



AAUW National: Member Leader Update

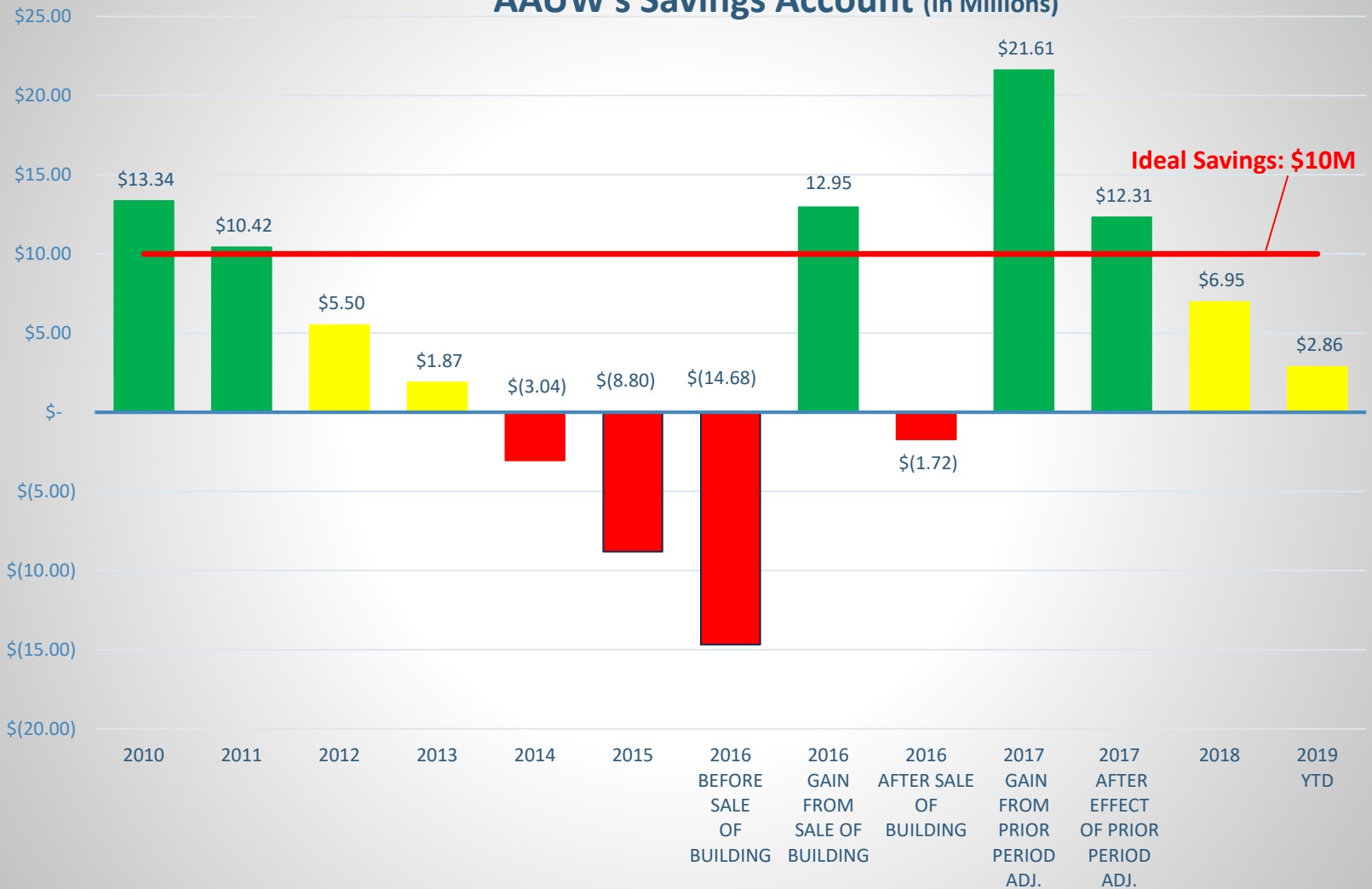
May 2019

QUESTIONS? COMMENTS?

Submit via email during this call to

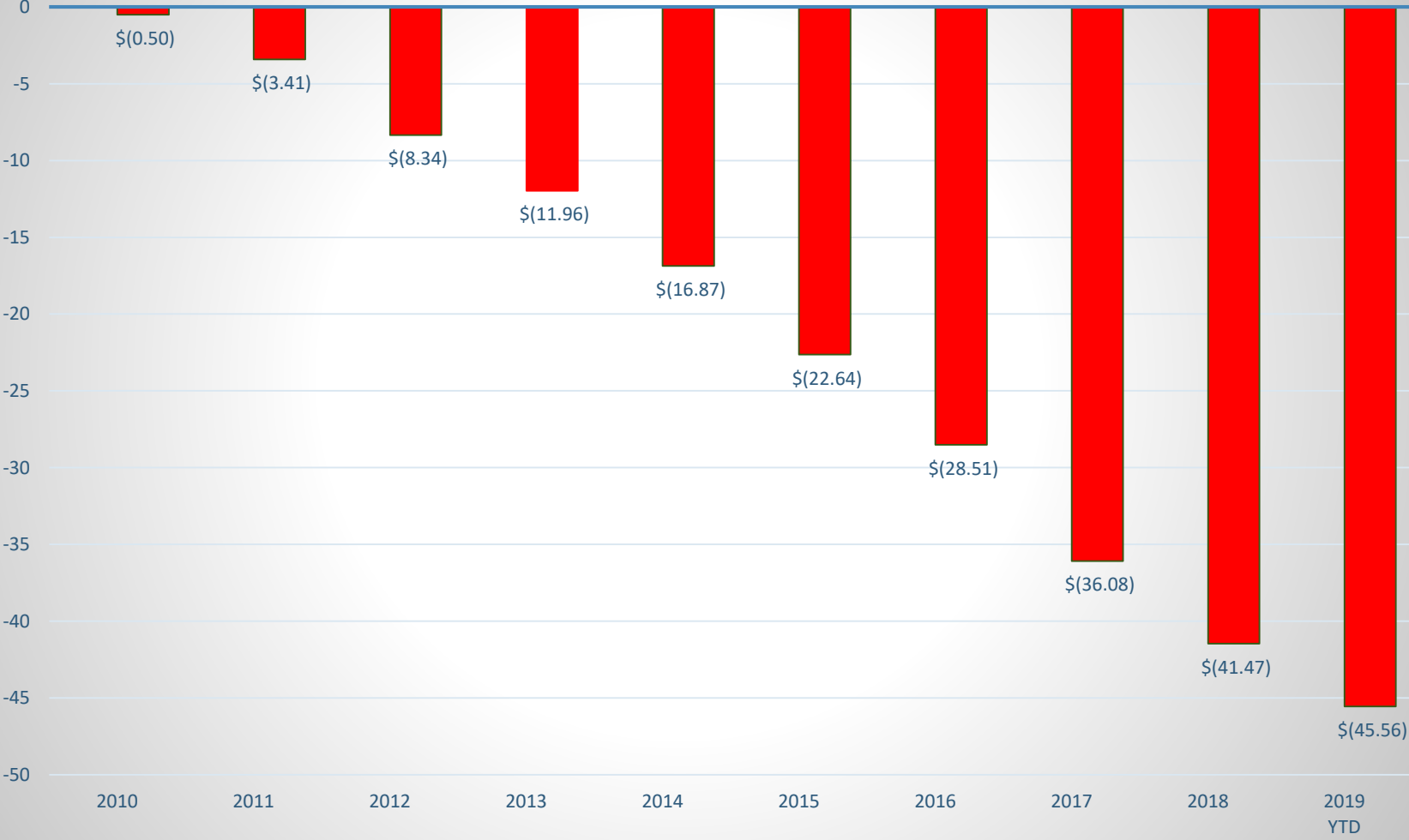
executive@aauw.org

AAUW's Savings Account (In Millions)

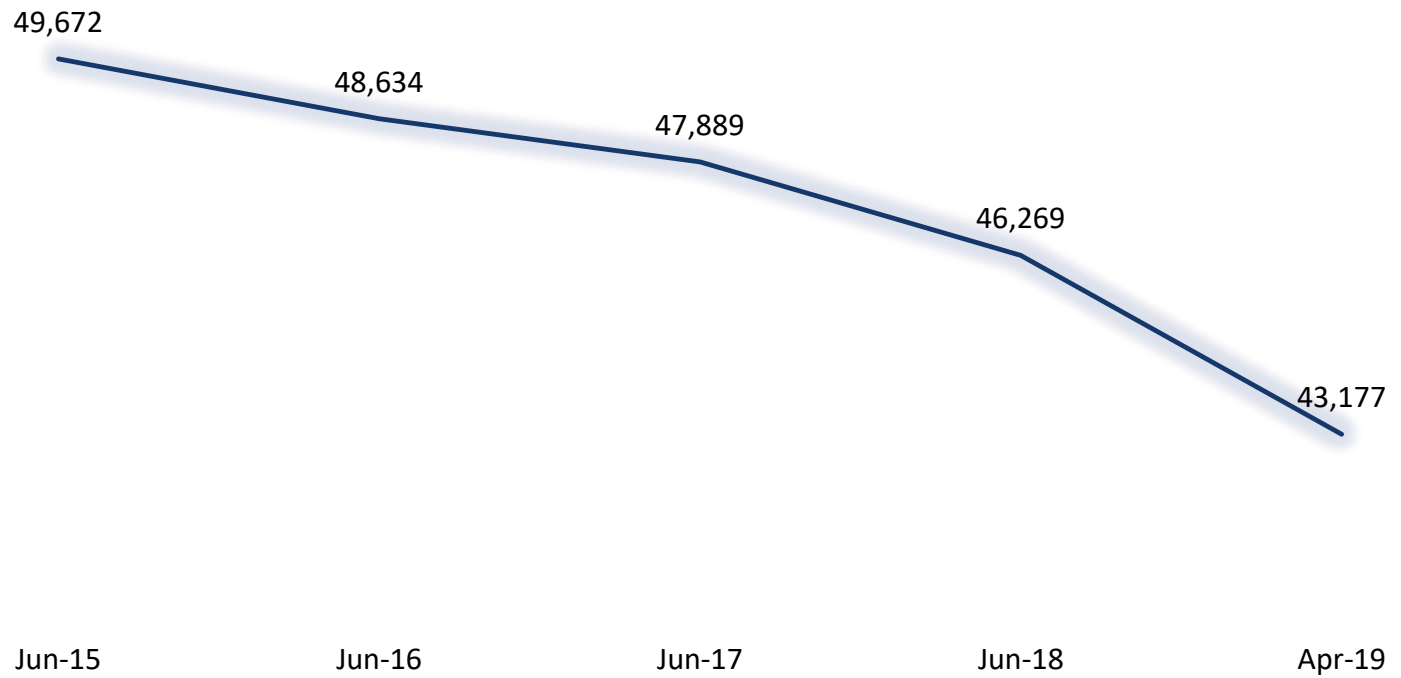


Draining the Savings Account

Total Deficit Spending (In Millions)



2015-2019 Branch Membership Decline



AAUW Members and Donors

- **7.5%** of AAUW members are under 60
- **5.6%** of AAUW donors are under 60

External Assessment of AAUW Membership Model by Dennison & Associates

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Loyal membership/donor base• Active volunteers• Widely distributed branches• University program with access to younger members/donors• Management focus on younger audience• New management• New training programs, strategy/focus	<ul style="list-style-type: none">• Membership/donor self-service and web site• Branches not attractive to target demographic• Technology hindering internal efficacy• Siloed functions, difficulty with cross-dept processes• Internal capacity limiting options• Poor membership value proposition• Paper profile process limits data collection, marketing options• Branch volunteer capacity for change• Current individual donor profile, capacity
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Tech changes open doors to new possibilities• Staff capacity can be improved• Huge potential with younger audience• Revitalize/update branches and branch value• New programs and org focus provide solid messaging for change• Institutional program potential for growth• Corporate donor options with equity focus	<ul style="list-style-type: none">• Membership/donor age• Branch alienation of members, stagnation• Internal resourcing to effect change fast enough• Managing branch dues collection• Lack of strategic marketing, engagement plan

“What is the primary benefit of membership?”

MILLENNIALS

(lexical analysis, top five by descending frequency)

1. Free admission
2. Belonging to the Aquarium
3. Supporting the Aquarium
4. Supporting conservation
5. Making a positive impact on the ocean

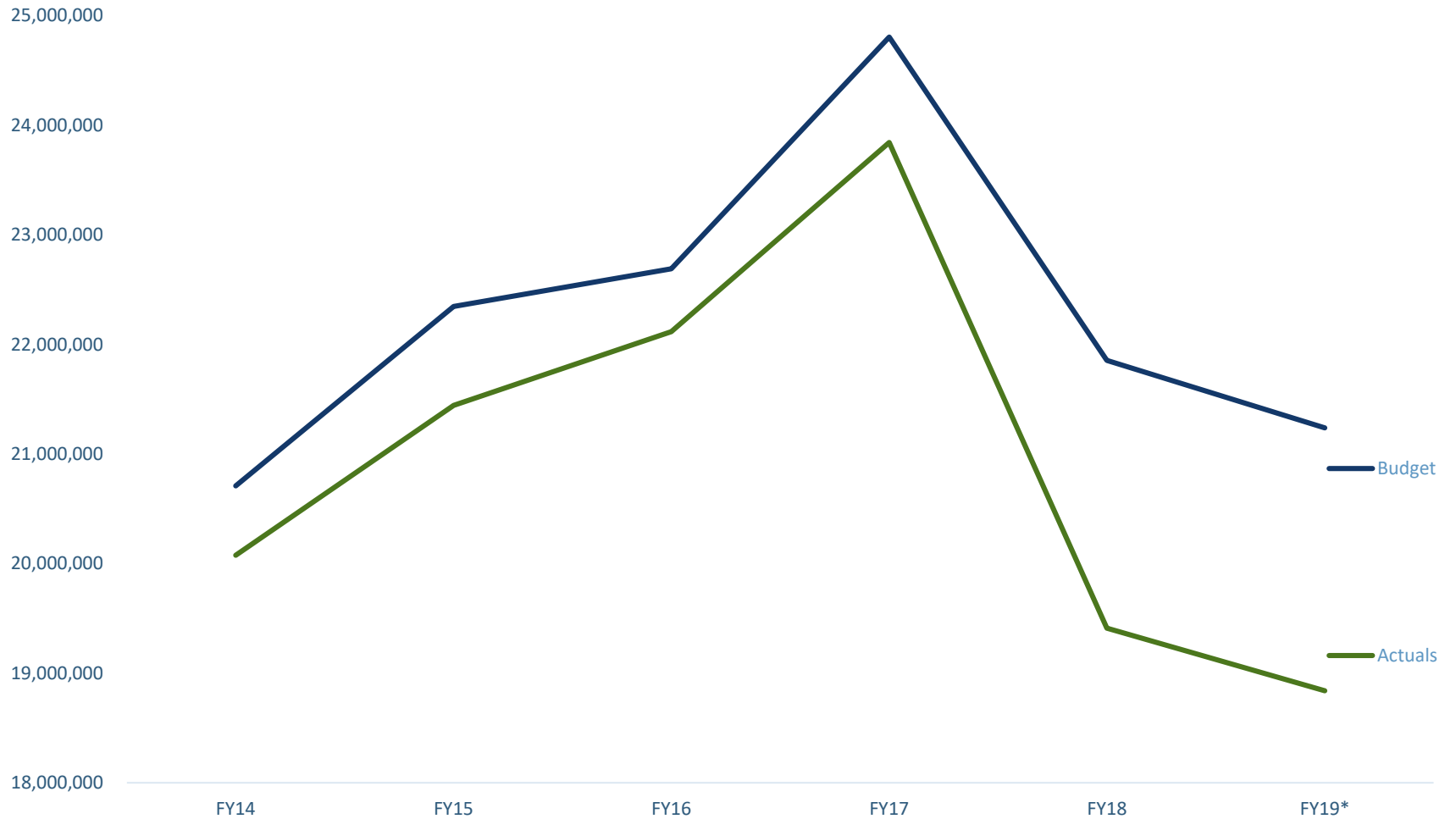
BORN BEFORE 1980

(lexical analysis, top five by descending frequency)

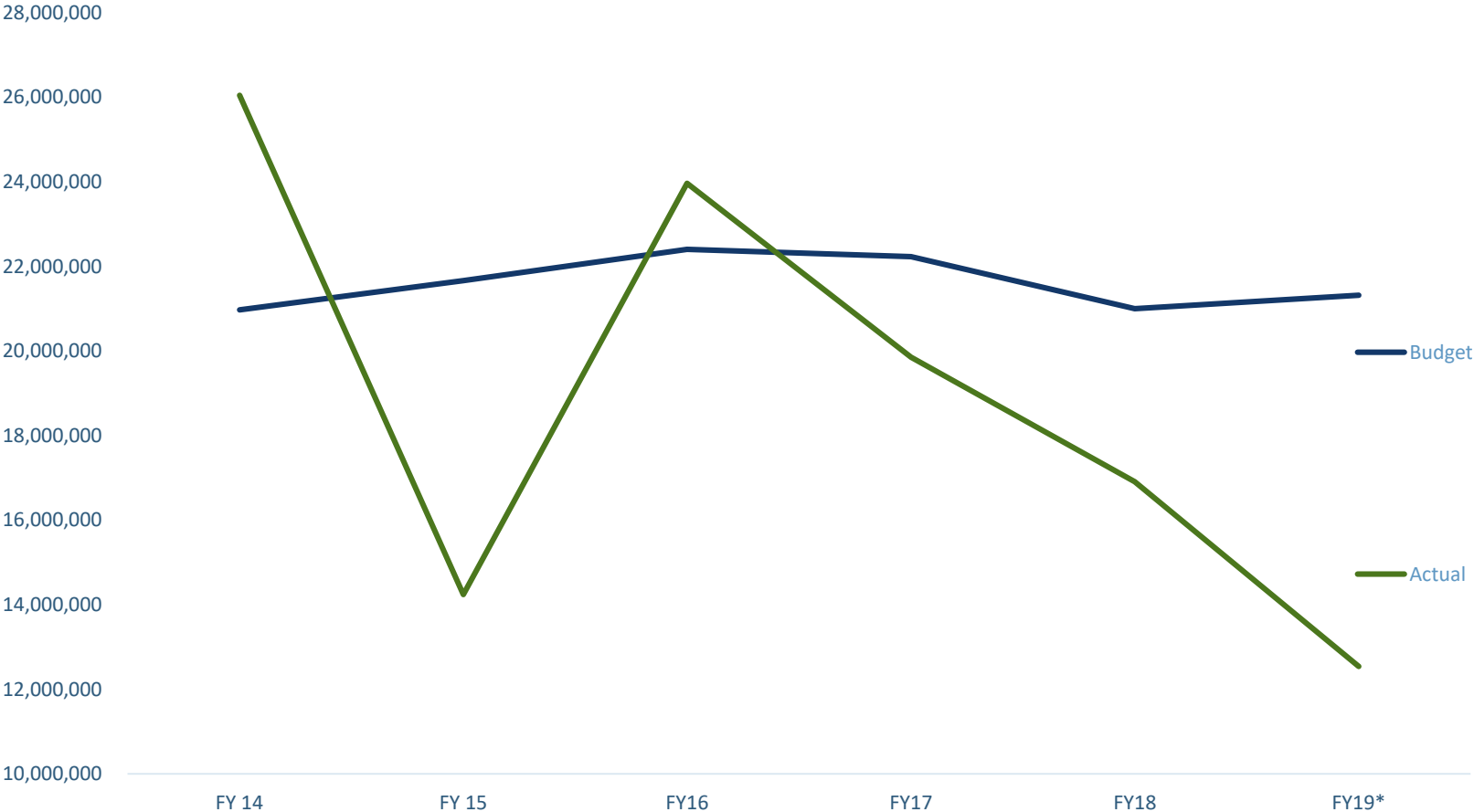
1. Free admission
2. Priority access
3. Members-only functions
4. Advance notice of upcoming activities
5. Member discounts

From: <https://www.colleendilen.com/2015/12/21/the-membership-benefits-that-millennials-want-from-cultural-organizations-data/>

AAUW Expenses: Budget to Actuals FY 2014-FY 2019



AAUW Revenue: Budget to Actuals FY 2014 - FY 2019



FY 19

Uncovered Expenses – Critical Needs

Critical Functional Area	Salaries & Benefits	Other Expenses	Revenue	Net Expenses
Public policy and research	996,000	724,000	(364,000)	1,356,000
Communications & External Relations	1,455,000	180,000	(16,000)	1,619,000
Programs for STEM Ed, Campus Work, NCCWSL	881,000	913,000	(1,160,000)	634,000
Facilities cost	244,000	2,802,000	(391,000)	2,655,000
Operations, including human resources, IT, archiving and finance	1,572,000	944,000	-	2,516,000
Executive and board of directors expenses	924,000	289,000	-	1,213,000
Total	6,072,000	5,852,000	(1,931,000)	9,993,000

Board, CEO/Staff and Members: Who is responsible for what?

- 21st century non-profit management
- Staffing: CEO/Senior Staff
- Budget: CEO/Senior Staff, National Board
- National Office Priorities: CEO/Senior Staff, National Board
- Members: Grassroots, State, National

ONWARD: Success to Build On



The
New York
Times



 **USA TODAY**



The Washington Post

What Can You Do?

- 100,000 for Equal Pay by August 2019
 - salary.aauw.org
- Reduce/Eliminate NEW contributions to Restricted Funds
 - examples: Fellowships and Grants, Legal Advocacy Fund
- Support AAUW's Greatest Needs



empowering women since 1881