reporter may sound daunting, but don't panic! Below are some helpful tips to make you an interview pro in no time.

Pre-interview Basics

- Never take the call cold. Ask the reporter's deadline and set up a time to speak with her or him after you have taken sufficient time to prepare.
- Ask questions. Ask about the subject of the interview, the news outlet (take a minute to browse their website if they're unknown to you), who else the reporter has talked to, any specific questions the reporter has, and when the story will run.
- Define your messages. Before going into a media interview, outline your main messages — what you want the reporter's takeaways to be after speaking with you. Write this message down so you can always return to it. Next, it's smart to identify a personal experience to support the message and a few statistics to illustrate your key points.

During the interview your primary mission is to deliver these key messages while answering the reporter's questions.

- Contact AAUW for help. Our experienced staff can help you with background material, talking points, takeaways and sample questions you may get in the interview. Contact us at advocacy@aauw.org.

Dos and Don'ts of Interviewing

DO:

- ✓ Keep answers short
- ✓ Communicate your messages
- ✓ Pivot to your main talking point
- ✓ Use firsthand examples and descriptive language
- ✓ Use plain English
- ✓ Pause before answering
- ✓ Answer the questions
- ✓ Take the high ground
- ✓ Use body language effectively, when applicable

DON'T:

- X Ramble
- X Discuss hypothetical situations or unfamiliar matters
- X Argue or interrupt
- X Lose your temper
- X Lie or bluff

Post-interview Tips

After you finish a media interview, keep an eye out for when the story runs. That way you can see if the outlet used a quote from you and if so, which quote they used. Knowing what reporters are interested in and talking about can help you in your future messaging. You'll also become a better interview subject if you know what works and where you may need a little more practice. Remember: Practice makes perfect!

Creating an Action Plan

An action plan outlines in detail the actions and activities you'll use to achieve your goals.

Creating an action plan at the beginning of each program year (around July or August) allows you to plan ahead and organize activities most effectively. It's as simple as following these eight steps.

Step 1: Know Your Resources

As you begin to create your action plan, you want to first take a step back and assess your existing resources — everything from materials to members.

- What current resources does AAUW have that may prove useful on your policy priorities?
(Please note that while AAUW is in telework mode for the COVID-19 crisis, there is limited capacity for physical resources.)
- Are your existing and potential allies representing a wide range of perspectives and backgrounds? Remember to think outside the box when it comes to potential allies.
- How do your projects correspond with existing AAUW and community programs?
- Which resources do AAUW members bring to the table? For example, a member may have connections to a community center or might teach at a nearby college. A member may even have a connection to local media!
- Which physical materials do you have on hand? Inventory existing materials and, if needed, [meeting spaces](#).

Step 2: Make It a Team Effort

As a public policy chair your job is to get others excited about public policy and advocacy, and a great way to do this is to include them in the planning. Form a small core public policy team that includes veteran members, new members and people with differing skills and expertise. Assign these members tasks to help get the planning done and to use everyone's talents.

Step 3: Be Mission Driven

AAUW is unique in that we have been empowering women since 1881. It's important to measure

your activities and programs against [our mission](#); activities should reflect who we are and appeal to our members and the broader community. If you find that your activities don't address AAUW issues, change the activities.

Step 4: Set Goals

Think about goals in two categories: internal goals (for example, building and engaging the grassroots in your branch, state and community and recruiting new members) and external goals (for example, changing public policy). Have a mix of internal and external goals so that you are always building grassroots capacity even if your policy goal will take some time to achieve. Goals do all of the following:

- Identify what you want to accomplish and keep everyone focused;
- Relate to AAUW's mission and priorities;
- Enable you to plan more effectively and identify the funds and resources needed;
- Help you identify when you have "won" so you can celebrate!

Start by brainstorming problems (internal and external) that your state or branch needs to address. Then brainstorm goals that will help you address those problems (for example, bringing in younger members might be the goal that will address the problem of having an aging membership).

Evaluate your goals using the [SMART](#) test: are your goals specific, measurable, achievable, relevant and timebound? The SMART test will help you be strategic and practical as you set your goals.

Step 5: Get Buy-In

After discussing your plan with your core team, talk over your goals with your BPPCs. Help your branch leaders realize the potential effects of achieving these goals.

Step 6: Develop a Road Map to Success

Identify action steps, key players and a timetable for meeting your goals. Think about the following questions:

- What needs to be done?

- Who can do it?
- When should it be done?
- What does my community need?

This step is a great place to think about “hooks” for such action as anniversaries, holidays, national awareness days or other key dates. You probably think about hooks all the time without actually calling them that; for example, Equal Pay Day (the symbolic date when women’s earnings “catch up” to men’s from the previous year) is a hook that AAUW members and our allies use for equal pay advocacy activities. For SPPCs, the list of key public policy dates included in your welcome kit contains other potential hooks to incorporate into your timeline.

You will need to develop a road map of objectives with a task list and timeline for each objective. Determine the activities that must be completed to meet each objective, and break down each one into manageable tasks. Possible objectives and tasks to help you reach the goal mentioned above could include

- Asking all BPPCs to hold at least one program on a topic relevant to AAUW’s Public Policy Priorities;
- Holding a forum at your state convention about how branches can get involved in election activities;
- Identifying a member to be a contact person in each congressional district and involving them as part of a larger state public policy team.

Assign responsibility for each activity to the most appropriate individual or group. Establish timelines for the start and completion of each task and activity. Be realistic and allow some flexibility for unexpected events.

Create an excel chart to determine necessary responsibilities and deadlines. Use the columns to keep track of:

- The decision maker: If a decision will need to be made, who is empowered to make it? This may be the person completing the task, the co-chairs, or the full committee.
- The person accountable: Someone who ensures the work will get done. This is often the person in the “manager” capacity — a co-chair or potentially a working group lead.

- The person responsible: The person who will complete the work.
- Those to be consulted: Anyone who should be asked for input or feedback before the task is completed.
- Those to be kept informed: Everyone who needs to be informed once the task is completed or needs to receive the final product.

For each goal and set of objectives review the resources you have and the resources you need. Don't forget to account for human resources (members' and allies' time, energy, connections, and skills), financial resources, media/public relations connections, and materials. Establish a plan for obtaining additional resources. Remember, you can request AAUW materials through the [upcoming event form](#).

Step 7: Evaluate

Take time to regularly evaluate your progress. Have you made progress toward your goals? Are you reaching the number of people you intended? What evidence do you have that a project has affected participants as you had planned? If goals are not being met, be flexible and develop contingency plans to ensure your goals will be reached. You can also [contact the AAUW public policy staff](#) for additional assistance if you face particular challenges.

Step 8: Celebrate Your Milestones

As you complete specific tasks and meet objectives, take time to celebrate your accomplishments and recognize the individuals who helped achieve them. Send thank-you cards or emails or hold a thank-you party for your fellow AAUW members. Be sure to let public policy staff know about your accomplishments via email or using the [event report-back form!](#)

Additional Resources

How-to Guides

AAUW has compiled a set of how-to resources, available on the AAUW website, to guide you in advocating for women and girls through a variety of tactics and actions. Use these resources to familiarize yourself with tried-and-true techniques, explore new ways to make your events a success, or train new members and leaders who want to get involved in advocacy. Available resources and how-to guides include:

Advocacy

- [Become a Two-Minute Activist](#)
- [Recordings of all AAUW webinars and trainings](#)
- [Social Media 101: Taking Advocacy Virtual](#)
- [Letters to the Editor versus Op-Eds](#)
- [How to Organize an Issue Forum](#)

Electoral Action

- [AAUW Action Fund](#)
- [Webinar: Voter Education & Access During the COVID-19 Crisis](#)
- [Voter Issue Guide](#)
- [It's My Vote: I Will Be Heard campaign](#)
- [AAUW Action Fund GOTV Tool Kit](#)
- [Social Media: Get Out the Vote](#)
- [How to Organize a \(Virtual\) Voter Registration Drive](#)
- [How to Organize a Candidate Forum](#)
- [Get Out the Vote Dos and Don'ts](#)

AAUW Action Network — The cornerstone of AAUW's online advocacy efforts, the Action Network sends subscribers urgent email notices to contact their members of Congress. With our Two-Minute Activist tool, it takes just minutes to make your voice heard. Anyone with an email

address can subscribe. You can find detailed information on legislation currently under consideration in Congress and [subscribe online](#).

State Net — State Net allows SPPCs to track and monitor pending legislation so that they can confidently assess their advocacy reach, stay updated on progress, strategize how to pass or defeat bills, and deliver meaningful information to members and supporters across the state. Each state has one login to your State Net account where you can track bills, get information about them, and post information to AAUW national about what you are working on. At the beginning of each new SPPC term, you will receive an email with that login information. Every Tuesday morning while your state legislature is in session you will then receive four emails from State Net with updates on bills that you are watching and legislation that might be of interest. AAUW national staff can help you customize your emails and alerts to receive the information you need in the way that is most useful to you. BPPCs can be added to the Tuesday morning alerts, or SPPCs can share pertinent information directly with BPPCs as necessary. A State Net liaison works with AAUW national to help provide you with the best service, and you will be provided with a full training in the fall on [Using State Net to Track Legislation](#) (PDF).

AAUW Quick Facts — AAUW compiles current information and advocacy resources on issues related to our Public Policy Priorities to offer the freshest information and most effective avenues for action. Find this information on our [website](#), where many of them can easily be printed for use at tabling events, in-district meetings, and other events.

AAUW POLICIES

Board of Directors Policies

The following sections contain excerpts from the [AAUW Board of Directors Policy Book](#) or summaries of important sections.

Note: In all AAUW policies the term “AAUW” refers to the nationwide organization.

Use of Name and Logo: AAUW Policy 110

The use of the AAUW name implies an affiliate relationship with AAUW that confers certain legal rights and responsibilities on behalf of AAUW and its members and affiliates. Use of the AAUW name and/or logo requires that all members and affiliates comply with all applicable AAUW, state, and federal regulations including but not limited to signing and submitting to AAUW the AAUW Affiliate Agreement, updated bylaws, organizational documents, and all other documents required by law.

I. AAUW Authorizes Certain Limitations to Use of Name

- A. The policies, procedures, and program of AAUW shall be binding on all members and AAUW affiliates and no member or AAUW affiliate shall use AAUW’s name to oppose such policies, procedures, or program. Established procedures may be used to change a policy, procedure, or program.
- B. The freedom of speech of the individual member to speak a personal opinion in the member’s own name is not abridged.

II. Sanctions for Misuse of Name

Sanctions for misuse of name, including loss of AAUW affiliation, may be imposed by the AAUW Board of Directors.

III. Use of Name Guidelines for Legislative Action

Members and affiliates are strongly encouraged to support at local, state, and national levels measures that implement the AAUW Public Policy Priorities and principles of AAUW and AAUW affiliates. Members and/or affiliates may choose not to support such measures, but they may not use the name of AAUW in public opposition to those measures. Established procedures may be used to make changes in the AAUW Public Policy Priorities.

Collaborations with Other Organizations: AAUW Policy 600

This policy is to be read in conjunction with Fundraising Policy 501. **Section II is applicable only to AAUW affiliates, not to AAUW national.**

I. AAUW recognizes the value of collaborating with other organizations, nonprofit and otherwise, to raise awareness of issues and/or achieve common objectives. Such efforts can often assist AAUW to further its mission, make more effective and efficient use of its resources, and increase its visibility and impact.

II. All activities, structures, and implementing documents of affiliates must protect both the reputation and the assets of AAUW.

- A. Commonly used terminology in this regard includes a variety of terms, such as "coalition," "alliance," and "collaboration," which have somewhat different connotations. (For convenience, "collaboration" is used herein to encompass all such arrangements.) Subject to the exception for "partnering," "partner," and "partnership" noted immediately below, AAUW generally will not be concerned about the label that an affiliate chooses to use.
- B. Although it is common for nonprofit organizations to be described as "partnering" with other organizations, there are certain legal ramifications that may adversely affect the affiliate because of its use of the term "partnering." Any use of the term "partner," or variations of the term, whether as a verb, a noun, or an adjective, imply that a "general partnership" has been created. The law provides that general partnerships can be created orally, casually, and without the parties involved realizing the implication of their actions. Even without authorization, that means every general partner can bind the partnership with respect to third parties, and every partner is liable for all of the debts, actions, and liabilities of the partnership. Accordingly, absent unusual circumstances, AAUW will not allow its affiliates to be described as partnering, being a partner, or being in a partnership or partnering relationship, and no AAUW affiliate shall have the right, power, or authority to create a partnership involving AAUW (that is, using the national

organization's name). Indeed, in many cases it will be appropriate for the affiliate to expressly record that all parties recognize that no partnership exists.

III. When working with other organizations AAUW and its affiliates will retain the control of the use of the names "American Association of University Women," "AAUW," and all associated logos and other AAUW intellectual property.

IV. Depending upon the circumstances and goals, collaborations can and will vary greatly with respect to the length of the relationship, the type of support provided, the leadership structure, and the appropriate level of formality and documentation, particularly with respect to financial matters. Some collaborations by AAUW and/or its affiliates with non-AAUW organizations may require AAUW Board of Directors approval, though typically decisions about the need for and advisability of such collaboration will be made by national staff.

V. Collaborations by AAUW and/or its affiliates usually includes the mutual encouragement of actions or programs of social benefit and/or mutual support of advocacy positions; therefore, such collaborations typically do not involve actual direct or indirect investment by AAUW or an affiliate. In some cases, however, AAUW's or an affiliate's collaboration may involve direct or indirect financial or in-kind resource investment. Such direct support may include sharing of administrative costs and/or a commitment to participate in the ongoing financial support of the common objective. It is essential that any financial or in-kind investment by AAUW or an affiliate in any collaboration must specifically (1) further the AAUW mission, (2) involve active AAUW or affiliate participation, and (3) be fully described by written and signed agreement of the parties, with clearly stipulated parameters for expenditures and participation time frames.

- A. Indirect support may include staff or volunteer time, use of space, technical expertise, or use of AAUW or affiliate resources. Typically, the terms of such activities should be articulated in writing by an agreement among the parties.
- B. Any investment by AAUW and/or an affiliate, whether indirect or direct, financial, or in-kind, may be made only for politically nonpartisan activities and with politically nonpartisan collaborators.

VI. AAUW affiliates may collaborate with organizations in a manner that clearly advances AAUW's mission and purpose. In all cases, each affiliate must (1) follow its own established policies and procedures, (2) comply with all applicable laws, including tax laws, and (3) avoid creating or allowing confusion between itself and the AAUW national organization. If there is a question regarding whether a proposed collaboration is appropriate, AAUW affiliates should contact connect@aauw.org for proper referral.

VII. AAUW encourages all AAUW affiliates to support women and girls in their local communities, states, and regional areas by engaging in actions that directly relate to AAUW's mission of advancing equity for women and girls through advocacy, education, philanthropy, and research. Participation in collaborations at these levels may help to generate local enthusiasm and visibility, promote AAUW, and recruit members. In all cases, however, no affiliate should ever state or imply that it is acting on behalf of AAUW or any other AAUW affiliate in any way that might legally obligate AAUW or any other affiliate with respect to any collaboration, duty, or action. Moreover, as discussed above, each affiliate should be careful to protect itself by not entering into partnerships, either intentionally or unintentionally.

Election Activities: Summary of Policies

Election activities carried out in AAUW's name must be conducted within the guidelines set out in AAUW policies. Activities must also be allowable under regulations established by the U.S. Internal Revenue Service and the Federal Election Commission.

AAUW is a 501(c)(3) nonprofit organization and the AAUW Action Fund is a 501(c)(4) nonprofit organization. Any branch or state that has not filed to be separately incorporated as a 501(c)(3) organization falls under AAUW's 501(c)(4) status. Certain AAUW policies prohibit 501(c)(3) organizations from undertaking some activities that are legally permissible for 501(c)(4) organizations.

Note: Election activity guidelines for state and local races sometimes differ from those found in federal regulations. To determine state and local regulations for partisan and nonpartisan races, including school boards, check with your state elections division.

Guidelines for Election Activities

AAUW branches and state organizations may conduct election-related activities as long as

1. the activities do not expressly advocate the election or defeat of any clearly identified partisan candidate or political party, and
2. the preparation for and conduct of the election-related activities are not coordinated with any candidate or political party.

Acting as private citizens, individual AAUW members may endorse candidates for partisan elective office, contribute money or anything of value to such candidate(s), and organize for supporting such candidate(s). Such endorsement, contribution, or organizing activity cannot use the name of AAUW. Any AAUW member who is actively involved in a candidate's campaign should avoid participating in activities that may give the appearance of AAUW's endorsement of the candidate.

In sum, AAUW branches and state organizations **MAY** do the following:

- Focus issue education messages and get-out-the-vote activities on the effect that the election results will have on AAUW priority issues. Those messages or activities must not expressly advocate the election or defeat of any candidate or party.
- Encourage voters to support unspecified candidates who agree with AAUW's position on specific issues. For example, a branch or state can publish a "vote prochoice" message. The message cannot appear, however, in a publication that gives candidates' views on reproductive rights.
- Identify particular groups in the community (for example, women, people of color, people with disabilities) to be part of coalition efforts or to receive election materials. Decisions about which groups to work with should be based on factors such as the desire to build a broad-based coalition, not on whether an anticipated coalition member can affect the outcome of an election.
 - Any political action committee or organization that has endorsed a candidate cannot be asked to be a coalition member in an AAUW voter education or voter turnout campaign.

- Determine and publicize the positions of candidates. In addition to voting records, the following may be used to gather and publicize information about the candidates' positions on issues: position papers issued by candidates, public statements made by candidates, candidate questionnaires, and candidate forums. Different guidelines apply to each activity.
 - Candidate questionnaires: All candidates running for the offices to be covered in the questionnaire must have the opportunity to participate. All questions must be phrased as neutrally as possible; language must not favor or disfavor a particular candidate. All responses received must be printed in their entirety in any publication of responses to the questionnaire. The publication of responses should include the names of all candidates to whom the questionnaire was sent, but publication may proceed even if all candidates do not respond.
 - Candidate forums: All major party candidates for the office must be invited, and an effort must be made to ensure their participation. If only one candidate can attend and the other candidates do not send representatives, AAUW branches with 501(c)(3) status may not proceed with a forum. AAUW branches with 501(c)(4) status (most AAUW branches) may proceed in organizing regardless of how many candidates attend. (For the full set of rules pertaining to candidate forums, see AAUW Policy 301, Candidates for Public Office, in the Board of Directors Policy Book).
 - Any publication or oral statement of the candidates' responses to questions asked on a questionnaire or at a forum may include a statement of AAUW's position on the issues covered, as long as there is no call to remember AAUW's position when voting.
 - **Only 501(c)(4) states and branches may publish voting records** for the state's congressional delegation, state legislature, or other body. The voting record must include all incumbents within the district or geographic area to be covered. Its content (for example, the votes to be included) and distribution must not be coordinated with candidates.

- **Only 501(c)(4) states or branches may publish voter guides** that include the position of major party candidates on specific issues. The information in the voter guides must be available from public sources such as prior votes cast by candidates, position papers, or public statements made by the candidate. AAUW's policy department provides a voter guide template on the AAUW Action Fund website.

AAUW branch and state organizations **MAY NOT** do the following:

- Endorse candidates in any partisan election, including local, state, congressional, gubernatorial, or presidential elections.
- Target any voter registration efforts toward members of a particular political party or at individuals likely to vote for partisan candidates who support AAUW issues. The public must be notified by signs and in any handouts that all voter registration information is available to individuals without regard to their political preference.
- Distribute advocacy materials as part of voter registration.
- Distribute voter guides in conjunction with any event designed to highlight an incumbent's or a candidate's positions (for example, a press conference regarding how a member of Congress voted on budget cuts affecting women and families). During such events, no mention should be made of the election.
- Coordinate any election-related activities with one or more candidates, campaigns, or political party organizations.
- Provide membership lists to be used in raising funds or other efforts as an in-kind gift to any partisan or nonpartisan campaign. This includes AAUW email, phone, and mailing lists.
- Use AAUW email, phone, or mail network updates to expressly advocate on behalf of a candidate who is running for partisan political office. This includes advocating financial or any other in-kind support of a particular candidate.

Partisan versus Political: A Guide to AAUW Advocacy

As you know, for more than a century AAUW has influenced legislative debate on critical issues affecting women and girls: issues such as education, Social Security, sex discrimination, civil rights, reproductive health, affirmative action, pay equity, and family and medical leave. AAUW has a long-standing policy of nonpartisanship and does not endorse or oppose candidates for partisan elective office (see AAUW Policy 301, Candidates for Public Office). These two traditions are not contradictory. Indeed, AAUW's nonpartisan policy and our organization's bipartisan membership are the main reasons for AAUW's effectiveness in advocacy.

AAUW's nonpartisan policy means that the organization does not endorse party-nominated candidates. However, AAUW does endorse legislation; thus we are nonpartisan, but we are not nonpolitical. AAUW has always taken political stands on the critical issues of the day, as dictated by the member-adopted Public Policy Priorities. AAUW works with any policy maker from any party who cares about our priority issues and shares our goals — even if that policy maker differs with us on another facet of the AAUW Public Policy Priorities.

When members take advocacy actions in the name of AAUW, those actions must be political rather than partisan. Here are some things to keep in mind when determining if your actions are political or partisan:

DO

- ✓ Remain nonpartisan. AAUW does not endorse candidates in partisan races.
- ✓ Work on issues guided by our values and mission, including taking positions on ballot initiatives that are in line with AAUW's Public Policy Priorities.
- ✓ Engage with candidates and elected officials from all major parties equally, making sure questions are phrased in a neutral manner.
- ✓ Encourage voter registration for everyone, regardless of their political persuasion.

DO NOT

- X Expressly advocate for or endorse any particular partisan candidate.

- X Encourage voter registration for a particular party.
- X Share AAUW membership lists with campaigns or political parties.
- X Raise funds for partisan candidates or coordinate any election activity with a campaign or political party.

AAUW is a nonprofit 501(c)(3) organization, and most AAUW state-level organizations and branches have a 501(c)(4) tax status. In order to protect this tax status, there are rules that must be followed. Be sure to know the tax status of your branch and always check your local election laws before hosting or promoting an event.

For more detailed policies, information about your branch's tax status, or help determining whether your action is political or partisan, contact VoterEd@aauw.org.