**2014 AAUW IOWA MEMBERSHIP RECRUITMENT PLAN GRANT**

**FINAL ARTICLE**

The Event: Book Raffles

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Synopsis: At two separate events we offered book raffles to identify women interested in AAUW’s goals. At the first event, a $tart $mart Salary Negotiation Workshop, we offered Sheryl Sandberg’s *Lean In*. Two students won and while neither became a local branch member, both have been involved in the newly formed AAUW student group.

The majority of the books were raffled off at our Soup Supper & Pie Auction Fundraiser for NCCWSL scholarships on November 8th at Lake Avenue Lounge. Two of each of the following books raffled: Claire Shipman’s Womenomics; Rachel Lloyd’s Girls Like Us; Lynne Cheney’s A is for Abigail; Lisa Genova’s Still Alice; Christina Baker’s Orphan Train; and Barbara Kingsolver’s Flight Behavior. $10 got attendees in the door for good company, the raffle, a soup supper, rolls, and dessert. Pies were auctioned off throughout the event. We raised $837 net. Our ticket sales were $310, pie auction profits were $664, we received $50 in donations, minus $188.50 for the foods and marketing costs. AAUW and NCCWSL information was given out at the event.

Of the 29 attendees only 7 were current AAUW members and we got 7 new members as a result of the event and the “Shape Our Future” campaign. Also, several of the titles are also book selections for our reading group and we hope that the winners of those books will join us for the discussion and learn more about our branch that way.

Recommendations: This is an easily replicable event. I would suggest that it be done at events that are likely to have larger numbers of non-members present. While a current member winning the book does create goodwill and strengthen their tie toward the group, it may not be the best use of the funds. For book selection, a combination of types (fiction, nonfiction, biography) and topics would seem to be wise so that the probability of at least one book being of interest is higher. We intentionally chose books that reflected AAUW priorities, our branch events, and the current Campus Action Grant topic. If any branch members have “Free Shipping” benefits from sellers (like Amazon Prime members), that is another way to keep costs down. Also, we should note that (1) we did not charge for the raffle tickets, the tickets were “door prizes” at the events and (2) because we chose and award the NCCWSL scholarship as a branch (and do not merely send the funds off to National to distribute), the donations are not tax deductible. We believe this is actually a selling point for our branch and our fundraisers as members want to support the local BVU community.

Some positive actions that resulted from this project were that we tried a novel (pun intended) approach to recruiting new book-loving women, we increased the visibility of our branch by hosting events that were open to non-members in both our CU partner community and the Storm Lake community more broadly, and we helped to raise funds for NCCWSL scholarships.  We recruited many new members and perhaps additional event attendees & book winners will join in the future.