

THE AAUW PROGRAM

AREA	BRANCH	RESOURCES
<p>Advancement</p> <p>Only 3 required for a star in this area</p>	<ul style="list-style-type: none"> • Raise \$30 per member in FY22* towards the Greatest Needs Fund • Increase contributions to the Greatest Needs Fund by 25% from the last fiscal year. • Retain at least 90% of your branch membership. • Increase Legacy Circle Membership in your branch by 10% over previous fiscal year. • Make a branch affiliate contribution to the Greatest Needs Fund in honor of AAUW's 140th Anniversary <p>*July 1, 2021 through June 30, 2022</p>	<ul style="list-style-type: none"> • Recruitment, Retention, and Fundraising in the COVID era and Beyond • Programming in a Pandemic
<p>Public Policy & Research</p>	<ul style="list-style-type: none"> • Appoint a branch public policy chair that collaborates with the state public policy chair. • Conduct an annual meeting with a member of Congress, Governor, or a member of their staff around a strategic plan focus. Branches in the same state can work in coalition to achieve this goal. • Host at least one event where there is an opportunity to sign up for the Action Network. 	<ul style="list-style-type: none"> • AAUW Action Network • How to hold a meeting with your elected officials • AAUW Action Fund

<p>Governance & Sustainability</p>	<ul style="list-style-type: none"> • Branch board institutes a succession plan to ensure new ideas and perspectives are included in future leadership. • Branch board develops and uses a strategic plan that aligns with AAUW national strategic plan. • Appoint a Diversity Officer* to lead diversity and inclusion planning on behalf of the branch with the support of the board. <p>*Diversity Officer does not need to be a board member and does not require a change in bylaws.</p>	<p>Succession plan template</p>
<p>Programs</p>	<ul style="list-style-type: none"> • Host at least 4 mission-based programs that align with the AAUW national strategic plan. <p>*At least 2 of your programs must have a diversity, equity, and inclusion focus and at least 1 must be in collaboration with 1 or more branches in your state.</p>	<ul style="list-style-type: none"> • Programming in a Pandemic • DEI Toolkit
<p>Communications & External Relations</p>	<p>All existing website and social media accounts use current AAUW branding and have 3-5 postings with a DEI focus in FY22.</p>	<ul style="list-style-type: none"> • DEI Toolkit • Working to Build a Diverse and Inclusive AAUW • Social Media Advocacy 101 • Creating a diversity Structure and Planning for Success