

**AAUW IOWA MEMBERSHIP RECRUITMENT PLAN
2018 GRANT APPLICATION**

Name of Persons making the request. (2 needed)

Grant Contact Name _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Email _____

Grant Contact Name _____
Address _____ City _____ State _____ ZIP _____
Phone _____ Email _____

Focus of your grant: (students affiliate, Young Women's Task Force, new branch, or growth of existing branch)

MEMBERSHIP RECRUITMENT GOALS

List the goals of this activity here. Please make them specific and measurable. (i.e.: number of recruits, diversity of occupations, age, ethnicity, etc.)

(Goal statement examples: net membership increase of 15% by October 2018; (4 board members named and first meeting held for general audience by October 2018)

ESTIMATED INVESTMENT (EXPENSES):

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.)

Grant Request: \$_____ (up to \$300)

MEMBERSHIP RECRUITMENT PLAN

Please answer the following questions to detail how your Membership Recruitment Plan will be implemented. The plan must be implemented sometime between March 1 of 2018 and – December 31, 2018. (Suggested word limit of 100 words or less for each question.)

- 1. Describe your membership recruitment plan. If forming a new affiliate be sure to identify the type: branch, student, Young Women's Task Force. Who will you reach out to and how?**
- 2. When and where will recruitment take place? Include the town or school.**
- 3. How will event(s) or other strategies be implemented? In what ways will the events/strategies be promoted to draw interest and increase attendance?**
- 4. What is the timeline for tasks and who will carry out the tasks?**
- 5. Which groups? Students may wish to target Freshman. Young Women may wish to target health care workers, single workers or mothers. Branches may want to target**

empty nester professionals or newly retired. These are suggestions not recommendations. You decide who will be targeted and why?

- 6. 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.**
- 7. How will you orient the new member to help her/him integrate into the branch and retain her/him as a member?**
- 8. Will your branch meet in person or hold meeting in some virtual way. (Email or zoom conferencing might lend itself to a regional group. Members could meet at chosen events such as Lobby Day, important speaker or regional event.**

FINAL REPORT SUMMARY

Once you have carried out your plan, a Final Report Summary describing what occurred and the results must be submitted by January 31, 2019.

This application sheet will be attached to the April email announcing recipients.

SUBMIT the completed application before Feb. 15, 2018 to:

**Elaine Kresse
820 Park Lane
Davenport, IA 52806
Phone 563-320-3325**

GRANT TIMELINE:

**Completed Applications Monday, February 15, 2018
Review/Selection of Recipients – February 16 to 28th 2018
Announce Recipients to the applicants in March so they can plan
Announce the awards in April at IA Annual meeting
Recipient Recognition at AAUW IA Annual Meeting
Grant Time Period: March 1, 2018 – December 31, 2018
Final Report Summary Due: January 31, 2019**