**AAUW Clarion Branch Membership Recruitment Plan – 2014**

**Events**

Advertising in 3 local newspapers

Tri-fold membership recruitment displays

A variety of activities in the community that keep the organization visible

**Contact People**

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**Synopsis of what was done**

Emphasis was on recruitment at the three largest employers in the community – the hospital, a manufacturing company and the local schools in three towns.

Grant funding was used for ads in three local newspapers in the county for two weeks prior to the first meeting in the fall. In-kind support was donated by two of the newspapers to cover the cost of the ads to run the second week.

Tri-fold display boards were created by three members of the branch to use with national and Iowa membership brochures in teacher break rooms at three different schools in two communities. Displays were created to be used more than one year.

Contacts were made with the local hospital and the largest manufacturing company in the community. HR vice-president of manufacturing company did a staff email about the first AAUW branch meeting.

Community activities include a meal served at a Quad basketball game with profits for two scholarships for graduating senior girls, a book sale in conjunction with the Hwy 3 garage sale that supports national AAUW funds and branch operations, leadership for the Latino- Lexica, and leadership for the Wright County Women’s Coalition to promote gender equity on appointed boards and commissions in county.

**Recommendations/Tips to consider for use and possible replication**

We are holding a meeting this spring at the local hospital with a tour of the facilities led by the CEO.

Because two locations did not allow space for displays, poster flyers with packets for membership information would be another means of advertising on bulletin boards in break rooms at the hospital and the manufacturing company as well as the local library.

We do not have a radio station located in our county, but there are radio stations in all four surrounding counties that might do interviews. Announcements were included on two stations, but can only be done a couple of days prior to an event.

We know that most of our new members still join because of personal asks and the branch being a part of community activities. Results were 4 new members and 1 more joining in February.