

Lessons Learned from AAUW Recognition Programs

Choose a focus

There are many ways to focus on the AAUW mission

- Public policy/voter education efforts
- Community action/social justice efforts
- Projects advancing equity and emphasizing a community's particular needs
- Projects advancing education and tied to local institutions
- Projects tied to Educational Foundation research

As branches vary in size, interests, and connections to the community, their projects vary widely. But successful branches are active branches with accomplishments that do affect their communities.

Some strategies do work – over and over and over again

- Devote time to planning in a way that works for your branch. Try for written commitments with specific goals, action steps, timelines and clear responsibilities.
- Take advantage of all opportunities for visibility. Good things happen when the public hears about your efforts!
- Be intentional about leadership development. Listen, encourage, coach – and build the team that demonstrates the power of what we can do as a group.
- Encourage development of new skills and more efficient ways of working – save the precious volunteer time for activities with real impact.
- Build and leverage collaborations – we're stronger when we stand together with our allies! In particular, look for groups that bring different viewpoints to the projects.

Follow the money

- Ensure the fiscal health of the branch
- Be creative in fundraising for local priorities
- Encourage generous donations to the Educational Foundation (including LAF) and the Association to increase our impact at the national level.

Celebrate the measurable successes

- Membership growth
- Increased diversity
- Increased financial contributions
- Targets specific to YOUR projects

All of these come from taking leadership to promote

Equity for all women and girls, lifelong education, and positive societal change.

And don't forget to have fun!