



### October 2015

**Happy Fall! This is the 3<sup>rd</sup> edition of this year's B2B and it is full of interesting information to share with your members. The current [Directory](#) is now online. Check it out as it also contains a lot of helpful material. Unfortunately about 1/6th of emails sent from this system are being rejected/bounced as spam. The Board is currently addressing this issue and hopefully the problem will be solved soon.**

### AAUW Fund

The AAUW Fund committee would like to remind leaders of two up-coming deadlines: Branch Fund Assessments and Insurance Assessments are due November 15th (branch treasurers receive two separate bills.)

Fund donations are due to AAUW no later than December 31<sup>st</sup> to receive credit for 2015. If you prefer to select a specific Fund under the AAUW Fund, be sure to indicate that on your check. (Click [here](#)) to find the forms on the website.

Fund Assessments are a way to ensure that every branch contributes something to AAUW. The assessment money is used by AAUW California to help complete unfinished California endowments. When sending your Fund donations, remember we have several unfinished California endowments. To access these numbers (click [here](#)). Contact Sharon Westafer if you wish to have information on the endowments closest to completion.

The holidays are fast approaching and a donation to the Fund in a family member's or friend's name is a meaningful gift. Just ask our Student Leaders and Fellowship and Grant recipients what their awards mean to them!

**Sharon Westafer**, Director, Chair, AAUW Fund Committee, [swestafer@aauw-ca.org](mailto:swestafer@aauw-ca.org)

### A Member's Story-Membership

Last month we told you we would be sharing the top 10 ways AAUW CA branches brought in new members this year. We started with #10. This month we are skipping to #6: Using social media, website, Facebook, developing interesting newsletters. This story came from a member.

*My daughter, a University Graduate, late 40's, 4 daughters (2 in college, 2 in high school), recently moved to California. She has been involved in elementary school PTAs and has "been there, done that". After being a stay at home Mom for 21 years, she's trying to re-enter the workforce and having a hard time. I've been trying to interest her in AAUW as a way to meet like-minded women, make friends of her own and become involved in the community. So, we*

looked at [Find A Branch](#) on the AAUW-CA website to see which branch in her area (there were 4) might be the best fit for her.

One didn't have a website so we had no way to contact them except to send an email to Membership.

The second did have a website but no pictures, no information about activities except date of next board meeting and date and place of the next general meeting but no information about the program. The Mission Statement, the Value promise and the Vision statement were listed but no information about how the branch addresses these. There was a link to the newsletter, but for members only.

A third had a link to a website that had been disabled.

The fourth had a website that included information about projects and activities, a calendar, newsletter, pictures showing a diverse membership, open invitation to a new members event, lots of information about interest groups & when they meet, a membership form to print and send in and an online one too. The only thing missing was a link to a facebook page.

Which one do you think she wants to investigate?

We keep saying that we need to attract new younger, diverse members. This demographic has lots of choices and will naturally be attracted to an organization that looks lively, energetic, mission based and welcoming. Check out these branch websites - [Healdsburg](#), [Laguna Beach](#), [Mariposa](#), [Palos Verdes Peninsula](#), [Morgan Hill](#). No website, an outdated website or one that doesn't really offer an invitation is a real turnoff.

National can help branches set up a free website and help to maintain it too. Click [Here](#) for more information.

**Kathy Andreini and Ginny Hatfield**, Membership Chairs, [kandreini@aauw-ca.org](mailto:kandreini@aauw-ca.org), and [ginnyaauw@gmail.com](mailto:ginnyaauw@gmail.com)

### **Deadlines: Speech Trek & Meeting for 2016 Convention Volunteers**

DON'T FORGET! Speech Trek's "Branch Intent to Participate" deadline is November 1st. Please email your form to [spechtrek@aauw-ca.org](mailto:spechtrek@aauw-ca.org) or snail mail to Cathy Foxhoven, 295 Vallejo Ct., Millbrae, CA 94030.

A gentle reminder to mark your November calendar to attend the November 21st Convention Volunteer meeting, 1-3pm at College of San Mateo boardroom, 3401 CSM Drive, San Mateo. All those wishing to volunteer for convention are welcome to attend.

**Cathy Foxhoven**, [cfoxhoven@aauw-ca.org](mailto:cfoxhoven@aauw-ca.org)

### **Start Smart-A Unique Opportunity to Recruit Colleges and Student Members**

Have you heard that Start Smart and Work Smart are now owned and operated by AAUW and there is new training to become an AAUW Salary Negotiation Facilitator? The training is now a 1 ½ hour webinar; the workshops are two hours in length, easier to facilitate; and you are trained

to be both a Start Smart and Work Smart Facilitator. Having branch members trained as facilitators puts them in a great place to recruit because Start Smart is the most compelling reason for colleges and universities to sign up as partner members.

By the end of the training participants will: Learn about AAUW's legacy and salary negotiation goals; identify facilitator and AAUW staff responsibilities; understand pre-workshop and post-workshop requirements; understand how to confidently deliver content, ask questions, and manage learner questions; feel connected to the AAUW and salary negotiation facilitator community; and feel encouraged to become more engaged in AAUW.

Contact [salary@aauw.org](mailto:salary@aauw.org) and let them know you want to become an AAUW Salary Negotiation Facilitator.

**Peggy Jaffe, Dale Satake and Tina Byrne, C/U Committee**

### **Program**

The Program Committee needs your help! We have the rfp (request for proposal) posted on the front page and under the 2016 Convention tab of the AAUW-CA website. It is the form you need to submit in order to present a workshop or plenary session. The due date for all rfp submissions is November 15. At your meetings, in your newsletters and electronic communications and through your IBC, please announce this opportunity to share your talents at convention. Your participation and assistance in acquiring high quality workshops/plenaries is the key to a successful convention. Our convention theme is *AAUW-CA Empowering You*. This theme can be applied to many topics and in many ways so when submitting your rfp feel free to think outside the box as well as to reinforce previous mission based programs. In addition don't forget to submit your mission-based program ideas for recognition. The form for this is also on the website.

**Lynn Batchelor, Program, lynneaauw@aol.com**

### **Governance**

It's time to enact national AAUW's mandatory branch bylaws amendments, and your state governance district representative is ready to assist you and certify your bylaws once the mandated amendments are completed. This might also be a good time to review your bylaws to see if any other amendments would be wise, particularly if you are having trouble filling all your required board positions or are considering a new governance structure. Everything you need can be found on the [Branch Governance](#) page (under Branch Support): a list of state [governance committee representatives](#) (so you know who to contact), easy-to-follow step-by-step [instructions on the mandatory amendments](#), and updated [model branch bylaws](#) (and [policies and procedures](#)). The model documents show all current and past mandated language, as well as tips for best practices in the areas where branches have flexibility in writing their bylaws.

**Sandy Kirkpatrick, AAUW CA Governance Committee Chair. [skirkpatrick@aauw-ca.org](mailto:skirkpatrick@aauw-ca.org)**

### **Communications**

The communications committee needs your help. Please remind your members of the user name and password to get into the member's only section of the website:

User Name: member

Password: aauwca

Also, please ask your board members to add [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org) to their email accounts so they can receive communications from AAUW-CA.

**Deanna Arthur**, Communication, [communications@aauw-ca.org](mailto:communications@aauw-ca.org)

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**Message sent to Group(s): BranchLeadership, State**

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AAUW California  
<http://www.aauw-ca.org>

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