Advance Your Branch
Through Technology

Sandi Gabe
AAUW CA Leadership Development Team Co-Chair
Mariposa Branch Co-President
When to Use Technology

• When it makes your life easier
• When you want to learn something
• When you want to spread your arms wider
• When you want to keep track of something
Technology Can Make a Difference

• Keeping existing members engaged
  • Understanding what members think
  • Reach tough members without annoying everyone else

• Reaching new members
  • Let your current members help do the work

• Tracking
  • Who reads your newsletter
  • Who’s responded
It’s a Continuum

• Start small
• Build success
• Expand your presence

Start with a focus
Some Options

Facebook

MailChimp

WWW

SurveyMonkey
You’re Not Alone
Website Woes

• It’s too complicated
• I can’t possibly manage it
• It’s technically very difficult
• I don’t know HTML (or xyz)
• None of my members will look at it
• It costs too much to have someone help me
Why Do You Need a Website?

• People expect it ("just google it")
• People find you (and join or donate)
• Show off what you do
• It’s available when you’re not
• It’s less expensive than you think
• Gives you an image
Getting Started

• What’s important
  • Who is your audience

• What to include
  • Who you are
  • How to join
  • Email sign up
  • How to contact
  • Donate button
  • Quality pictures

• How to maintain
  • AAUW National offers inexpensive hosting
  • You need to create content
Your Role

• Content
  • How to contact you
  • How to donate
  • Upcoming events
  • Members section
  • Special Interest Groups

• Pictures
  • Past events
  • Inspirational

• Process
  • Leverage your newsletter process
Things to Consider

• The long home page
  • Provide a 10,000 foot view without having to click

• Keep it simple:
  • Fewer menu bar options

• Subtle and clear infographics
  • Graph your fundraising efforts

• Good photos and graphics are a must.
  • A picture is worth a thousand words

• Use automated tools to post “RSS Feeds”
  • Updates on AAUW’s policy work
  • The latest posts from AAUW’s blog
  • Content from AAUW’s Facebook or Twitter pages
  • News related to AAUW’s core issues
Email Irritants

• It went into the black hole
  • Did they get it?
  • Did they read it?
  • Did they act?

• Maintaining the list
There are Better Ways

• Know when their email address is incorrect
• Let them sign up for or opt out of your list
• Segment Members vs Supporters
• Use cool designs
• Resend messages to a specific population
• Track your success over time
Harnessing the Power

- Create an account
- Import your current email list
- Get their attention
- Choose a template
- Send and watch
- Resend

Up to 2,000 subscribers and 12,000 emails per month FREE
Making Email Work Better

Get their attention

Keep their attention

Call to action

AAUW-CA Leadership Development Team 2016
Which Would You Open?

AAUW April Program Announcement

“Who was Wonder Woman’s Role Model?”
Get Their Attention

• Keep it short
• Take out anything spammy
• Ask a question
• Include a deadline
• Give a command
• Add a list
• Make an announcement
• Make it funny
• Resend to those who didn’t open it
Which Would You Read?

Transitions

They happen. Sometimes we like them. Sometimes we don’t. Sometimes we have mixed feelings. Mary and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Co-President roles. Yes, it’s true. We are opening up the opportunity for someone to take the reins. We will also have an opening for Program VP and Membership VP.

What does that mean for our branch? Opportunities!

It’s time for a new approach, new passion, and new ideas. Mary and I will continue to be involved in several areas because we retain our enthusiasm for the work we do. Join us to take this next step.

We’ve known that this day would come, so we’ve been working for the past year to smooth the transition. Here’s what we’ve done to make it easy for you to consider volunteering:

- Worked with project chairs to make the projects as independent as possible
- Created project plans for each project and template for branch goals
- Developed a publicity process
- Revised our Board structure to include 2 Directors at Large

Mary and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Branch Co-President roles. Yes, it’s true. We’re excited that we’ll be taking on more responsibility with AAUW CA next year and I’ll be putting my hat in the ring for a state position in April. It’s bittersweet that it’s time for us to take a different role locally.

We are opening up the opportunity for others to take the reins of our branch. We will also have openings for Program VP and Membership VP for the 2016-2017 year.

What does that mean for our branch? Opportunities!
Keep Their Attention

• Short: Keep important info “above the fold”
• Don't copy and paste from Word
• Use bold tags, font colors and font sizes
• Underline links
• Use headlines
• Small text blocks
• Readable font
• 2 columns
Call to Action

February Newsletter

Check out the latest edition and find out about:

- Traveling the Silk Road - February 17th 4:30 pm.
- Speech Trek - a few jobs remain. Can you help?
- Transitions - Now’s your chance to get involved!
- Special Interest Group (SIG) happenings: Hiking, Reading, Crafting!

and much, much more!!!

Sandi

Click here to read the newsletter.
Facebook Fears

• No one will use it
• It’s too difficult to set up
• I don’t want anyone to see information about me
• We don’t have time
Why Use Facebook?

• 72% of online adults say they use Facebook
• Share
• Gain volunteers and members
• Publicize your events
• Show off what you’re doing
How to Get Started

• Choose an Admin (or 2 or 3)
• Make a commitment to post once a week
  • Saturday or Sunday
  • Pictures and videos over links
  • Upcoming events
• Add Facebook icons to your website or newsletter
• Share, tag, repeat
• Experiment with advertising
Facebook FAQ

• Set up
  • Make it a PAGE, not a group
  • Choose “company, organization, or institution” or a “cause or community”
  • Choose Nonprofit
  • Naming format: AAUW McLean Area (VA) Branch
  • Make it public

• Use your logo
  • AAUW Branding tool kit

• Send web address to those not on FaceBook

• Notify National that you have a FB page
  socialmedia@aauw.org
Facebook Success

• Have a lot of “likes”
• Tag people
• Use pictures
Data Desert

• The questions you can ask
  • Where should we focus?
  • Do you want to do A or B?
  • Board decisions between meetings

• The challenges
  • It’s too hard to ask them
  • No one will return a survey
  • We don’t have the time
  • I don’t know how to design a survey
Ask the Right Questions

• Set a goal

• Focus your questions

• Short and sweet
Gather the Good Stuff (Data)

- Identify how to collect
- Nudge those who don’t respond
- Collect and analyze results

5 Ways to Get More Responses

1. Send your audience your survey web link
2. Embed your survey on your website or blog
3. Email your survey to respondents
4. Add your survey to your Facebook fan page
5. Share your survey link on Twitter
Using the Results
Sometimes More is Better

Layering improves your results

• Facebook + Website
  • Drive users from Facebook to your website
  • Put a Facebook link on your website

• Mailchimp + Survey Monkey
  • Send your survey out via MailChimp so you know who opened it
This is the Tip of the Iceberg

<table>
<thead>
<tr>
<th>Tool</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropbox</td>
<td>Share files with your team</td>
</tr>
<tr>
<td>Google Docs</td>
<td></td>
</tr>
<tr>
<td>Evite</td>
<td>Invite and track attendance to events</td>
</tr>
<tr>
<td>Eventbrite</td>
<td></td>
</tr>
<tr>
<td>Paperlist Post</td>
<td></td>
</tr>
<tr>
<td>VistaPrint</td>
<td>Create marketing tools such as brochures, business cards,</td>
</tr>
<tr>
<td>Office Depot</td>
<td>directories</td>
</tr>
<tr>
<td>Docucopies</td>
<td></td>
</tr>
</tbody>
</table>
Resources

- Topnonprofits.com/lists/best-nonprofit-websites/
- Webmarketingtoday.com/articles/25-Free-Email-Tools
- Constantcontact.com/good-email-subject-lines/
- Mequoda.com/articles/audience-development/best-email-subject-lines/
- Wordstream.com/blog/ws/2014/03/31/email-subject-lines
- Emailmarketing.comm100.com/email-marketing-ebook/content-tips.aspx
- Nptechforgood.com/2014/10/19/10-facebook-page-best-practices-for-nonprofits/
- Newmediacampaigns.com/blog/10-common-mistakes-non-profit-organizations-make-with-facebook-pages
- www.aauw.org/resource/social-media-handbook/