**2014 AAUW IOWA MEMBERSHIP RECRUITMENT PLAN GRANT**

**FINAL REPORT SUMMARY**

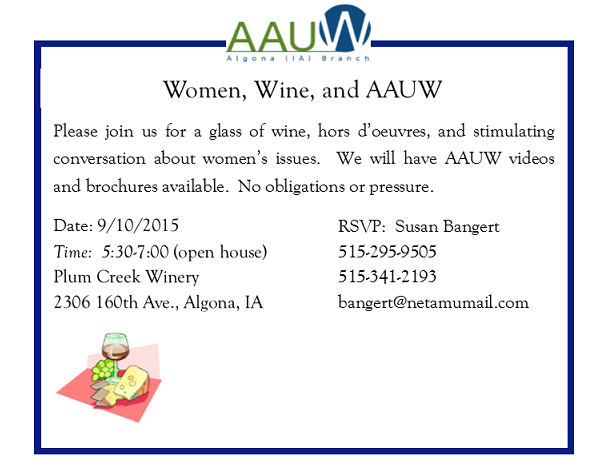
**Algona Branch 2015-16**

1. **Did your branch meet the recruitment goal(s) as stated on your Application (number of new members or percentage of new members, etc.)?**

Yes, our goal was 6 and we gained 6 new members, and that was what we gained.

1. **Describe actual event. Feel free to include any materials, photos, etc. for use on AAUW Iowa’s Facebook page and/or website.**

The event worked very well. One of our members, Mary Haverkamp, is the owner of Plum Creek Winery, a few miles from Algona. The event was held there. Our original plan was to use Train Wreck Winery because they have more parking space, but we decided that we could make Plum Creek work by carpooling, and it worked fine. We sent out 62 invitations, and 9 guests came.



That’s a pretty small turnout, but 6 new people joined. As guests arrived, we gave each one a ticket for a glass of wine, and asked them to put their name in a basket for door prizes. We also used name tags. Mary Haverkamp provided 4 small door prizes. She is an artist who also designed wine labels, so she gave us two posters of those illustrations, and 2 corkscrews. She also gave us 1 bottle of wine for the final door prize. When members arrived, we gave each of them a script of about 4-6 sentences about something that AAUW does either locally or nationally. The winery has good technology, and we ran the “One AAUW” video in the background. From time to time throughout the evening, we rang a bell, paused the video, members read 4-5 of their scripts (reprinted at the end of this document), and we drew a name for a door prize. Five of our members brought appetizers, and we had a nice assortment of food. Guests used their wine tickets for glasses of wine, and members bought their own glasses of wine. Everyone seemed to have a good time, and we might make this an annual event, or at least one we’d like to have again. I intended to take pictures, but I had camera problems, and pictures did not turn out well. Sorry!

1. **What portions of your Plan worked well?**

The whole thing worked pretty well. The postcard invitations looked good, and still allowed room for a note at the bottom. We made some changes from the original application, changing the location from Train Wreck Winery to Plum Creek Winery. That worked fine. Our original plan involved a PowerPoint about local and national activities. We used the “One AAUW” video instead. It’s a new video, and we didn’t have to ask people to pay attention to a PowerPoint. The original plan was to ask members to make comments about what they enjoy about AAUW. As the date got closer, I realized that we would get a lot of the same thing: Nice people and interesting programs, etc. Giving members scripts insured that we covered a variety of topics, and that plan gave each member something to do, so I think that change was a good one too.

1. **What would you do differently next time?**

Each guest received a postcard invitation sent by one of our members, with a personal note at the bottom. It would have been better to give our members stamped postcards instead of reimbursing them for postage later.

1. **How have new members demonstrated active involvement?**

They haven’t had many opportunities yet. Our October meeting is always later, because our only fundraiser is a booksale at the Autumnfest Craft Show October 24, so our October meeting involves setting things up for the sale. However, one of our new members came to our October book study on 10/1/2015.

1. **How could your plan be sustained in your branch or replicated in other branches?**

It would be possible to do something very much like this in a different place. The “One AAUW” video is a good one, but it would be necessary to have it in a place with Wi-Fi connectivity. I think that our scripts worked well. I’ll attach them in case you’re interested. The first 7 items are about things that we do locally, so another branch would need to change those. Items 8-18 are about things that AAUW does nationally and would probably work anywhere.

**Door Prize Scripts**

Welcome to our wine and cheese event. When you arrived, you received a ticket for your first glass of wine, and you placed your name in a basket for a drawing. We will be drawing names during the evening for some small items, and then finally for a bottle of wine. We would also like to take the opportunity to tell you some things that AAUW does at the local level, and at the national level. We also want to show you an AAUW video. Let’s start with what we do locally.

A member of our branch, Maryanna Sarazine, chaired a steering committee which eventually led to establishing a women’s crisis center in Algona. In recent years, the women’s crisis center merged with other organizations in an 8-county area to form the Crisis Intervention Service.

In 2009, 2010, and 2015, the Algona branch sponsored activities for Equal Pay Day in April to promote awareness of the gap between salaries earned by men and women with the same level of education.  Equal Pay Day is around April 20 each year, and reminds us that in 16 months women earn what men of similar education earn in 12 months. In 2015, our branch collected donations of grooming items for the food pantry, and collected signatures for petitions to members of congress, asking for their support for the Paycheck Fairness Act.

Each year our branch provides a $300 award to a senior girl who is going to college from each of the two high schools in Algona, and for a female Iowa Lakes Community College student attending the Algona campus.

During election years where there is a contest for a local office, our branch provides a candidate forum so that the public can learn about their views on important issues. We have attended public meetings with those who represent us in the Congress and Senate and in the Iowa Legislature, and have asked them questions about AAUW issues, especially about the Paycheck Fairness Act.

We encourage young girls to consider careers in science and math by recognizing students from Algona Middle School and Bishop Garrigan School who excel in these areas.  Women with non-traditional careers are the inspiring speakers.

AAUW is a national organization with branches all of the country as well as some international branches. Our booksale is our only fundraiser during the year, and we use some of that money for senior awards. We also send a check to AAUW Funds, and we want to tell you about some of the things AAUW does with that money.

AAUW conducts groundbreaking research on issues related to gender equity in education and the workplace. Our work influences the national discussion on topics like the pay gap between women and men, sexual harassment in schools and on college campuses, and the underrepresentation of women in science and engineering. Through new and traditional media, targeted outreach to policymakers, and member efforts, AAUW research serves as a catalyst for action. One of my favorite research projects is AAUW’s first one. A Harvard doctor promoted the hypothesis that a college education was bad for women’s health. He believed that all that thinking required additional blood flow to the head, and would deprive the uterus of needed blood supply, leaving the woman sterile. In response, AAUW polled their members and found that women’s health was not affected by attending college.

AAUW’s Start Smart workshops on college campuses teach young women how to negotiate for salaries, so they will leave college confident in their ability to negotiate for salaries and benefits on the job. Work Smart does the same thing for women who are already in the workforce.

Knowing that women and girls are underrepresented in careers in technology, an AAUW member in California created **Tech Trek**, a science and math camp designed to develop interest, excitement, and self-confidence in young women who will enter eighth grade in the fall. It features hands-on activities in math, science, and related fields. Tech Trek currently is a program offered by some AAUW branches, and is growing.

Women make up over half of the population but still hold less than 20% of the seats in congress. [Elect Her–Campus Women Win](http://www.aauw.org/what-we-do/campus-programs/elect-her-campus-women-win/) seeks to solve this misrepresentation problem by encouraging young women to run for office on their college campuses and for public office after graduation. In 2015, 76 percent of Elect Her participants who reported running for office on campus won.

AAUW provides Campus Action Grants that are sponsored by Pantene. Students create projects that empower them to stand up to gender stereotypes and biases. College women are ready to put an end to the tired, harmful, and untrue notions that hold back their ambitions. Occupational segregation was a key motivator for the team from the University of Dubuque, and they held a big event to break down the barriers that cause women and men to cluster into fields “traditional” for their gender.

AAUW sponsors the National Conference for College Women Student Leaders, a national conference for college women preparing them to be campus and community leaders.

As a chemical engineer, Tamara Brown knows how important it is that young girls be exposed to careers in the science, technology, engineering, and mathematics (STEM) fields, so she founded Tech Savvy in Buffalo, NY.  Tech Savvy is a daylong science, technology, engineering, and math (STEM) [career conference](http://www.aauw.org/2011/02/17/tech-savvy-buffalo/) designed to attract girls in sixth through ninth grade to these fields and to inform families about STEM education and careers. Brown stresses that the aim of the program is to break down stereotypes that dictate which careers a girl should pursue and encourage freedom of choice.  The Tech Savvy conferences are not just for kids. Parents and teachers take part in their own workshops, which focus on ways to encourage girls to pursue careers in STEM.  In 2015, 17 college campuses across the country were Tech Savvy Pilot Program sites.

From October through June, the members of the National Student Advisory Council serve as AAUW ambassadors, advise AAUW staff on the needs of college students, and lead gender equality projects on their campuses. SAC members also help plan the National Conference for College Women Student Leaders (NCCWSL).

The Legal Advocacy Fund (LAF) works to challenge sex discrimination in higher education and the workplace. Our resources range from community outreach programs to backing of major cases. For example, one of LAF’s current cases is Baldwin et al vs. the Department of Defense. Servicewomen Celina Baldwin, Alyssa Rodriguez, Jennifer Smith, and Carmelita Swain were forced to endure sexual assault or rape while on active duty, some during deployments. They filed suit under civilian laws and under the U.S. Constitution, fighting to reform the military justice system and prevent service members who were themselves accused of sexual harassment or assault from serving as convening authorities in charge of sexual misconduct investigations. The case was filed in late March 2015 in the Eastern District of Virginia. The plaintiffs and attorneys hope for swift action.

$3 of our dues goes to the AAUW Action Fund. It is the activism and voter mobilization part of the organization, and for tax reasons it is a separate entity from AAUW. The Action Fund’s [Congressional Voting Record](http://www.aauwaction.org/voter-education/congressional-voting-record/) provides information about senators’ and representatives’ votes on priority issues for women and girls. Once a week, volunteer members and campus interns lobby on your behalf on Capitol Hill in Washington.

We invite you to join our organization. If you decide not to join AAUW, we hold no hard feelings, and we are still glad that you came today. If you do join today, AAUW offers a discount for new members – ½ membership dues today. AAUW is a 501c3 organization, and $46 of your national dues are tax deductible. The other $3 goes to the AAUW Action Fund, a 501c4 organization, and that portion is not tax deductible. If you join today, your national dues will be $24.50 instead of $49. Even if you decide not to join AAUW, we encourage you to sign up for AAUW’s Action Alerts. You will get emails about bills in congress affecting women, and you’d get a link for a quick and easy way to email your senators and congressmen to voice your opinion in a way that really only takes 2 minutes.