





<p>PROGRAMS</p> <p>(Note: All required to obtain a star)</p> 	<ul style="list-style-type: none"> Host 2-4 strategic plan-related programs that are open to the public in FY20-21 (e.g., Forum on economic security, Work Smart Online Training Day, Operation Equity: Reading for Results participation, panel on women and leadership). Virtual and digital meetings will also count towards this goal. <p>https://www.aauw.org/resources/programs/salary/</p> <p>https://ww3.aauw.org/resource/operation-equity/</p>
<p>ADVANCEMENT</p> <p>(Note: 2 required to obtain a star)</p> 	<ul style="list-style-type: none"> \$30 per capita average per member gift raised for greatest needs. Increase your Greatest Need [9110] giving in the last calendar year by 25% Retain 90% or more of your branch membership and submit annual dues by September 30. Increase the Legacy Circle Members by 10% <p>Funds Chair Briefing - Winter 2018</p> <p>Fundraising Policies</p> <p>https://www.aauw.org/resources/member/governance-tools/state-branch/fundraising-policies-what-members-need-to-know/</p>
<p>COMMUNICATIONS & EXTERNAL RELATIONS</p> <p>(Note: All required to obtain a star)</p> 	<ul style="list-style-type: none"> All existing websites and social media presences include an Economic Security Focus and Work Smart Online. (Note: Monthly posts are required for social media; Work Smart Online must be included on the website home page.) <p>http://ww3.aauw.org/resource/social-media-handbook</p> <p>http://ww3.aauw.org/resource/how-to-do-media-interviews/</p> <p>https://ww3.aauw.org/resource/site-resources/</p> <p>https://ww3.aauw.org/resource/how-to-use-social-media-for-advocacy/</p>
<p>PUBLIC POLICY & RESEARCH</p> 	<ul style="list-style-type: none"> Conduct an annual meeting with U.S. representative(s) and/or state legislators around a strategic plan area of focus. (meeting with their staff also fulfills this objective). An alternative state-level elected official is acceptable if circumstances warrant. Ensure a branch public policy chair is appointed who collaborates with the state public policy chair. Host at least one event where Action Network sign-ups are collected or promote the Action Network on your website. <p>Download the Advocacy Toolkit.</p> <p>https://www.aauw.org/resources/policy/advocacy-toolkit/</p>

5 STAR PROGRAM FOR BRANCHES

GOVERNANCE & SUSTAINABILITY

(Note: All required to obtain a star)



- Detail on your website how your branch's programs align planning with AAUW national's strategic plan areas.
- Branch board institutes a succession plan to ensure new ideas and perspectives are included in the future leadership. Your branch can use the Succession Planning template.

DOWNLOAD available on Strategic Plan webpage.

<https://www.aauw.org/about/strategic-plan/>

DOWNLOAD available under Governance & Sustainability Resource Column

<https://www.aauw.org/resources/member/initiatives/5-star-program/>

Blending Nonprofit Succession Planning and Executive Transition

<https://nonprofitquarterly.org/succession-planning-executive-transition-non-profit/>

Board Succession – Getting it Right

<https://www2.deloitte.com/us/en/pages/center-for-board-effectiveness/articles/board-succession-getting-it-right.html>

Other Resources: Check your library catalog for subject headings: "Leadership" or "Succession Planning"

There are 2 titles available through Kindle Unlimited.

Where to sign up: [NB: You must be an AAUW Branch Officer (President, Finance Officer, Programs Officer, or Membership VP) to access the Five Star Branch Application.] <https://www3.aauw.org/five-star-branch/>

It is not a *requirement* to earn 5 Stars. We encourage each Branch to sign-up and see how many Stars the Branch *can* earn. There is nothing to lose by trying and you may be surprised at how many Stars you earn. One of the women reporting in the video said the Program had revitalized their Branch.

For access to webinars and Qualifications:

<https://www.aauw.org/resources/member/initiatives/5-star-program/>

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