

AAUW Recruitment and Fundraising in COVID
Marjorie Kingsley summary:

The recording of the meeting will be available in 3-5 days on the AAUW website. There were 124 people on the Zoom, nationwide as far as I could tell. The first 20 minutes or so was discussing how to set up and use virtual meetings. Everyone voted on what their branch was doing:

71% were already hosting virtual programs

35% were hosting virtual programs and fundraisers

5% were not yet on board with virtual meetings

The next 20 minutes were on recruitment and retention. Highlights:

Key points on recruitment:

- 1) Educate. What are strengths/weaknesses as a branch?
- 2) Have one voice. Develop an "elevator pitch" and an invitation.
- 3) Set goals for bringing in new members. For ex., use a shared Google Doc to keep track of recruitment efforts, give certificates (use CANVA, a free graphics program)
- 4) Be virtual even after we go back to in-person meetings.

Re retention:

1) Find out why members are leaving. For ex., do "exit interviews" to get feedback on positive/negative opinions. Suggestion here was to use Survey Monkey or something similar for people to respond (more objectively, probably).

2) Celebrations. Recognize milestones, special members, etc.

Final section, about 10 minutes - the group was broken up into 8-person subgroups for discussion on what they're doing. I figured I'd learn more by listening than talking, since the time was so short. One branch in NJ prepared a script with an "I Love Lucy" format, with a back-and-forth on how important it is to donate to such a good cause. This skit raised \$7,000. The contact is lindakarp@gmail.com for more info, just put AAUW in the subject line. Several branches were doing auctions and book sales, via Zoom.

It only took an hour, but covered a lot.

Marge K