



## Iowa Branch Connector November 2013

A Monthly electronic Bulletin for AAUW Leaders in Iowa

**The Value of Affiliation with AAUW:** *By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.*

***Welcome to this monthly electronic publication. You are invited to share this information with other members and branch leaders by forwarding it to them, or providing a hard copy.***

Maxine Lampe, AAUW IA President 2012-2014

This month our guest editor is **Mary Ann Ahrens** from the Waverly and e-network branches

She is AAUW IA Membership Director:

### **--UPCOMING ATTRACTION-- SECOND-YEAR MEMBERSHIP RECRUITMENT PLAN GRANT OPPORTUNITY AVAILABLE TO AAUW IOWA BRANCHES**

We have great news for you! The AAUW Iowa Board approved a \$1,000 budget line item for a second year of branch membership recruitment efforts. We hope you will take advantage of this opportunity because membership matters and AAUW members/branches are the heart and soul of what has made this a dynamic organization for over 130 years!

Last year seven branches submitted applications outlining their membership recruitment plans for implementation. Four branches were selected to receive grant funds to assist in their recruitment efforts. The membership committee just met, reviewed and updated the Application and Timeline for 2014.

The 2014 Application, which includes the Timeline, is attached and will be posted on AAUW Iowa's website ([www.aauwiowa.org](http://www.aauwiowa.org)). Also attached is another resource entitled "The Relationship-Building Model: A Key to Membership Recruitment" with ideas for approaching, recruiting, and following up with potential members.

We are sharing this opportunity early to give branches time to gather a group of members together, draw from their knowledge/skills, develop a Plan, and submit their Application.

-On January 2, 2014 branches will be mailed a reminder and Application material.

-Completed Applications are due by Friday, February 28, 2014 (receipt date) to Mary Ann Ahrens, AAUW Iowa Membership Vice President. See contact information below.

-Review/Selection of Recipients will take place in March, 2014.

-Recipients will be announced and grant checks mailed by April 1, 2014 along with the Final Report Summary Form.

-Recipient recognition will be at the April 11-12, 2014 Iowa Annual Meeting in Des Moines.

-Grant time period is from April 1, 2014 through October 31, 2014.

-Final Report Summary due by November 15, 2014 (receipt date).

Priority will be given to branches that develop new strategies and not a repeat of past strategies/events. Implementation of your Plan must take place between April 1, 2014 and October 31, 2014 to be considered. Grant funds cannot be used to pay for food.

*Reap the Rewards!* Branches who reach their goal will receive an additional monetary incentive to use the following membership year. Be part of the *Recruiters Rock Team!* You have everything to gain and nothing to lose by making application!

Questions? Contact Mary Ann Ahrens, 501 Grand Avenue,  
West Des Moines, IA 50265,  
515-664-8933 (h) 319-240-5904 (cell) [maahrens@mchsi.com](mailto:maahrens@mchsi.com)

*"To accomplish great things we must not only act, but also dream; not only plan, but also believe."*

**AAUW IOWA MEMBERSHIP RECRUITMENT PLAN  
2013-14 GRANT APPLICATION**

Name of Branch \_\_\_\_\_

Grant Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Grant Contact Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Current No. of Branch Members \_\_\_\_\_ Anticipated No. of New Members \_\_\_\_\_

**List Membership Recruitment Goal(s): Are they specific and measurable? (number of recruits, diversity of occupations, age, ethnicity, etc.)**

(Goal statement examples: net membership increase of 15% by October 15, 2014; recruit 3 new members by the conclusion of each three month event period.)

[Grant Request: \$\_\_\_\_\_]

To achieve your goal(s), **briefly describe how your branch Membership Recruitment Plan will be implemented** by responding to the questions below. The Plan must be implemented between April 1, 2014 – October 31, 2014. (Suggested word limit of 100 words or less for each question.)

1. Describe your branch's membership recruitment plan?
2. How is this plan different from or enhance previous recruitment efforts?
3. When and where will recruitment take place?
4. How will event(s) or other strategies be implemented? In what ways will the events/strategies be promoted to draw interest and increase attendance?
5. What is the timeline for tasks and who will carry out the tasks?

6. Which groups (i.e. health care workers, city staff, etc.) will be targeted and why?
7. How will you present AAUW information to create a greater understanding of the organization and gain visibility for your branch? Identify print/display/ electronic resources and/or other ways of telling about AAUW.
8. How and when will potential member follow-up take place in order to ask each person to join AAUW? (Please refer to the "Relationship-Building Model: A Key to Member Recruitment" resource attached.)
9. Retention is at the other end of the recruitment continuum. How will you orient the new member to help her/him integrate into the branch and retain her/him as a member?

**LIST ESTIMATED INVESTMENT (EXPENSES):**

1. List the proposed expenses with an estimated cost for each. Indicate which expenses will be covered by the grant and which will be covered by your branch/others. (Grant funds will not be allowed to cover food.)

ONCE YOUR PLAN IS IMPLEMENTED a Final Report Summary describing what occurred and the results must be submitted by November 15, 2014. This report sheet will be enclosed in the April 1, 2014 letter that includes the grant check to branches.

SUBMIT the completed Application to Mary Ann Ahrens, 501 Grand Avenue, West Des Moines, IA 50265 [maahrens@mchsi.com](mailto:maahrens@mchsi.com) 515-664-8933 (h) by Friday, February 28, 2014 (receipt date).

**GRANT TIMELINE:**

Application Attached and *emailed* with the *November 2013 AAUW Iowa Connector* Reminder and Application *mailed* to Branches on Tuesday, January 2, 2014

(Access the Application on our website at [www.aauwiowa.org](http://www.aauwiowa.org) )

Completed Applications Due by Friday, February 28, 2014 (receipt date)

Review/Selection of Recipients – March, 2014

Announce Recipients/Send Check to Branches – April 1, 2014

Recipient Recognition at April 11-12, 2014 AAUW IA Annual Meeting in Des Moines

Grant Time Period: April 1, 2014 – October 31, 2014

Final Report Summary Due: November 15, 2014 (receipt date)

## **A KEY TO MEMBERSHIP RECRUITMENT: THE RELATIONSHIP-BUILDING MODEL**

It is important to have a conversation with potential members in the recruitment process to get acquainted/gain information about the person's profile. It provides prior insight when you ask them to join and reduces any objections that might arise. The information gained will help to parallel their occupation, interests, needs, and capacity to what our AAUW priorities, values and current branch/state activities are for a match to interest them in joining. The following conversational components would be helpful to cover in getting acquainted/ building the relationship:

### **CONVERSATIONAL COMPONENTS**

**-Name/City**

**-Occupation** (which gives you a clue about degree requirements)

**-Interests**

**-Issues/Frustrations/Passions** (what they would tend to act on)

**-Capacity** (skills, experiences, what resources can be offered)

**-Values** (our belief system; how we see the world; what motivates us)

**-Commitment** (willingness, what resources will be offered)

Note: In some instances talking about family could be helpful in gaining insight.

Having a recruitment conversation can be a planned or unplanned event almost anywhere. The following 1:1 Conversation Do's would be helpful:

### **1:1 CONVERSATION DO'S**

**-Schedule a time** to have the conversation (over coffee, lunch, after a meeting...).

**-Ask questions** and **plan to listen** (don't try to persuade).

**-Share experiences/stories.**

**-Share a vision** that articulates a shared set of interests/ideas for change if possible.

**-End conversation with an enthusiastic "ask of join"** once you have given your own brief personalized "spiel" about AAUW. \*A sample spiel can be found at the end of this resource. Be creative and write your own based on your perceptions and experiences. Be pleasant, positive, and persistent.

**-Leave with a clear plan of next steps** (plan to join, send info, invite to meeting, participate in a project, gain their expertise on topic, etc.)

The following techniques are worth considering as you make your “ask”:

**10 TECHNIQUES FOR AN EFFECTIVE ASK:**

1. Make a direct and specific ask.
2. After you make the ask...WAIT.
3. Use strong, positive language.
4. Project confidence.
5. Maintain eye contact.
6. Control the conversation.
7. Stress opportunity...perhaps urgency.
8. When all else fails, return to 1<sup>st</sup> point you agree on.
9. Develop a good stopper. If you feel the conversation is going nowhere, conclude your remarks.
10. Have different “speeds” for different generations and types of asks. (see *The Process of Connecting our Generations* resource)

**Once you “ask”** it is not certain you will get a yes. That is OK. Give the individual time to think about it. Even if they say no, make sure they take some information; ask them to join your email list; invite them to upcoming events or ask them to assist with an outreach project.

Leaving them with a pleasant memory may make all the difference when and if they do decide to become a member down the road.

**One of the things we have heard from members** is that they have a hard time explaining our degree requirement. Most often it is because we are uncomfortable with the possibility that our prospect may not meet the requirement. Most likely the person will but even if she doesn’t meet the requirement she can be invited to meetings, participate in outreach projects, or donate funds to support her interests and passions. We have many donors who are not members but choose to support the organization because they believe in our mission.

**\*Sample spiel:**

*“The American Association of University Women is a non-profit organization that advances equity for women and girls through advocacy, education, research and philanthropy and has a proud 130+ year history of accomplishments. All of our members hold an AA degree or higher and take an active role in helping to support our mission. With over 165,000 members and supporters, we continue to set the standard for equity among women and girls.*

*Would you like to continue to support our work by becoming a member? Your interest in the STEM programming for your two daughters would be a great fit in becoming involved in our work to help expand their futures.”*