

Public Policy Impact Grant Overview

Who can apply?

Any state can apply, provided they have approval from their state president and board, as well as signed commitments from their incoming state board. Anyone on the state board can complete the grant application; it is not intended solely for state public policy chairs. Approximately eight to 10 states will be selected to receive a 2014–15 Impact Grant. Joint applications from more than one state will not be accepted.

What is the area of focus for this year's grant program?

- Prioritizing advocacy efforts around two policy issues — a primary issue and a secondary issue
- Developing an action timeline with key goals and tactics to accomplish those goals
- Incorporating get-out-the-vote (GOTV) and voter education efforts into your broader advocacy work

What key audiences should you try to reach?

- Elected officials: Local, state, and/or federal elected officials
- Coalitions and allies: Nonprofit organizations and groups or clubs that care about your chosen policy issues (remember to think outside the box and include any unlikely allies or groups you may not normally work with). Think of colleges and universities, too!
- Media: Newspaper, TV, and radio reporters who report on your chosen policy issues
- Grasstops: High-profile business owners, local celebrities, and other community notables who have the ability to influence elected officials on your chosen policy issues
- People in your community: Voters you are trying to educate, potential AAUW members, etc.

What are the steps to applying?

1. Choose your primary issue and secondary issue from the list provided on page 4.
2. Define your goals.
3. Choose tactics and activities to accomplish those goals (see definitions on pages 10 and 11).
4. Arrange those tactics in the provided timeline to create an action plan.
5. Collect verbal commitments from your incoming state board members to indicate their commitment to implementing the Impact Grant.

What resources are available through the Impact Grant?

AAUW national staff can provide resources and technical assistance for your chosen activities, including

- Two disbursements of \$500, for a total of \$1,000 in cash assistance
- An introductory conference call to review the Impact Grant process and application
- One-on-one coaching calls to assist with completing the application and developing your action plan
- Bimonthly (every other month) group conference calls with other Impact Grant states, during which best practices, lessons learned, tactics, and skills trainings will be shared
- Regular one-on-one calls, e-mails, and other technical assistance to help you implement your action plan
- Programs in a Box, issue fact sheets, and how-to documents for carrying out your chosen activities and building relationships with your chosen influencers
- National staff attendance at some larger events (e.g. lobby days, rallies, issue forums with members of Congress, state convention, etc.) to provide on-the-ground support

Who should I contact with more questions?

Deborah Swerdlow, AAUW grassroots advocacy coordinator at swerdlowd@aauw.org or 202.785.7704

Public Policy Impact Grant Application

Fiscal Year 2014–15

General Information

State: New Mexico

Application submitted by: Karyl- Lyne

Title/position: AAUW-NM Co-President

Will you hold this position in 2014–15? yes

If not

Who will be in your position?

Will you still be serving on the state board in another capacity? no

Preferred mailing address: 89 Roadrunner Road Las Vegas, New Mexico 87701

Telephone:

Home: 505-454-9707

Work: same as above

Cell: 505-718-6475

E-mail address: lyne@desertgate.com

About Your State

Number of active branches: 9

Names of branches *without* a public policy chair: Carlsbad Branch, Socorro Branch

Number of branch members: 485

Number of national members in the state (if known): 269



As part of the Impact Grant, AAUW will provide group calls every other month, as well as online training and individual support. AAUW staff will also be available to deliver a keynote address, facilitate workshops, and meet with state and branch leaders during state conventions or leadership conferences.

Please list below the dates for any AAUW conferences being held in your state during the grant period, July 1, 2014–June 30, 2015:

1. AAUW-NM Summer Leadership Team Meeting (LTM) July 26, 2014, online via GoToMeeting The AAUW-NM Leadership Team includes 14 elected officers, 13 appointed officers and the 9 (or more if there are co-presidents) branch presidents. The group meets quarterly.
2. AAUW-NM Leadership Team Meeting (LTM) October 18, 2014, Las Cruces, NM
3. AAUW-NM Leadership Team Meeting January or February, 2015, Santa Fe, NM Lobbying at the Roundhouse
4. AAUW-NM Convention, Annual Membership Meeting and LTM April, 2015, Santa Fe, NM

Please list contact information for the person with primary responsibility for implementing the Impact Grant project beginning July 1, 2014.

Name	Position/Title	E-mail	Phone
Karyl Lyne	AAUW-NM Co-President	lyne@desertgate.com	505-454-9707 505-718-6475

- Is this person different from the person completing this application? (Y/N) No

List the names of other member leaders who will assist with the grant. Please use an additional sheet if necessary.

Name	Position/Title	E-mail	Phone
Shelley Rossbach	Immediate Past Co-President AAUW-NM	shelrossbach@aol.com	505-980-8955
Helena Whyte	Incoming AAUW-NM Co-President	mozden08@aol.com	505-672-9153
Jan Bray	AAUW-NM Public Policy Co-Chair	ohbray@nmia.com	505-291-5867
Bonnie Eisenberg	Co-President AAUW Las Cruces	mizbons@comcast.net	575-541-8443
Jeanne Patrick	President AAUW Santa Fe	presjeannepatrick@gmail.com	505-984-1720

Proposed Impact Grant Action Plan — Your Choices

Step 1: Choose your issues.

Here are some questions to ponder when choosing your issues: What issues does your state need to work on the most? What issues will members in your state be most excited to work on?

When choosing your issues, think about who makes the decisions or whose opinion you need to change (i.e. member of Congress, state legislator(s), mayor, etc.). Also think about whose help you need to influence that person (i.e. coalitions, traditional media, grasstops, etc.). Refer to page 1 for a list of key audiences.

Please consult the following chart, choose **one primary issue** and **one secondary issue**, and list your choices in the blank space provided below the chart. You *must* choose from the issues provided below.

Primary Issues
Equal Pay
Title IX: Creating Safer Campus Climates (includes sexual harassment, bullying, and gun violence)
Title IX: High School Athletics
Title IX: STEM (science, technology, engineering, and mathematics)
Secondary Issues
Common Core State Standards
Health Care Reform Implementation
Human Trafficking
Paid Sick Days

Primary issue chosen: Equal Pay

Secondary issue chosen: STEM AAUW-NM has engaged in a STEM focus in 2013-2014 and will continue that focus for 2014-2015 as a part of this proposal. Consultation with Deborah Swerdlow confirmed that STEM could be used as a secondary issue.

Step 2: Define your goals.

1. What top *three to five* goals do you hope to achieve by receiving an Impact Grant? Be specific, and limit your answer to this question to three to five goals.

Example of a non-specific goal: Raise awareness about Title IX and the need for safe campuses.

Example of a specific goal: Build relationships with at least one representative who handles Title IX compliance with regard to campus safety at each C/U partner in my state.

Goal 1 The ultimate goal is to inform, educate and empower employees, business owners and the legal community about the elements of the 2013 New Mexico Fair Pay for Women Act (FPWA) in an effort to advance the cause of pay equity in New Mexico.

Goal 2 Hold three to five public forums in New Mexico featuring experts on the 2013 New Mexico Fair Pay for Women Act with at least one in northern New Mexico and one in southern New Mexico targeting women's groups, employee groups, business owners and members of the legal profession

Goal 3 Identify and partner with at least five organizations to present the above forums

Goal 4 Create and produce informational material to be distributed at the forums and scripts for AAUW members to present at community clubs and organizations with the informational handouts

Goal 5 Create placards for business owners to display at their businesses with the statement, "We support the New Mexico Fair Pay for Women Act"

2. At the end of the grant year (June 30, 2015), how will you define success? In other words, if you are successful with your action plan, what will that success look like? List at least *three* outcomes.

Outcome 1 One measure of success is the number of people we reach at our public forums and club and organization talks. We hope to reach 80-100 in attendance at each of the forums and 15-20 at each of the club and organization presentations.

Outcome 2 A second measure is a marked increase (15%) in the number of visits to designated web sites on the law to which we refer our audiences.

Outcome 3 The third measure is the number of inquiries regarding assistance to file claims which come to the Southwest Women's Law Center or the New Mexico Bureau of Human Rights following the presentations.

Outcome 4 The fourth measure is the number of businesses that display the support placard.

Outcome 5 A fifth measure of success is the creation of a wide and diverse network of partner organizations bound by the goal of pay equity in New Mexico.

3. Are there any particular challenges that your state organization might face in trying to accomplish these goals? (e.g. leadership transitions, political climate, lack of interest among membership, etc.) How do you plan to overcome these challenges?

The practice of providing unequal pay for men and women in New Mexico is so pervasive it is astonishing. Often referred to as the "old boy's club," "the good old boy network" or the "patron system," this practice perpetuates the expectation that men should receive more pay than women. It may be because men are believed to be more stable and reliable workers, not having to take off work to have or care for children. And men are viewed as the main bread winners for their families, as opposed to women who are seen as the provider of a second income for their families. Of course these assumptions are faulty and gross generalizations, but they are alive and well and they affect the pay practices of employers, often blatantly and unshamefacedly.

Women are afraid to object to their pay for fear of retribution or job loss, so women who are the victims of pay inequity help to perpetuate the inequity by not speaking up. They justify the inequity in their own minds with such self-talk as—well he deserves more pay than me, he knows more than I do, he does more than I do, he has more experience than I do, etc., etc., etc. Not wishing to seem "difficult" or "whiney," women put up with the

inequity, they “make do” with what they can get and let it go. Additionally, women don’t talk about money—that information is not shared with others. Of course much of this practice is the result of company “gag” rules prohibiting the exchange of salary and pay information between workers.

Another challenge regarding getting to possible victims of pay inequity is that in New Mexico so many women can’t even consider inequitable pay issues because they are just trying to survive with two or three minimum wage jobs to support their families. The idea of pursuing a legal or procedural course of action because a male co-worker, who does exactly what you do and makes more, is out of the question. Breaking through these inculcated thought and attitude patterns will be very difficult.

However, that said, the New Mexico Fair Pay for Women Act (FPWA) signed into law in 2013 by Governor Martinez, “expands upon federal laws to protect women’s rights to make equal pay for equal work and creates a state-based remedy for women who discover they have been paid less than their male co-workers for performing the same work,” according to the Southwest Women’s Law Center. The law prohibits employers with 4 or more employees from paying an employee less than someone of the opposite sex when they are performing the “same work”. The employee need only to prove that s/he was making less than someone of the opposite sex for the same work to file a complaint and may file within two years of her/his last employment. Back pay may be recovered for up to six years before the date of the last violation of the Act. Further, the law provides a two-track system for enforcement. The complaint can be taken directly to court or can be taken to the New Mexico Bureau of Human Rights to seek relief under the New Mexico Human Rights Act. Finally, employers are legally prohibited in FPWA from retaliating against an employee for filing a complaint or for assisting others to do so. The law does not explicitly protect employees who share salary information, but does hold harmless “assisting others”. This particular point will have to be decided by the courts.

The above-mentioned elements of this law are not generally known, which is the thrust of this grant proposal—to make these elements known to workers, employers and members of the legal profession. The ultimate goal is to actually get equal pay for equal work in New Mexico.

The passage of FPWA is a start, however if workers, business owners and members of the legal community are not aware of the law, nothing will change. AAUW-NM’s Spring Convention in April featured this issue in its keynote speech and in a two-hour panel discussion. It is our intent to “take that show on the road” to other communities targeting women workers, business owners and members of the legal profession. We will partner with such groups as the Southwest Women’s Law Center, Interfaith Workers Justice-NM, the New Mexico Human Rights Bureau, Soroptimists, League of Women Voters, Women’s Clubs, Junior Leagues, Business and Professional Women, MANA del Norte, Young Women United, Women in Science and Engineering, the National Association of Women Business Owners, Progress Club (an affiliate of General Federation of Women’s Clubs), NOW, chambers of commerce, college and university women’s centers, etc. By collaborating with these groups we hope to reach our target audiences of workers, business owners and lawyers. However, as with any change of this magnitude we can touch only the tip of the iceberg, but we must begin.

Obviously, the law must be tried in the courts to test its viability as a useful tool to reduce pay inequity. As of this writing, only one case has been tried under the law. Perhaps our efforts to inform and educate will empower others to seek relief under the law as well as to encourage business owners to examine and update their pay practices and to educate lawyers to the elements of the law to advance the cause of pay equity in New Mexico.

Step 3: Choose your tactics and activities to accomplish your goals.

Here are some questions to ponder when choosing your tactics and activities: What actions will affect your key audience(s) and help lead to the change you seek? For example, a Cocktails and Convos event might help you develop relationships with unlikely allies who can then help you put together a lobby day. Then, at the lobby day, you can work together to change the minds of state legislators. Each state will pick a mix of main activities and supplemental activities for their chosen policy issues.

All 2014–15 Impact Grant states must complete **at least one GOTV or voter education activity** as part of their grant. Possible activities include

- Issue forum with coalitions and allies
- Candidate forum with coalitions and allies
- Voter registration
- Voter guide

Please consult the next chart, choose a **mix of main and supplemental activities**, and list your choices in the blank space provided below the chart. We recommend a mix of at least **two** main activities and **three to four** supplemental activities. For descriptions of the activities, please refer to the definitions on pages 10 and 11.

If you chose “other activity” for either column, please indicate what that activity will be.

Main Activities Examples	Supplemental Activities Examples
Town hall meeting with elected official(s)	Call-in day to elected official(s)
Issue forum with coalitions and allies	Online and offline petition
Candidate forum with coalitions and allies	Voter registration
In-district meeting with elected official(s)	College or university tabling event
State capital legislative advocacy day	House meeting/party with advocacy action
Delivery to elected official(s)	Twitter storm targeting elected official(s)
Public rally	Submit letters to the editor
Cocktails and Convos event	Write a blog post with a personal story
Member-led organizing and advocacy training	Voter guide
Tweet chat with coalition and allies and/or elected official(s)	Other activity
Other activity	

Main activities chosen: AAUW-NM will partner with a number of organizations to present three to five forums in different cities of the state to inform and educate the public about the elements of the 2013 New Mexico Fair Pay for Women Act (FPWA).

AAUW members will give short informational presentations on the FPWA to clubs and organizations in their communities and distribute informational hand-outs and placards for display in businesses.

AAUW-NM Branches will present STEM fields to girls in branch communities through a variety of activities like Careers and Curiosity, Girls Can and Expanding Your Horizons.

AAUW-NM Branches will present candidate forums, conduct voter registrations and participate in poll-watching activities in their communities.

Sponsor a Lunch and Learn event for lawyers with continuing credit available

Secondary activities chosen: AAUW-NM will create, produce and distribute informational materials on FPWA.

AAUW-NM will use Facebook and Twitter to publicize the public forums.

AAUW members will prepare and get published op-eds featuring elements of FPWA.

AAUW members and partners will create information for state and branch websites on FPWA.

AAUW members will analyze data and outcomes of Tech Trek and make a determination on its continuance.

AAUW-NM will assist and support the Campus Action Grant efforts of New Mexico Tech (NMT) and the Albuquerque Branch to shepherd women from junior colleges into STEM programs at NMT.

AAUW members will partner with other organizations to develop and distribute voter guides.

Step 4: Fill in your timeline.

This timeline contains general information about the structure of the Impact Grant program and additional space for you to add in other key dates, such as

- The start and end dates for your state legislative session (which you can find on your state legislature's website)
- Dates of your state board meetings, convention, and other state events
- The voter registration deadline in your state (which you can find on your state board of elections' website)
- Dates of your state's primary election(s), if applicable (which you can find on your state board of elections' website)

Using all the information about key dates, add the tactics/activities chosen from above to the month (listed below) when you expect to accomplish them. For example, if you find that your state legislative session runs from January 15 to March 31, you might fill in that you expect to have a state capital lobby day in February.

We recognize that sometimes things change — and that's OK! This timeline is flexible and can be adjusted throughout the grant year, depending on what's happening on the ground in your state. Nonetheless, filling out the timeline now will help your state organization see the big picture of what you can accomplish, and it will help AAUW national staff envision how best to help you reach your goals.

Remember, we are here to help as you fill out this timeline. We've gotten it started by adding in a few key dates and leaving you some empty bullet points to fill in — feel free to add more bullets if you need them!

June 2014:

- Mid- to late June: Impact Grant recipients notified
- Monday, June 30: Signed Impact Grant agreement due to AAUW national staff

July 2014:

- **Friday, July 4: Independence Day**
- **Hold initial one-on-one conference call with AAUW staff and your state's Impact Grant chair(s)**
- **Build contact lists of coalitions/allies, elected officials, media, C/U partners, and other key contacts**
- **Prepare materials to engage branches**
- **Create state Twitter account (if you do not already have one and you chose Twitter activities in step 3)**
- **AAUW national staff sends first \$500 check**
- At AAUW-NM Summer LTM record what GOTV activities NM Branches will do and when
- Distribute and discuss the successful impact grant proposal to the NM LTM.
- Participate in the Tech Trek Camp July 12 – 19 in Las Cruces at NMSU

August 2014 (Back to school time!):

- **First group-wide Impact Grant conference call**
- **Tuesday, August 26: Women's Equality Day**
- Implement the GOTV activities
- Gather and prepare Tech Trek Camp data and anecdotal information for reporting to the NM LTM
- Identify AAUW volunteers from the branches who will present programs for local clubs and organizations with the goal of each volunteer doing two clubs or organizations
- AAUW members schedule club and organization presentations

September 2014 (Back to school time!):

- Identify the organizations in the communities where we will present FPWA forums with whom we hope to partner thinking out of the box knowing our targeted audience is workers, business owners and legal professionals
- Prepare the talking points and what we're asking of the organizations with whom we hope to partner
- Implement GOTV activities
- Compile Tech Trek data for NM Fall LTM with a recommendation regarding continuance
- Record STEM activities planned by branches for the year
- AAUW members schedule club and organization presentations
- Develop the materials to be distributed to people at the forums and organization presentations

October 2014 (Domestic Violence Awareness Month):

- **Second group-wide Impact Grant conference call**
- NM Fall LTM in Las Cruces agenda to include Tech Trek report and recommendation
- Continue to implement GOTV activities
- Determine who will approach each identified organization in the communities to solicit partnering to present the FPWA forums
- Record what AAUW members will be making presentations to what clubs and organizations and when
- Develop the scripts for AAUW members to use to do organization and club programs (15 min. programs for Kiwanis, Rotary, Lions, etc.) and hand-outs for those groups

November 2014:

- **Tuesday, November 4: Election Day**
- Develop the social media—Facebook, Twitter, Linked In and blog messages about FPWA
- Develop the radio PSA scripts about FPWA
- Develop the website messages for posting on AAUW-NM and branch websites about FPWA
- Work with the partnered organizations to develop possible forum dates, times, places and presenters
- Do training calls with volunteers doing programs at organizations and clubs
- Work on date(s). times, location(s) and continuing education credit for Lunch and Learn event(s) for lawyers

December 2014:

- Continue to work with partnered organizations on forum dates, times, places and presenters and lock those in as much as possible
- Continue to work on date and location(s) for Lunch and Learn event(s)
- Prepare mid-year Impact Grant report

January 2015:

- **Sunday, January 11: Human Trafficking Awareness Day**
- **Friday, January 16: Impact Grant mid-year report due to AAUW staff**
 - **AAUW national staff sends second \$500 check after mid-year report is received**
- **Monday, January 19: Martin Luther King, Jr. Day**
- **Third group-wide Impact Grant conference call**
- Finalize dates, times, places and presenters for the forums with partners
- Finalize Lunch and Learn dates, times, places and presenters
- Book venues for forums

February 2015:

- **Monday, February 16: President's Day**
- Develop social, radio and print media materials to promote the forums with dates, times, places and presenters and op-eds on FPWA
- Develop promotional strategies for Lunch and Learn event(s)

March 2015 (Women's History Month):

- **Sunday, March 8: International Women's Day**
- **Fourth group-wide Impact Grant conference call**
- Present forums
- Do organization and club presentations
- Do Lunch and Learn event(s)
- Record number of attendees, record inquiries of individuals after the forum about seeking relief under the law and referrals made, and the number of business owners taking a we support NMFPWA placards

April 2015 (Campus Sexual Assault Awareness Month):

- **TBD: Equal Pay Day (the exact date will be announced after Equal Pay Day 2014)**
- Present forums
- Do organization and club presentations
- Do Lunch and Learn event(s)

- Record number of attendees, record inquiries of individuals about seeking relief under the law and referrals made, and the number of business owners taking a we support NMFPWA placards

May 2015:

- **Sunday, May 10: Mother's Day**
- **Fifth group-wide Impact Grant conference call**
- Complete forums
- Complete organization and club presentations
- Complete Lunch and Learn event(s)
- Prepare preliminary Impact Grant report compiling number of forum, club and organizational and Lunch and Learn attendees, designated website hits, number of inquiries for assistance and the number of business placards taken

June 2015:

- **June 18–21: AAUW National Convention in San Diego**
- **Friday, June 26: Impact Grant final report due to AAUW staff**
- Prepare and submit final Impact Grant Report

Concluding Questions

1. Now that you have completed all four steps above, please specify concrete numbers that you can use to measure success for your selected activities.

Example: If you chose to plan a public rally, you might devise a concrete goal of a team of five members on planning committee, 100 people in attendance, and two media hits.

Example: If you chose to plan a house meeting/party, you might devise a concrete goal of 20 people in attendance and 10 letters to the editor written at the meeting.

For each of the FPWA forums the goal is to have 100 in attendance, partner with five other organizations, and produce two media hits.

For each of the organization and club presentations the goal is to speak to 15-20 people.

For each Lunch and Learn event the goal is to have 40-50 in attendance.

The goal is to increase by 15% the visits to designated FPWA web sites following the FPWA forums.

The goal is to increase the number of inquiries for assistance at the Southwest Women's Law Center and the New Mexico Bureau of Human Resources.

2. How will AAUW branches be involved in this project? Name at least two branches in your state that have already expressed interest in participating in the Impact Grant and action plan you outlined above.

The Las Cruces and Santa Fe Branches have stepped forward to have forums in their communities. The Santa Fe forum may be a collaboration of the Santa Fe, Los Alamos and Las Vegas Branches. There is discussion of having a forum focused on business owners in Albuquerque or Santa Fe. The Lunch and Learn event(s) for members of

the legal community offering a continuing legal education credit for those who attend will probably be in Albuquerque and Las Cruces.

3. Please describe the kinds of assistance that would be most helpful from AAUW's Public Policy and Government Relations staff.

At the AAUW-NM Convention in April, Melissa Jackowski from AAUW's Public Policy and Government Relations staff provided a comprehensive report on the progress of other states in developing laws similar to the 2013 New Mexico Fair Pay for Women Law. AAUW-NM will ask her to update that information and to provide data on cases tried in other states under such laws and their success or failure, if that information is available.

AAUW-NM will also request the assistance of Cordy Galligan to promote and market the forums to our segmented audiences of workers, business owners and legal professionals. We will also seek the assistance of the AAUW national staff member, Megan Morrison, on how to monitor and record the designated website hits. We may also seek assistance in the design of social media messages throughout the year.

Impact Grant Activities — Definitions

Not sure what some of the main or supplemental activities entail? Below are brief descriptions of each activity, in alphabetical order. Remember, we recommend a mix of at least two main activities and three to four supplemental activities.

Main activities

- **Candidate forum with coalitions and allies:** A public forum where all the candidates for a particular office present their public policy platform and answer questions from voters
- **Cocktails and Convos event:** A mix-and-mingle gathering of members and other local women — you can invite an elected official or grasstop leader to say a few words
- **Delivery to elected official(s):** An event where members visit elected officials (i.e. a member of Congress or governor) to deliver an illustration of support for your chosen policy issue (i.e. equal pay cookies, petition signatures, or a collection of personal stories). You may also invite the media (can include a press conference with speakers before or after the delivery).
- **In-district meeting with elected official(s):** A scheduled meeting at an elected official's (i.e. member of Congress or state legislator) office where you discuss your chosen policy issue
- **Issue forum with coalitions and allies:** A public forum where a panel of experts and/or people with personal stories discuss your chosen policy issue and take questions from the audience
- **Member-led organizing and advocacy training:** A training led by a member at which branch members develop an organizing and advocacy skill (e.g. using personal stories to advocate for public policy) that will help them advance your chosen policy issue
- **Public rally:** A gathering of a large group of people in favor of your issue (can include a march or press conference with a series of speakers)
- **State capital lobby day:** A scheduled day in the state capital for members to visit elected officials to discuss your chosen policy issue
- **Town hall meeting with elected official(s):** A public meeting where elected officials discuss your chosen policy issue and take questions from the audience
- **Tweet chat with coalitions and allies and/or elected official(s):** A scheduled day and time at which members and other Twitter users ask questions of a panel of experts (e.g. member of Congress, AAUW staff and/or members, and other organizations) about your chosen policy issue — similar to a town hall or issue forum Q&A, but on Twitter

Supplemental activities

- **Call-in day to elected official(s):** A scheduled day where lots of members and supporters call elected officials and urge them to support your chosen policy issue
- **College or university tabling event:** A table at a college or university where members recruit others and inform them about your chosen policy issue. The best thing about having a tabling event at an AAUW college/university partner campus is you can sign up students on that campus for a *free* AAUW membership! They are eligible for an e-student affiliate membership, and details are on the AAUW website.
- **House meeting/party with advocacy action:** An organizing meeting held at a home, coffee shop, or similar place where members and other interested local women come together to learn about an issue (via watching a movie, listening to a speaker, etc.) and take action on the issue (e.g. writing letters to the editor or planning a public rally)

- **Online and offline petition:** A petition on your chosen policy issue that is “signed” via your website, e-mailed to others, and posted on Facebook and Twitter, as well as signed in-person at events and meetings
- **Letters to the editor:** Several members writing and submitting multiple letters on your chosen policy issue for publication in a local newspaper
- **Twitter storm targeting elected official(s):** A short, scheduled timeframe when Twitter users send a significant number of tweets on your chosen policy issue with a specified hashtag (e.g. “I hope @WhiteHouse remembers to #TalkPay tonight during #SOTU” or “Vote on #VAWA happening today. @SenXYZ will you be voting for #women?”)
- **Voter guide:** A handout that provides nonpartisan information about candidate positions on issues that are key to AAUW's mission. AAUW releases a three-column template for the voter guides each election year — typically the issue is stated in the middle (e.g. Requiring companies to provide full-time employees with at least seven paid sick days each year), the left column shows one candidate's name and his/her position on the issue (“support” or “oppose”), and the right column shows the other candidate's name and his/her position (“support” or “oppose”).
- **Voter registration:** An event where AAUW members register people in your community to vote in an upcoming election. Voter registration can be held in conjunction with a college or university tabling event, public rally, community fair or festival, Cocktails and Convos event, house meeting, or any other number of activities with a built-in audience.
- **Write a blog post with a personal story:** Writing an opinion piece on your chosen policy issue that includes a relevant personal story for publication on your website and/or the national AAUW website

Step 5: Get Incoming State Board Approval.

The incoming state board must approve this application before submitting.

Please type or print the name of each incoming state board member and check the box acknowledging that you received a verbal commitment to this application.

The following elected officers of AAUW-NM and members of the leadership team have committed to the proposal application either verbally or by email.

Karyl Lyne and Helena Whyte, AAUW-NM Co-Presidents
 Sheila Portillo and Ellen Cerreta, AAUW-NM Co-Program Vice Presidents
 Sylvia Fink and Natalie Markin, AAUW-NM Co-Membership Vice Presidents
 Mary Rita Chapman, AAUW-NM Finance Chair
 Shirley Ash, AAUW-NM Academic Chair
 Mary Tyler Browne, AAUW-NM AAUW Funds Chair
 Ruth Benjamins, AAUW-NM Nominations Chair
 Sonya Berg, AAUW-NM Public Policy Co-Chair
 Jan Bray, AAUW-NM Public Policy Co-Chair
 Shelley Rossbach, Immediate Past Co-President, AAUW-NM

Return this application by mail or e-mail no later than Friday, May 30, 2014.

Mail entries must *arrive* by the deadline.

swerdlowd@aauw.org

OR

**Attn: Deborah Swerdlow, Grassroots Advocacy Coordinator
AAUW, 1111 Sixteenth St. NW
Washington, DC 20036**