



Membership Recruitment and Engagement



Linking together for our mission.



Amy Bisek
Membership VP



Marilyn Shankar
Co-President

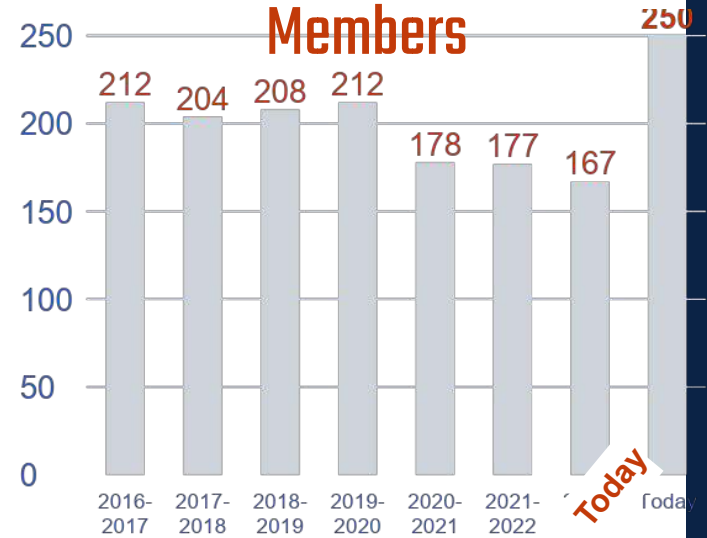
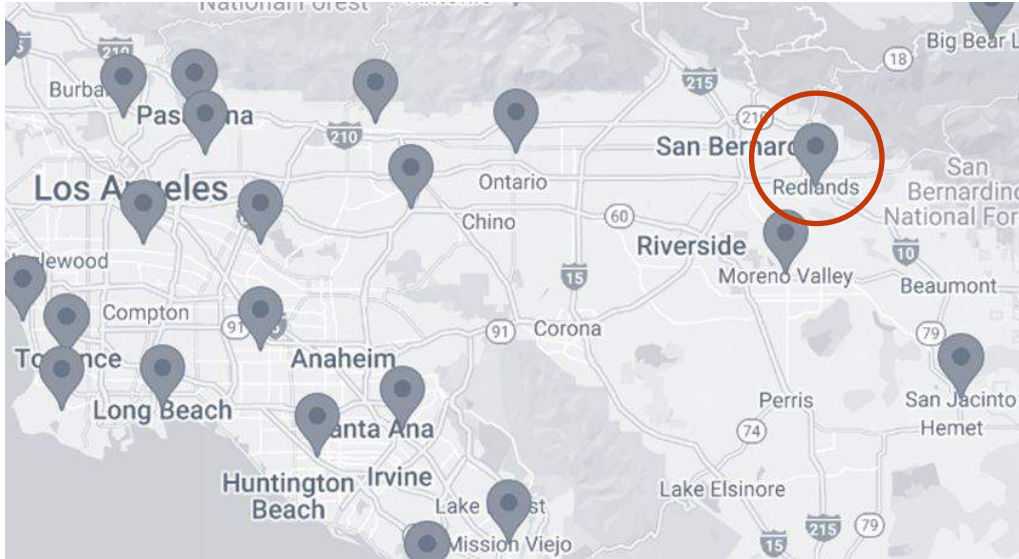
Pam Ford
C/U Partnerships Co-Chair



Joyce Katkov
Hospitality Co-VP

AAU Redlands Branch: Context

Redlands (CA) Branch



AAUW Redlands Branch: Context

Redlands (CA) Branch

- AAUW Mission Initiatives

- AAUW Fund / Legal Advocacy
- Public Policy
- Gov Trek
- Speech Trek
- Tech Trek
- Three C/U Partnerships
- Nancy Yowell Memorial Scholarships
- High School Scholarships
- STEM Conference: Redlands, 600+ 8th grade students
- STEM Conference: PASS, 200+ 8th grade students

- Community Initiatives

- Library's Adult Literacy and CHAT (Conversation Helps Adults Transition) programs
- Back to School backpacks
- YMCA Legal Aid Fundraiser: Home Tour and Bake Sale

- Interest Groups

- Bridge
- Book Club
- Bunco
- Dining Groups
- Great Decisions Foreign Policy Discussions
- Hiking our Hills and Mountains
- I Am, Therefore I Think
- Sew What!



How Did Redlands Branch Get This Strong?



Baby Steps

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Baby Steps

Publicity Efforts

Community Engagement

C/U Partners

Press Releases

Member Referrals

Social Media

Email Invites

Events

Membership Meeting

135 Attendees

- 80 Members
- 54 Guests
- 1 Speaker:
Marsha Swails

37 Guests Joined

Engagement Efforts

Welcome Emails

Branch Meetings

Orientations

Chairperson Engagement

Mentors

Pursing Renewals

Community Engagement



REDLANDS
CHAMBER OF COMMERCE



SERVE REDLANDS
Redlands Service Club Council



Media Outreach

Press Releases and Social Media



Event Booths

- Juneteenth
- VIBE Fest: Health & Wellness
- Dia De Los Muertos
- Earth Day
- Come Meet the Author



College and University Partnerships: Crafton

- Leverage Honors Institute
- Honors day booth
- Club Rush booth

Future Needs

- Tools for campus advocates
- Student tools: i.e., Start Smart, live engagement
- Mission-focused student recruitment tools



Our MISSION and FOCUS:
Gender Equity.
Economic Security.
Education. Advocacy.

Plus, we have lots of fun!

For more information:
visit Redlands-ca.aauw.net
email membership@aauw-redlands-ca.org
or call 909-362-4955 and leave a message.

AAUW values and seeks a diverse membership.
There shall be no barriers to full participation in this
organization on the basis of gender, race, creed, age,
sexual orientation, national origin, disability, or class.



Member Referrals

- Make it easy
 - Elevator speech
 - Long & short invites to forward
- If interest groups allow guests, ask them to join
- Reward members
 - Reallocate
 - Shape the Future
 - free memberships

AAUW
Redlands (CA) Branch

You're Invited to Join

New Member Information Meeting
Saturday, Oct. 8th, 2022, 8:45 a.m.
Casa Loma Room - University of Redlands
1173 E Brockton Ave, Redlands, CA 92374

The American Association of University Women is the nation's leading voice promoting equity and education for women and girls. AAUW Membership will connect you to a powerful network of more than 170,000 people across the country who are as passionate as you are about building a fairer future.

Registration Deadline: Wednesday Sept 28, 2022
To attend: call 909-362-4955 or email rsvpmeeting@aauw-redlands-ca.org.

Join at this meeting and your first-year annual dues will be reduced to \$84.50. You must be a graduate holding an associate degree (or equivalent such as RN), a bachelor's degree, or higher degree from a regionally accredited institution. For more information, check out redlands-ca.aauw.net. Questions can be directed to membership@aauw-redlands-ca.org.

AAUW
Redlands (CA) Branch

You're Invited to Join

New Member Information Meeting

The American Association of University Women (AAUW) is the nation's leading voice promoting equity and education for women and girls through advocacy, philanthropy, and research.

The AAUW Redlands branch will hold its annual Membership Meeting on Saturday, Oct. 8, at 8:45 a.m. in the Casa Loma room at the University of Redlands. This meeting highlights the ways AAUW makes a positive impact on our community, with the intent of inviting community members to join AAUW.

At this once-a-year meeting, the Redlands branch will showcase what AAUW is all about. Its dynamic committees sponsor two annual STEM Conferences, Tech Trek and Speech Trek for middle school girls, plus scholarships for high-school girls, and scholarships for college women who have had their educations interrupted. The Redlands branch also brings Start Smart, Work Smart and the National Conference for College Women Student Leaders to local campuses.

What: AAUW Membership Meeting/Branch
When: Saturday, Oct. 8, 2022, 8:45 a.m.
Where: Casa Loma Room, University of Redlands, 1173 E Brockton Avenue

Zoom Speaker: Mary L. Zupanc, M.D. about Roe vs. Wade: *Wher's Next? The Medical, Ethical, Social, and Political Implications.* Dr. Zupanc is a member of the AAUW National Board and Clinical Professor of Pediatrics and Neurology at the University of California-Irvine/CHOC Children's Hospital.

Registration Deadline: Wed., Sept. 28, 2022. To attend call 909-362-4955 or email rsvpmeeting@aauw-redlands-ca.org

Purpose: Join AAUW and help promote equity and education for our community's women and girls.

Annual Membership Meeting

Membership Meeting
Saturday, October 7, 8:45 a.m.
Who Will You Invite as Guests?

Now is the time to consider which friends and colleagues you will invite to our October Membership Meeting at the University of Redlands. The RSVP deadline is September 26. Details about how to invite guests will be in next month's newsletter. Last year, we almost filled the Casa Loma room to capacity. Get your RSVPs in early so your guests won't miss out.

At this October Membership Meeting we'll showcase what AAUW is all about. Your guests will be awed by our community activism, the many interest groups they can participate in, and the great personal connections they can make if they join.

And if it's time to rejuvenate your own participation, this is a great meeting at which to sign up for some committees. YOU will make a real and substantial difference to women and girls in the Inland Empire only if you get involved. Do it. You'll be amazed at how powerful you can be.

~Amy Bisek, Membership Vice President

YOU HAVE THE POWER TO CHANGE SOMEONE'S LIFE THROUGH AN Invitation.

and helps to influence public policy for the state and nation. This monthly bridge, luncheons, and book groups, as well as hiking groups, are facilitated through a Great Decisions discussion group, a book group, and a racial justice/DIY group.

you must be registered to attend. To register, email call 909-362-4955 before Wednesday, Sept 28. Branch and a short luncheon and brunch are free for prospective new members; \$25 buffet for a first-registered, first-accepted basis. You will receive a phone.

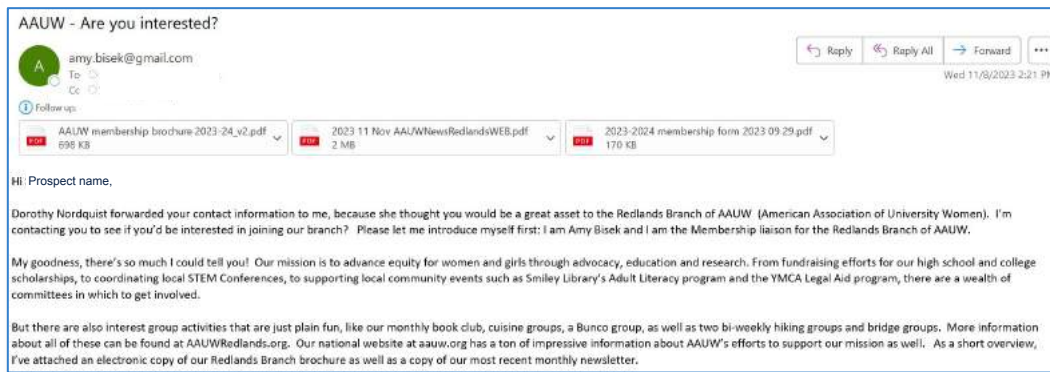
Annual dues will be reduced to \$84.50. You must be a graduate (with such as RN), a bachelor's degree, or higher degree from a U.S.

For more information, check out redlands-ca.aauw.net. Questions can be directed to membership@aauw-redlands-ca.org. AAUW Membership will connect you to a powerful network of more than 170,000 people across the country who are as passionate as you are about building a fairer future. Join our Membership Meeting and determine if AAUW is a good fit for you!



Email Invites

- Warm and welcoming
- Tailor to each recipient
- Stress mission and interject fun/friendships
- Invite to branch meeting
- Reassurance of flexibility
- Attach brochure, newsletter, eventually application
- Follow up monthly-ish with call to action



"Thank you so much for following up. I appreciate very much you reaching out to invite me to the membership event. The program sounds terrific and a great way to get to know the chapter activities."

- Potential new member

Branch Membership Meeting

Annual Membership Meeting: Oct

- Saturday morning for easy access
- Committee/interest group info tables
- Assign members to host guests
- "Airport" identification signs
- Guest welcome packets
 - Name badge, branch brochure, application form
- Free brunch for guests
- Assigned seating so hosts/guests together
- Shape the Future discount
- Table to take applications and payment
 - Interests and bios

**37 Guests
Joined**

68.5%

Community
Publicity

Guest Origin

20%

80%

Member
Invitations




So Now What Happens?



Welcome Emails – Get to Know Us

- Membership VP
 - Warm and folksy
 - Next steps in your membership
 - Committee/interest group list
 - Password to online member directory
 - Heads up for Microsoft Teams emails
 - Also send hardcopy Member Yearbook
- Newsletter sample
 - Add address to your contacts
 - How to RSVP for meetings



AAUW
Redlands (CA) Branch

American Association of University Women: Redlands Branch
P. O. Box 7678, Redlands, CA 92375-0678 <http://redlands-ca.aauw.org> 909-362-4665
2023-2024 AAUW Programs, Administrative Committees, Community Action Projects and Interest Groups

In-Programs


AAUW College/University Partnership Committee: The University of Redlands, Crafon Hills College and San Bernardino Valley College are paid members of AAUW. Each college designates two faculty or staff representatives who partner with our branch to promote AAUW's commitment to building a better future for women and girls. Students at these schools are eligible to enroll as members of AAUW (national, state and branch) at no cost. Our Redlands branch provides a grant covering registration and transportation for one student from each of our partner schools to attend the annual AAUW National Conference for College Women Student Leaders (NCCWSL) at the University of Maryland. We also promote other campus activities and workshops, such as the Start Smart Workshop about safety registering skills. [Susan Bangasser 909-299-5353 sbangasser1@gmail.com](mailto:Susan.Bangasser@smc.edu) & [Pam Ford 909-792-0942 pamford@smc.edu](mailto:Pam.Ford@smc.edu)


AAUW Fund Committee: AAUW Fund is a general fund for unrestricted, tax-deductible donations which are used when and where they are most needed. The branch Fund committee coordinates our February branch meeting, which features a presentation by a recipient of an AAUW Fund Fellowship or grant. AAUW Fund donors help grow AAUW's community-based programs, such as Tech Trek, Start Smart and Work Smart, NCCWSL, the Legal Advocacy Fund, research and more. In addition, years of contributions by members of AAUW Redlands and other branches nationwide have made AAUW a leading source of educational and funding awards. For the 2023-24 academic year, AAUW has awarded \$6.3 million to 285 women and community projects to improve the lives of women and girls nationally. [Mary Lou Guerrero 951-283-7838 aauwredlands@gmail.com](mailto:Mary.Lou.Guerrero@aauw.org) & [Susan Bentley 951-473-0362 bentleylucky7@gmail.com](mailto:Susan.Bentley@aauw.org)

Branches and Twigs

Redlands Branch, AAUW <http://redlands-ca-aauw.net>
November 2023 Issue 4, 11 Issues Annually

AAUW advances equity for women and girls through advocacy, philanthropy, and research.





President's Corner, Marilyn Shankar

How exciting it was to have nearly 50 guests at our October Membership Branch Meeting - people interested in AAUW mission and projects to increase equity and equality for women and girls. Thirty seven guests joined our busy chapter. A special thank you to Amy Bisek and her committee for organizing the event so thoroughly. Congratulations to Susan Bangasser and Pam Ford, co-chairs of College/University Partners. They applied for and received a \$3,500 grant from San Manuel Band of Mission Indians to send more young student leaders to AAUW's National Conference for College Women Student Leaders (NCCWSL) conference

November Branch Meeting

When Saturday, November 4, 2023
Social 8:00 am
Branch 9:30 am
Program 10:15 am

Where
University of Redlands
GASA LOMA Room

Menu Breakfast Buffet: Scrambled Eggs, Hash Browns, Assorted

institutional change primarily LAF does not limit itself to the need and where benefits may be an annual fund-raising project. laf@aauw.org

men and girls, opposing all civil rights. We participate in mission. During election age members to take part in 8-6167

educational series for high school ons and processes. Gov. Trunk ening applicants, as well as apccf@vizona.net

of high school students. three top statewide finalists spring [Paty Alexan 909-435-](mailto:Paty.Alexan@aauw.org)

camp. Teachers recommend

7-9 grade girls to apply. This committee screens and interviews the applicants. Successful applicants receive scholarships to attend. Denise Westcott 909-633-3604 denisewestcott@gmail.com & Theresa Lantz 909-677-7731 theralantz@aol.com

AAUW
of California

Linking together for our mission.

New Member Orientations

- Two+ waves annually
- Meet board members and tenured hosts
- Overview of mission activities
- Review of our communication touchpoints
- Interview for interests, bandwidth and skills
- Ask if they want a mentor



New Member Orientation

AAU
Redlands (CA) Branch

Saturday, Nov. 11, 2023, 1:00 p.m.

Casual, low-key new member orientation.
Have your questions answered.
Meet members, have fun,
get to know us better.

RSVP Requested by Wednesday, Nov 8, to
amy.bisek@gmail.com
or 952-261-9908.

Redlands United Church of Christ
Covenant Hall
168 Bellevue, Redlands

A white cup of coffee with a spoon on a saucer, next to a large chocolate chip cookie.

Hospitality/Mentors

- Volunteers with similar interests
- Answer questions, accompany to initial activities
- Invite for coffee or lunch
- Future: Follow up w/disengaged members before they drop

17%
of New Members
asked for a Mentor



Branch Meetings

- Reinforce mission activities
- New member name badge ribbons
- Mentors sit with new members
- Encourage participation – give purpose



Chairperson Engagement

- Welcome to Committees and Interest Groups
- Guide and welcome new members
- Members at Large inquire about participation



Pursuing Renewals

- Ongoing activity – Member volunteer reaches out monthly
- Easy instruction sheet
- Communicate back why non-renewals
- Track reasons to see trends



Membership Matters: 2023/24 Renewal Options

Your 2023/24 membership dues are \$123, which includes \$72 National, \$20 CA State and \$31 Redlands Branch*. There are four ways to renew your dues. Choose the easiest option for you!

Option 1: Renew at a Branch Meeting

Renew in person by cash or check without a fee. If paying by credit card, there is a \$4.00 processing fee.

Option 2: Renew by Check in the Mail

There is no fee to renew your membership by check in the mail.
Make your \$123 check payable to AAUW Redlands, then send it to:
AAUW Redlands, c/o Ellen Cope, P.O. Box 7678, Redlands, 92375-0678.

Option 3: Renew on the AAUW Redlands Branch Website with a Credit Card.

There is a \$4.00 credit card processing fee to renew on the Redlands branch website.
To pay on our Redlands website: Visit [Redlands-ca.aauw.net](https://redlands-ca.aauw.net).
Click on the **Membership** tab, then click on **Membership Renewal**.

Option 4: Renew on the National AAUW Website with a Credit Card

There is no fee to renew on the National AAUW website.

To pay on the National website: Visit AAUW.org and click on Login. If you have visited the Community Hub before and have already created a password, you can log into your Personal Snapshot. If you have not set up your password yet, click **Forgot Your Password** located below the blue login button at the bottom of the page. Enter your email address, then click **Reset Your Password** to receive a login email from info@aauw.org. If you don't receive it in 5-10 minutes, email connect@aauw.org. **PLEASE DO NOT CREATE A NEW ACCOUNT**, even if you have never set up a National account before. National has already done that for you. After you receive the login email, enter your email address and "Create and Confirm your Password" to access your Personal Snapshot.

Once you are in your Personal Snapshot, have your credit card handy and click **RENEW** at the bottom of the screen to renew your national, branch and state memberships. Dual members should self-renew ALL memberships at once. College/University representatives whose national membership is covered by the school should email connect@aauw.org to request a special code before renewing.

All Redlands branch members who joined prior to February 2022 have a renewal deadline of June 30, 2024.

Members who joined March 2022 or later have a renewal deadline that is 12 months after the month they joined.

If you have questions, please direct them to:
Ellen Cope, (909) 214-4665, elencope@gmail.com or Kay Dobbertin, (909) 917-8039, kaydobbertin@aol.com

\$100 of your 2023/24 membership dues are tax deductible.

* If you are a student, please contact Ellen or Kay to assist you with renewing your discounted membership.



How Does This All Get Done?

How Do You
Eat an Elephant?
One Bite
at a Time



Create a Strategy

Gather for a Brainstorming Session

- Where can we get the biggest bang for our efforts
 - Gov Trek – strong link to mission, minimal heavy lifting, good publicity, no cost
 - Tech Trek – strong link to mission, pre-defined processes, great opportunity for publicity
- What are our current resources
 - Who are your Excel users, members who can ask for sponsorships, organizers, etc.
- Who will own which efforts
 - How can we engage all members; spread out the workload
- Celebrate successes – no matter how seemingly small





Final Advice

- Trust your gut
- Don't let it overwhelm you
- Be persistent
- Solicit help
- Do something, anything
- Don't sweat the small stuff
- And always ask to "close the sale"

Amy Bisek, Membership VP

Amy.bisek@gmail.com

952-261-9908

**“There is no limit to
what we, as women,
can accomplish.”**

Michelle Obama



Linking together for our mission.



Questions And Answers



Linking together for our mission.