



AAUWMI 2025 Branch Recruitment Plan

It is imperative that we approach our membership recruitment initiatives with both enthusiasm and strategic planning. Each branch's Membership Vice President and committee are encouraged to select and implement a few key items from the provided list that best align with the unique culture of your branch.

Recruitment should be an enjoyable and engaging endeavor, rather than a mere task. Let us undertake this responsibility with passion and a positive attitude.

Recommended Recruiting Ideas to choose from:

- Attend fundraising and networking events hosted by other non-profits to build stronger relationships within the community.
- Participate in community organization meetings (e.g., Chamber of Commerce, City Council, School PTA).
- Invite prospective members to your AAUW events and engage them by asking questions, listening attentively, and responding thoughtfully. Avoid being overly assertive.
- Carefully select program speakers who align with the AAUW mission.
- Distribute business cards, bookmarks, and other pocket-ready materials with the logo and relevant information.
- Always have an AAUW application on hand for those ready to join on the spot, and offer them the "Shape the Future" discount.
- Ensure your branding is present on all distributed materials. Spell out "American Association of University Women" before using the abbreviation "AAUW."
- Attend fundraising and networking events hosted by other nonprofits (e.g., anniversary functions, fundraisers, potlucks, holiday parties).
- Organize informal gatherings for prospective new members (e.g., dinners, coffee meetups, virtual hangouts).
- Host an annual kick-off event in October for new members (e.g., potluck, high tea).
- Host engaging programs (e.g., monthly meet and greet, luncheons, dinners) from October to May.
- Collaborate with a local women's shelter and serve as a branch to participate in their fundraising event.
- Collaborate with another women's group to have a book discussion and potluck one month, and watch the movie based on the book the following month with pizza and popcorn.