AAUW

Dearborn (MI) Affiliate

Empowering Women
Inspiring Change

Member Recruitment and Retention

Mary R. Nameth, VP Membership, & Lupe Matta, Co-Officer
Presenting

Agenda Overview

- Membership Recruitment
- Membership Retention
- Everything a branch does is important to attracting new members and keeping them engaged
- Provide on-going publicity for Affiliate recruitment
- Position Duties

MEMBERSHIP RECRUITMENT

AAUW-D has a co-officer as well as a four-member committee to share the work load.

Mary R. Nameth, VP Membership
Guadalupe Matta, Co-Officer
Judy Buck, member
Mary Ann Pegula, member
Oni Mitchell, member
Catherine Ciccarelli

We recruit new and lapsed members both in the field and by using official rosters to identify new and lapsed members.

All recruitment requires the collaboration and participation of ALL members.

AAUW-D Membership Committee



Mary R. Nameth
VP Membership

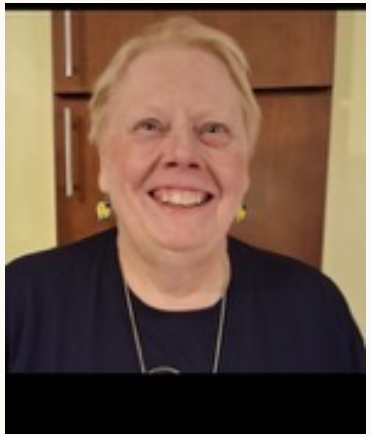
AKA
My Peeps!



Guadalupe (Lupe) Matta
Co-Officer Membership



Judith (Judy) Buck
Committee Member



Mary Ann Pegula
Committee Member



Oni Mitchell
Committee Member



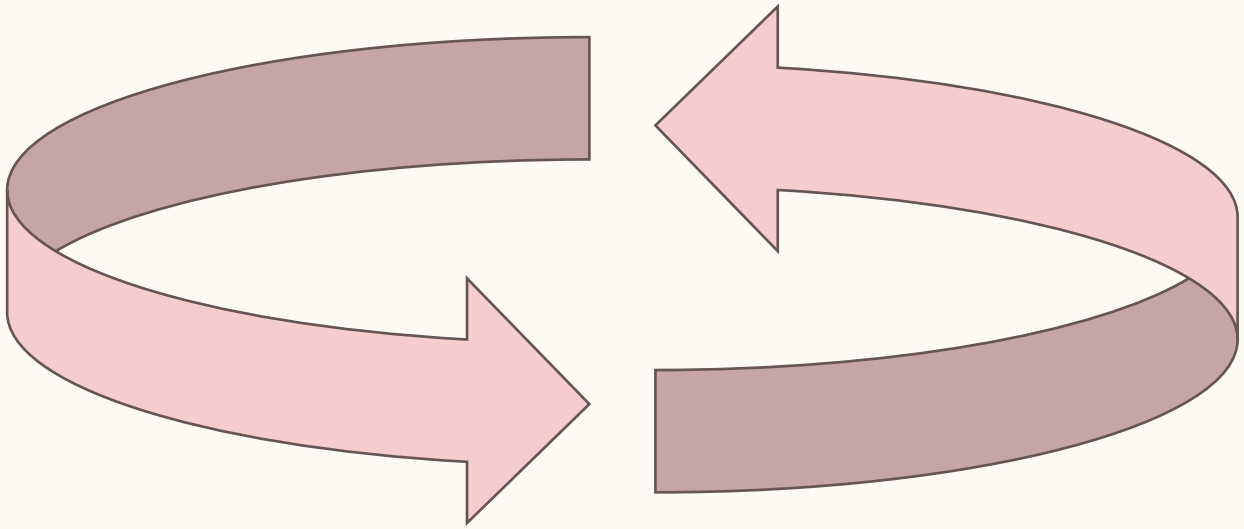
Oni Mitchell
Committee Member

AAUW-D MEMBERSHIP PHILOSOPHY

"People do what you inspect, not what you expect"

is a leadership philosophy emphasizing that accountability—through regular check-ins, monitoring, and follow-up—is essential to ensuring tasks are completed as desired. Without active inspection, team members often prioritize other tasks, causing performance to drop.

Everything a branch does is important to attracting new members and keeping them engaged.



By the time were done we will have circled back to this.

POSITIONS AND DUTIES

- Develop a member recruitment and retention strategy for the branch
- Provide membership information to prospective members
- Collect membership application and dues from new members in collaboration with the branch Finance VP/Treasurer
- Develop an orientation process for new members
- Encourage Members to renew before membership terms and contact lapsed members to encourage them to rejoin
- Assist members in updating profile information in AAUW's Community Hub
- Attend meetings of Branch Board

MEMBERSHIP RETENTION

All membership retention requires the collaboration and participation of ALL members.

Mary R. Nameth, Editor

AAUW
Dearborn (MI) Affiliate

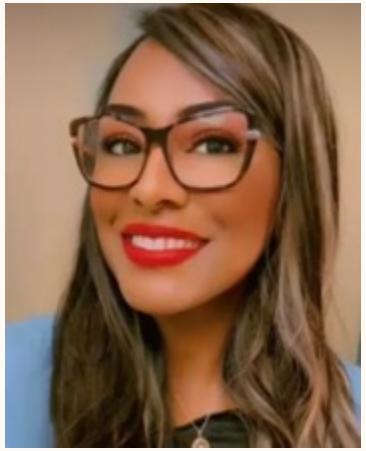
Legacy



Membership Highlights

Established Member

New Member



"Alone we can do so little; together we can do so much." — Helen Keller.



Rosa Scaramucci, Communication Chair

Anything we are doing in our AAUW-D gets sent out by Rosa.

Aside from our membership Rosa sends electronic mail to:

- **Dearborn Patch**
- **Dearborn Area Chamber of Commerce**
- **Positively Dearborn**
- **AAUW-D Face Book**
- **AAUW-D Website**
- **Dearborn Next Door**
- **City of Dearborn (periodically)**
- **Dearborn Public Schools Communication Office**
- **Dearborn Kiwanis (Volunteers - Book Sale)**
- **Women's Studies (U of M Dearborn)**
- **AAUW-D Membership**

On the Role of Communications: "Great leaders communicate and great communicators lead.

PROVIDE ON-GOING PUBLICITY FOR AFFILIATE RECRUITMENT

- **AAUW-D Programs**
- **AAUW-D Meet and Greet**
- **AAUW-D Outreach Programs/Philanthropic projects**
- **New Member Packet**
- **Presence at Community Events**
- **Fund Raising**
- **Membership VP and Co-Officer should promote a philosophy and understanding of member recruitment and retention that infuses all the branch's planning and activities.**
- **Collaborating with other organizations with mutual missions**

"The beauty of affiliate marketing is that you don't have to invest the time and effort to create a product to sell." — *Mike Stelzner*

AAUW-D Programs

2025-2026



Bridget Gawthrop
VP Programs

- Eye Opener sponsored by the Dearborn Chamber of Commerce to promote our Book Sale and acquire sponsors
- Welcome Membership Tea
- Book Sale Preview Party
- TBD
- Women in the Military
- Holiday Lunceon
- Annual Meeting
- Cabin Fever
- The History of us
- Fellowship Luncheon
- Installation of Officers

Programs are the core vehicle for a nonprofit's mission transforming fund and volunteer efforts into tangible community impact.

Programs

February – Cabin Fever Mari-Gras Theme







Girls who play together stay together! It's fun to see the child that lives in all of us.

Programs

Fellowship Luncheon

Our Educational Fund Honorees
Erin Curtiss and Wayne Whitney will be honored at our May 20 dinner.

Henry Ford College Foundation Scholarship
Accepting the donation is: Stacy Bazman, Scholarship Coordinator
The foundation's goal is to provide access to quality educational opportunities for all.

University of Michigan-Dearborn SOAR
Accepting the donation is: Ellen Judge-Gonzalez, Director of SOAR (Support, Opportunities, Advocacy and Resources for Nontraditional Students)
A donation is made to the Support Fund, which focuses on nontraditional students who are close to graduation and need a some help to cross the finish line.
A donation is made to the Technology Fund, which makes on-loan computers available to SOAR students.

University of Michigan-Dearborn CASL
Accepting the donation are:
Lara Rusch, Director of WILL+ (Women in Learning and Leadership)
Shareia Carter, Associate Dean of Students
A donation is made to the WILL+ program, which integrates Women's and Gender Studies curriculum with leadership opportunities outside the classroom for a select group of students throughout the year.

A donation is made to the Take Back the Night event.

A donation is made to support students attending NCCWSL (National Conference for College Women Student Leaders) at the University of Maryland.

















There's great joy in joining together with other people to make something big happen." — Kerry Washington

Marge Powell Leadership Award

The American Association of University Women Dearborn
invites you to the fourteenth annual
Marge Powell Leadership Awards Ceremony.
The 2026 honorees who have demonstrated exemplary leadership qualities throughout their high school careers are:

Ranya Alsalmani - Dearborn High
Yasmeen Saeed - Edsel Ford-
Farah Ahmed – Fordson

The awards ceremony will take place at 6:00 p.m. on April 29th inside the McFadden-Ross House at 915 Brady Street, Dearborn, Michigan 48124
.
Light refreshments will be served.

Please join us as we honor these deserving young ladies.



Marge Powell (1977 - 1985): Powell was elected City Council President in 1977 and re-elected in 1981. In 1985, she became the first major female candidate for mayor in Dearborn history.

“Every woman’s success should be an inspiration to another. We’re strongest when we cheer each other on” - Sabrina Williams

Monthly Meet and Greet

New Members











"Remember, business is not just about numbers and strategies. It's about people, connections, and shared experiences" — ***Medium***.

Outreach Programs
General Federation of Women's Clubs

New Member



"Sometimes, reaching out and taking someone's hand is the beginning of a journey. At other times, it is allowing another to take yours." - Vera Nazarian

Outreach Programs Dearborn Senior Center - Crafty Creations



New Member

“There’s great joy in joining together with other people to make something big happen.” -- Kerry Washington

Annual Book Sale









"Used book sales provide affordable literature for readers of all ages and gives people the opportunity to clean out their bookshelves with already-read books." — *AARP*

Outreach Programs
STEM/STEAM









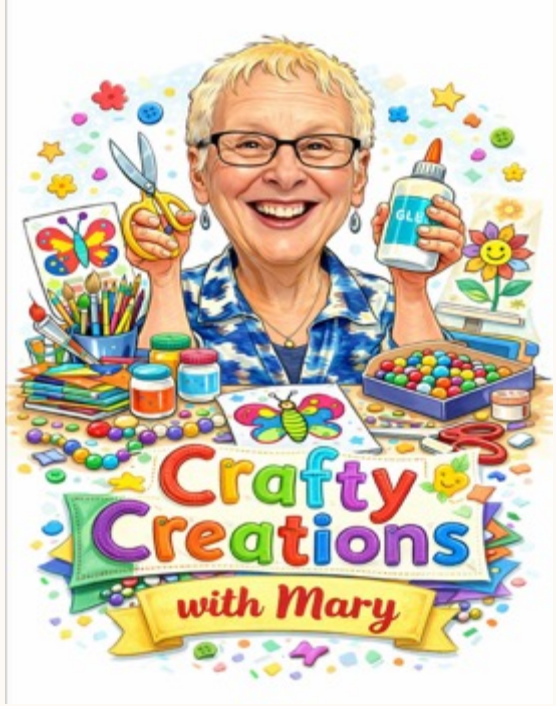


Coming together is a beginning; keeping together is progress; working together is success." — Henry Ford

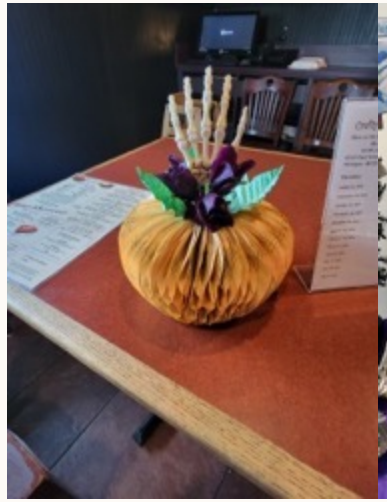
Outreach Programs
STEM/STEAM



Inclusion is "not just 'tolerated,' [but] differences among your learners are 'not only seen but desired' as strengths and assets." — ***Paula Kluth***



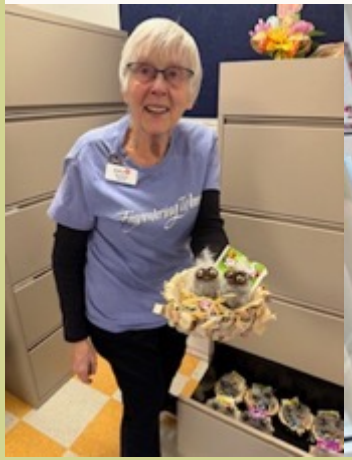
Crafty Creations







Procraftinating: The art of making cute crafty things instead of doing something else you should be doing.













Crafty Creations – Craft Shows





The best way to think outside the box is to not know where the box is is." — *Reddit*

“Courage starts with showing up and letting ourselves be seen!”

– Brene Brown, Research Professor and Author

Presence at Community Events



"Relationships are the most lasting impact of our programs. When people with and without disabilities connect through shared experiences, true community begins to take shape." — *The Ability Experience*

Dearborn Chamber of Commerce
Eye Openers, Fund Raisers, Luncheons







Community is a place where connections are made, relationships are built, and support is given – unknown author

Presence at Community Events











"A mind that is stretched by a new experience can never go back to its old dimensions." —
Oliver Wendell Holmes Jr.

Dearborn Homecoming
Friday, Aug. 7 - Sunday, Aug. 9, 2026.





Membership was just informed that we have been accepted as a vendor to hand out our literature.

Take the Next step: Join AAUW-D

Pocket Folder Hand Out Contents:

- AAUW-D Membership Application
- AAUW-D Welcoming Elevator Speech
- AAUW National-Michigan-Dearborn Form
- Special Interest Groups
- Annual Book Sale Flyer
- T-Shirt, Mugs and Totes Order Form
- Monthly Calendar
- Dates and Events; year at a glance
- Marge Powell Leadership Award Brochure
- Directory
- Business Card

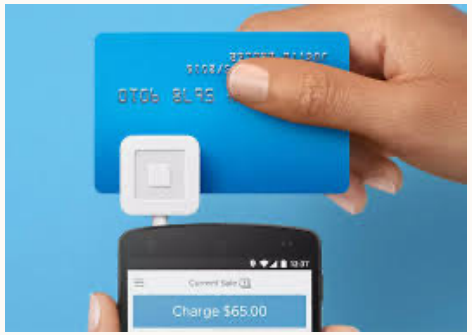


Adopt a “just-in-case” approach to ensure that you have all necessary resources on hand:

Empowering Women Tote Contains ten of each:

- Applications
- Book Sale Sponsorship Forms
- Book Sale Flyers
- AAUW National, Michigan and Dearborn Forms
- Merchandise Purchase Forms
- Directories
- AAUW-D Business Card
- Square for charging with $3.00 additional cost
- Membership Two Pocket Folders






American Association of University Women
Dearborn Affiliate est. 1933

Empowering Women – Inspiring Change

Membership Application 2025 - 2026

Donate Your Used Books

to the

American Association of University Michigan – Dearborn Affiliate

Donation Drop Off:

DISC - Dearborn Ice Skating Center

14900 Ford Road Dearborn, MI

Mondays from 10am-12pm starting Jan 5, 2026 to Aug 24, 2026

also on

Thursdays from 5:30pm-7:30pm starting June 4, 2026 to Aug 24, 2026

For pickups or large donations please contact: booksale.aauw.dbn@gmail.com

We cannot accept any VHS, cassettes, magazines, Reader's Digest, encyclopedia sets, nor textbooks and travel books older than three years.

73rd Annual Used Book Sale October 2 – 4, 2026

DISC - Dearborn Ice Skating Center 14900 Ford Road Dearborn, MI

American Association of University Women – National

American Association of University Women – Michigan

American Association of University Women – Dearborn Affiliate

Empowering Women – Inspiring Change

American Association of University Women

Dearborn, Michigan Affiliate since 1933

AAUW-D Since 1933

Empowering Women - Inspiring Change

Long and Short Sleeve T-Shirts/Mugs and Totes

EMPOWERING WOMEN is printed on the front of the shirt

American Association of University Women is printed on the back

*Tee shirts - $20.00 – S – XL (2X - $22, 3X - $24, 4X – $26) special order only

*Long Sleeve - $22.00 – S – XL (2x - $24, 3x - $26, 4x – $28) special order only

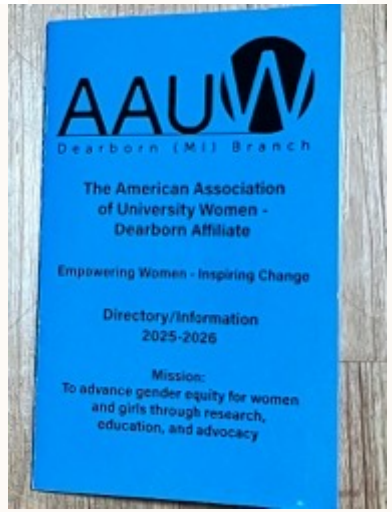
*Size – CIRCLE YOUR SIZE CHOICE & WRITE YOUR QUANTITY

Mugs - $10.00 QTY_____ Total_____

Totes – $5.00 QTY_____ Total_____

Grand Total_____

We will contact you with shipping costs once we receive your order



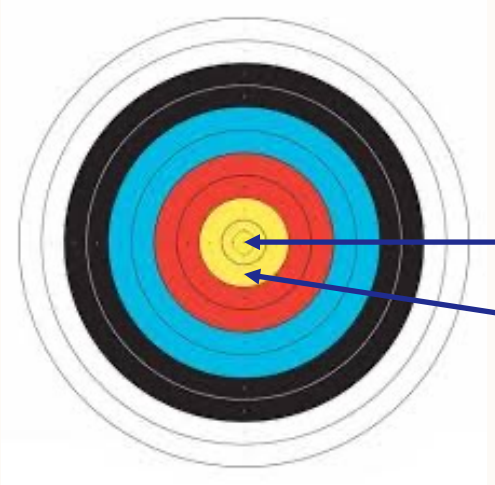
Generations



Generation	Years	Ages	#Years
Greatest Generation…	1901 – 1927	99 – 125	26
Silent Generation	1928 - 1945	81 – 98	17
Baby Boomers	1946 – 1964	62 – 80	18
**Gen X	1965 – 1980	46 – 61	15
**Millennials (Gen Y)	1981 – 1996	30 – 45	15
Generation Z	1997 – 2012	14 – 29	15
Generation Alpha	2013 – mid 20's	01 – 13	12
Upcoming Generation Beta	Mid 2020's to 2030's	00 – 01	10

…built modern prosperity through sacrifice, overcoming extreme economic hardship followed by global conflict, which forged a deeply selfless and duty-oriented character.





Generation X (Gen X) 46 -61

Generation Y (Gen Y or Millennials) 30 - 45

****Generation X (Gen X):** Born approximately 1965 – 1980. Known as the "latchkey" generation, they grew up during the rise of computers and MTV, acting as a bridge between analog and digital worlds.

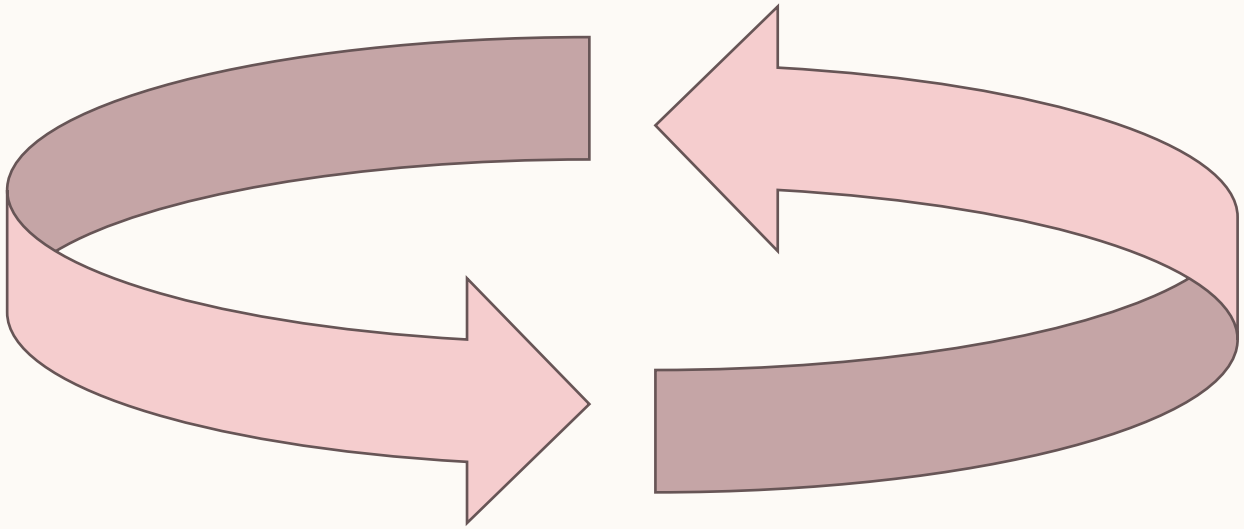
****Generation Y (Gen Y or Millennials):** Born approximately 1981-1996. Known for being the first generation to come of age in the digital era, they are heavily influenced by the internet and social media.

"If you aim at nothing, you will hit it every time." — Zig Ziglar

Agenda Overview

- Membership Recruitment
- Membership Retention
- Everything a branch does is important to attracting new members and keeping them engaged
- Provide on-going publicity for Affiliate recruitment
- Position Duties

Everything a branch does is important to attracting new members and keeping them engaged.



When life brings you full circle, pay attention. There's a lesson there." — Mandy Hale

"Behind every successful woman is a tribe of other successful women who have her back." — Unknown

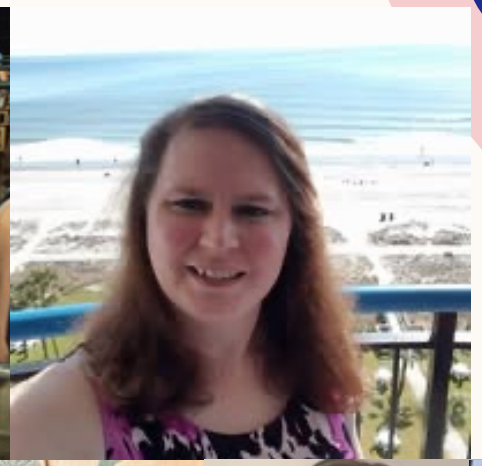
2025-2026 AAUW-D New Members



Nada Chamoun
Daisha S. Roberts
Amina Bari
Tina Krajniak
Sheryl Kubiak
Rasheda Najib Al-Asbahi
Eva Gogola
April L. Davis
Catreese Qualls
Nicole S. Hudgins
Beth Ann Knisley
Shirley A. Lande
Marjorie Joan Pasqualle
Denise A. Kawucha





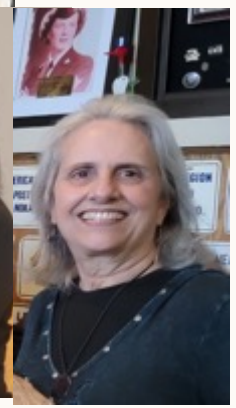












“Education is the most powerful weapon which you can use to change the world.” — Nelson Mandela

AAUW

Dearborn (MI) Affiliate

Mary R. Nameth, VP Membership

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