





<p>PROGRAMS</p> <p>(Note: All required to obtain a star)</p> 	<ul style="list-style-type: none"> • Ensure that 90% of branches in your state hold 2-4 strategic plan-related programs. <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"> • 75% of branches in your state raise the \$30 per capita gift (member) in greatest needs fundraising goal. (Note: This is above membership dues.) • Increase the Legacy Circle Members in your state by 10%. • Reach 100% participation in the Membership Payment Program in your state. • Retain 90% of your branch members statewide. <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"> • State website and/or social media include an Economic Security Focus and AAUW 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 the governor or U.S. Senators around a strategic plan focus (meeting with their staff also fulfills this objective). • An alternative state-level elected official is acceptable in circumstances warrant. • Appoint a state public policy chair and ensure at least 60% of branches in your state have public policy chairs. • Host a lobby day at your state house focused on AAUW's public policy priorities. <p>Download the Advocacy Toolkit.</p> <p>https://www.aauw.org/resources/policy/advocacy-toolkit/</p>

GOVERNANCE & SUSTAINABILITY

(Note: All required to obtain a star)



- **Align state strategic plan with AAUW national.**
- The state board institutes a succession plan to ensure new ideas and perspectives are included in the future leadership.

DOWNLOAD Succession Plan Template 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 State Officer (President, Finance Officer, Programs Officer, or Membership VP) to access the Five Star Branch Application.]

<https://ww3.aauw.org/five-star-state-application/>

It is not a *requirement* to earn 5 Stars. The State encourages each Branch to sign-up and see how many Stars your 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.

xBlending Nonprofit Succession Planning and Executive Transition