

**“MEMBERSHIP RECRUITMENT AND RETENTION”**  
**AAUW-PA CONVENTION 2005 WORKSHOP**  
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**I. BE ABLE TO DEFINE 3 THINGS: 1. AAUW 2. YOUR BRANCH  
3. THE POPULATION YOU ARE TRYING TO LURE.**

**II. When you first meet prospective members,**

1. Ask what they do, (career, life activities), and then ask how they learned about or got into those fields. (College?)
2. Then, whatever you talk about, try to casually bring in an AAUW link. Examples.

**III. What do people want from organizations such as AAUW?**

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1. Friendship- Social opportunities
2. Branch meetings, Speakers (Programs), Debates, Public Forums- Information
3. Study Groups- Intellectual growth
4. Community Outreach- Learning about one's region and people
5. Volunteerism- Giving of oneself
6. Networking- Career improvement \*

**IV. When you hear of or from a prospective member- Website, Book Sale...**

1. Call her...soon.
2. Be prepared to tell her about AAUW and the many things it has to offer. Assoc., EF, LAF, and then your local offerings...
3. Ask how she heard about AAUW. Is she new to the area? Where did she come from? Comment on activities you think she'd enjoy...
4. Take notes on the call.
5. Invite her to an upcoming event. Tell her you'll pick her up.
6. Have bi-monthly New/Prospective Member Coffees with reps to talk about areas.
7. When she joins, have her fill out a New Member Profile. (Wish List---give her what she wants.)
8. When receive new member profile, have appropriate study group leaders call her.
9. Ask her to be on the board, on committees.
10. New members join for a reason; they want to do something! Respond appropriately...
11. Ask what she is interested in, and START new study groups.
12. Get her involved in groups, on board, on committees. Let her know you are **THRILLED** to have her. Buddy system?

**V. Think of what your branch has to offer-**

1. For **older** members- Duplicate bridge, International Relations, Antiques, Book Discussion Groups, Sewing, knitting groups...
2. **Middle aged-** Book groups, Breast Cancer Run...
3. **Young-** Young Member Interest Group which spans 3 branches... Their own book discussion grp, film outings, sledding, wine & cheese parties.
4. **Academic offerings-** study groups, Adalante, Philosophy, Writers' Club,...

5. **Physically challenging** offerings- hiking, walking, tennis, golf...
6. **Mentally challenging** offerings- bridge, puzzles,...
7. **Fun events**- gourmet, trips, Dead of Winter Party,...
8. **Community Outreach** - Diversity, Perfect Fit, Dictionary Fund,...
9. **Perennial events** to look forward to- Book Sale, Public Forum...
10. Changing **Annual Events** to energize the membership- A Project
11. **AAUW Related**- EF, LAF, Public Policy, Get Out the Vote...
12. **AAUW FYI Email**- News, updates, for branch business AND friendship...
13. Do not forget the **friendship** angle; it is very important for retention.
14. Encourage cards, recognition, awards, etc. At end of year banquet, meetings, and FYI's, have members share personal news...
15. Make sure your **Programs** are informative and exciting. Survey your members as to what type of speakers they would like to hear.
16. Provide a way for members to **network**- advertise their businesses, share their expertise, help one another to spread the word about their careers, abilities... Addressing different, individual goals... \*

#### **VI. Retention-**

1. **Wish List**- Give them what they want.
2. One month a year, have a member/ family member present (verb) at the branch mtg.
3. Ask the study/other groups to present at a branch mtg.
4. Call long standing members and ask them to come onto the board, even as an advisor in a capacity that they may have been expert at or served in in the past.
5. Periodically, survey your members on branch activities, solicit new ideas, direction...
6. AAUW FYI Email- quick reporting of illness, graduations, life updates, etc. Encourage cards... \*

#### **VII. Get your branch known-**

1. **Align with other branches**- A,B,& E, ...for friendship, programs, & the more the merrier factor, **businesses, institutions, local government...**
2. **Study Group outreach**- Book Groups—Libraries and book stores.  
Antiques Group---antique shops, Film Group---movies and theaters.
3. **Publicize** your meetings in local paper. Make them newsworthy! (Beth.-blind.)
4. **Link up with** a local college (satellite), or school...(Many AAUW members are teachers; don't forget to approach that segment of your population in any way you can!)
5. What **other careers** may have women who would be interested in AAUW; what, in your branch could lure them to join? \*

#### **VIII. BE CREATIVE; ALWAYS THINK VISIBILITY-**

1. Use something you already do, and **expand** upon it. (Scanton- groups, girl scts, workshops, politicians, awards)
2. Think of new ideas and **take them a step further**. No matter WHAT you do...

