

Iowa Branch Connector

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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.

Maureen White, AAUW Iowa President 2014-16

The following article is written by Membership Vice President Amy Getty.

**What do you do to recruit new AAUW members?**

One of the best ways to recruit new members to AAUW is to state in a brief elevator speech what drew you to the organization and why you stay. An elevator speech is a standard spiel about the organization that you can state briefly and succinctly. Think of it as lasting about the amount of time it would take to ride up to the 15th floor in an elevator with someone.

To help you organize your thoughts and hit the salient points, AAUW has put together a new worksheet to help you. As we head into recruitment season, I encourage you to use this tool in order to put together your own effective elevator speech. It is the first impression of the organization that many people get, so it is important to know what you will say when someone asks you “What is AAUW?”

Once you have your elevator speech down, you can use it anywhere and tailor it to varied audiences. Try to identify your audience’s interests and what about AAUW would engage them. Remember – recruiting new members and making them feel welcome is everyone’s job!

Below are the questions that are on the worksheet, but you can also find it at the following website: <http://www.aauw.org/files/2016/02/Recruitment-Elevator-Pitch-Worksheet-nsa.pdf>

1. **Write down four things about AAUW that you would like to share.** What makes AAUW memorable to you? What projects or issues is AAUW championing that are important to you?
2. **Pick the three most important points you wrote down.** Why are they the most important points? Condense your answer to this question into two or three sentences.
3. **Add your full name and where you’re from** before these two or three sentences to serve as your introduction and opening remarks.
4. **Make sure to also make an “ask” at the end.** Every elevator pitch should conclude with a question that needs a definitive answer, whether it’s “Would you like to be a part of our organization?” or “Will you attend our event on Saturday?” or “Can we add you to our newsletter list?”
5. Here’s your chance to pitch with power! **Write out your AAUW elevator pitch below**.
6. **Now try your elevator speech with a fellow member.** Each of you should share what really inspires you and what could be better. Keep practicing until you are comfortable inviting someone to be a member of the AAUW community.