

**AAUW IOWA MEMBERSHIP RECRUITMENT PLAN  
2016-17 GRANT APPLICATION**

**Name of Branch: Cedar Rapids Area Branch**

**Grant Contact Name: Linda Armitage, Membership**

**Address: 440 42<sup>nd</sup> St NE City: Cedar Rapids State: IA ZIP: 52402**

**Phone: 319-393-0675 Email: lindaarmitage@mchsi.com**

**Grant Contact Name: E.Sue Jorgensen**

**Address: 1517 Whitters Way NW City: Cedar Rapids State: IA ZIP: 52405**

**Phone: 319-360-8757 Email: ejorg04@juno.com**

**Current No. of Branch Members: 53 Anticipated No. of New Branch Members 5,  
8 professional women and men (Virtual Branch)  
10 student affiliates (e-members)**

**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.)**

Goals

1. Recruit 5 new branch members including:

2 women of color

3 young women or men under the age of 65 years from STEM fields

We used our existing diverse events to expand our reach, by attending lunches and programs in our community to reach out to many different women.

One of those events was a "Butterfly Brunch" (recognition of the beauty and joy of womanhood) at our African -American museum. We met to mix and mingle with about 150 women of African-American ethnicity. Five of them indicated their interest in AAUW. Our current program planner, Carole Bernard, became a member after meeting us there.

Our branch participates in the annual Women's Equality Day recognition award event on August 26<sup>th</sup> (the anniversary of Women getting the right to vote in the U.S.).

We have met 4 of our new members there at that event. We laid out brochures and they approached each of us to learn more about AAUW.

On March 8<sup>th</sup> our branch was a co-sponsor with the Women's Equality Coalition for a fundraiser for a scholarship. The event was attended by 75 people and AAUW was a visible partner.

As membership Director in Cedar Rapids, Linda Armitage has implemented a twice yearly "meet and greet" program serving beverages and appetizers at a popular restaurants. Successfully! Usually 3 - 4 interested persons come along with 3 current members to share our experiences. The mixing and mingling are positive.

In March our branch co-sponsored a Legislative Forum with the LWV, serving homemade muffins, coffee cake and beverages. Our trifold, new AAUW sign and brochures create visibility.

In April we will jointly sponsor a meeting with LWV about AAUW research "Deeper in Debt" and other issues relating to educational barriers.

Finally...we have a one hour fall and spring "orientation" for new members in a small private room at a popular bar and grill. It is scheduled late in the afternoon after work hours and is about an hour in length.

During two annual lunches and business meetings Linda nurtures new members by inviting them to sit at a "new members" table. This gets them acquainted. She also has new member meetings at a coffee shop.

Recruiting new members and retaining them has been emphasized this year. We recruited at least 8 new members and unfortunately 3 active members died recently. We do not know exactly how many college students joined as e-members.

Our Goal to recruit 8 professional women and men to form a "Virtual Branch" using Skype was not implemented. Although, Sue Jorgensen installed Skype on her laptop which will help reach out to members who have difficulty attending meetings.

Our goal to recruit 10 student affiliates for e-membership at Coe College, U of I, and Kirkwood Community College, and restart the student branch called "Gender 8" at Coe College was minimally successful.

Linda Armitage, Carletta Knox Seymour and Sue Jorgensen met at Coe College with Women in STEM (WinSTEM) on November 29<sup>th</sup> in an effort to restart the student affiliate branch at Coe College. As a result of that meeting, their faculty advisor, Firdens Duru, became one of our newest branch members and ten college students were our special guests at the December brunch! This created interesting and stimulating discussions around the tables about the student's passions and aspirations. We hope it opens doors to AAUW and student affiliate memberships. We will continue to reach out to students at Coe, Kirkwood and Cornell College.

As of March there are several e-members at Coe College, but reactivating the student affiliate branch has not happened. Sue Jorgensen encouraged students to apply for scholarships to NCCWSL and will continue to urge them to apply in the future. Another suggestion is to have duo-membership with WinSTEM and AAUW since the missions for each are very similar. This would give them the option of applying for START SMART and other leadership workshops and participating on-line.

Our branch financial director, Marilyn Bowman, died in January. To honor her, memberships were given to her two granddaughters. Marissa Bowman, a 2017 graduate of Mankato State in Minnesota, received her membership through the "Give a Grad a Gift" program. Marissa will be attending graduate school in Fort Lauderdale next year. Jane Bowman, a freshman at the University of Houston, is an e-member affiliate. Jane wrote, "I hadn't heard of AAUW before, but now I see it everywhere"! She is thrilled to report to me that she is already a leader in her dietitian program on campus.

**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.)

<b>Grant Request :</b>	<b>Estimated</b>	<b>Actual</b>
<b>1 small AAUW banner</b>	<b>15.00</b>	<b>36.68</b>
<b>Ads in Gazette and City Revealed</b>	<b>150.00</b>	<b>.00</b>
<b>Women’s Equality Day Room rental</b>	<b>70.00</b>	<b>70.00</b>
<b>December Reception Room rental</b>	<b>70.00</b>	<b>65.00</b>
<b>Total</b>	<b>\$ 300.00</b>	<b>\$171.61</b>
<b>Branch Expenditures</b>		
<b>Meet and Greet Events (Food)</b>	<b>105.00</b>	<b>80.00</b>
<b>Luncheon Following STEM conference</b>	<b>750.00</b>	<b>705.00</b>
<b>Donation to Women’s Coalition</b>	<b>75.00</b>	<b>86.00</b>
<b>Stipends to new recruits to attend conf.</b>	<b>200.00</b>	<b>.00</b>
<b>Total</b>	<b>\$ 1,130</b>	<b>871.00</b>

**Grant Request: \$ \$300**

**We anticipate expenses for advertisement for our 90 year anniversary celebration. A follow up report will be submitted by June 30, 2018.**

**SUBMIT to:**

**Elaine Kresse  
820 Park Lane  
Davenport, IA 52806  
563-391-3455**