

AAUW's 130th Anniversary Membership Campaign

Breaking through Barriers

for **130**  Years

Celebrate AAUW's 130th Anniversary by recruiting new members to help strengthen our community! AAUW launched the 130th Anniversary Membership Campaign November 1, 2010. And because of its success, we've extended the campaign through June 30, 2012.

Branch Incentives

- Branches that increase their membership by 7 percent over the February 1, 2011, count report will earn one free membership to give to a new member.
- Branches that increase their membership by 13 percent over the February 1, 2011, count report will earn two free memberships to give to new members.

Membership increases are determined by 1) the percentage of new members over the February 1, 2011, count report or 2) the percentage of growth between the February 1, 2011, and February 1, 2012, counts. Free memberships will be announced in May 2012 and may only be given to new members.

Individual Incentives

- Branch members who recruit at least one new member during FY12 will have their names entered into a drawing that will be held on June 30, 2012, at the end of the campaign. Sixty-five branch members will each win one free membership to give to a new member. Winners from the first drawing do not qualify for the second drawing.

College/University Incentives

- New AAUW college/university partner member dues are \$130 through the end of this campaign. The C/U membership year runs from July 1 through June 30. Those who join now through October 31 may pay a pro-rated amount, and the membership will expire June 30, 2012. Those who join after this date will pay the full amount, \$130, and their membership will expire June 30, 2013.

Don't forget that every undergraduate student attending a C/U partner member institution is eligible for free e-student affiliate membership. Upon graduation, e-student affiliates receive a free, one-year membership through the Give a Grad a Gift program, compliments of AAUW and their college or university. See the flyer on student affiliates and branch college/university partner member recruitment for more ideas.

And a Very Special Bonus for Students in Graduate School!

- Graduate students are eligible to receive a special membership rate of \$18.81 for the length of this campaign. That's a savings of \$30.19 in their first year of membership in AAUW!

