

# AAUW Virtual Branches

## AAUW Virtual Branches

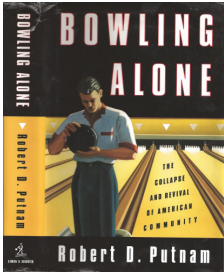
AAUW Nevada Convention  
Nancy Shoemaker  
April 28, 2012

## Overview

- Background
- Models
- Tar Heel (NC) Branch Experience
- Leadership
- Next Steps

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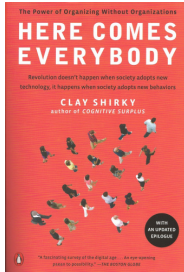
## Background: 2000



- Drop off in size of community groups since mid-sixties
- Evidence that healthy community groups improve society

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## Background: 2008



- There's been a change to the culture as large as that precipitated by the printing press
- New ways of connecting will have immense consequences

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## Models

Online Branch	At-Large Members of the State
Branch with Special Focus	Other?

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## Models

<b>Online Branch</b> <ul style="list-style-type: none"> <li>• California (46/5)</li> <li>• Washington (16/2)</li> <li>• Oregon (3/3)</li> <li>• Wisconsin (1/1)</li> <li>• New Mexico (10/3)</li> <li>• Jane Addams (IL, 0/0 ??)</li> </ul>	<b>At-Large Members of the State</b> <ul style="list-style-type: none"> <li>• Treasure State (MT, 4/4)</li> <li>• Tar Heel (NC, 122/85)</li> </ul>
<b>Branch with Special Focus</b> <ul style="list-style-type: none"> <li>• Capitol Hill (9/9)</li> </ul>	<b>Other?</b> <ul style="list-style-type: none"> <li>• Garden State (12/5)</li> <li>• Iowa eNetwork (0/0 ??)</li> </ul>

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# AAUW Virtual Branches

## Tar Heel Branch

- Where we started
- How we grew
- What we "do"
- A bit about finances
- Where we're going

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## Leadership

- Champion
- Connector
- Convener
- Communicator
- Cashier

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## Next Steps

Why move forward in Nevada?

Who is willing?

Why would people join?

Where will you recruit them?

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## Feel free to call -

Nancy Shoemaker  
shoemaker@acm.org, @nes49  
facebook.com/nancy.e.shoemaker  
919-662-0538

Slides will be posted at  
change.bbv.org & wiki.bbv.org

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# AAUW Virtual Branch Models

Online Branch	State At-Large Members	Branch with Special Focus
<p>Example: California Online ca-online.aauw.net</p> <p>Provides full branch experience but with online tools</p> <p>Success stories:</p> <ul style="list-style-type: none"> <li>• Email discussions that engage members from across the state (and beyond). Examples: state convention recap, best ways to use Facebook for AAUW, program on bullying.</li> <li>• Assumed responsibility in producing a report to support AAUW CA's stand on the state initiative process</li> <li>• Has maintained email-based book discussions for several years.</li> </ul> <p>NV member: Doris Dowden</p>	<p>Example: Tar Heel (NC) tarheel.aauwnc.org</p> <p>Provides minimal branch-level programming – just connects members to AAUW and the state</p> <p>Success stories:</p> <ul style="list-style-type: none"> <li>• Provides an AAUW connection for 10+ faculty/staff on two university campuses.</li> <li>• Groups in at least two counties large enough to have in-person meetings.</li> <li>• Acts for AAUW NC in recruiting at state-wide events.</li> <li>• Active email list for branches to advertise major events</li> </ul> <p>NV member: Lola Jackson</p>	<p>Example: Capitol Hill (DC) capitolhill-dc.aauw.net</p> <p>Focuses on a particular aspect of AAUW programs, e.g. public policy</p> <p>Success stories:</p> <ul style="list-style-type: none"> <li>• Taps DC connections to provide excellent programming which they hope to webcast to others across the country.</li> <li>• Provides a branch-type connection for members of the Lobby Corps, and example that might be replicated at the state level.</li> </ul>

## AAUW Virtual Branch Roles

**Champion** - It's important that a virtual branch complement, not compete with, other branches. Someone may need to explain this to the other branches and the state.

**Connector** - A "connector" (or two or three) has or can build relationships with women in the different communities where likely AAUW members can be reached: campuses, professional groups, coalitions aligned with the AAUW mission. Getting those (men and women!) who would not have joined a traditional branch into the conversation may actually be a way for traditional branches to find new recruits.

**Convener** - Once the branch has a certain critical mass, retention and engagement improve with ways for the members to connect with each other. How that happens (online or face-to-face) needs some attention.

**Communicator** - At a minimum, a virtual branch will need a web site and an email list. It may need more than that (a way to connect offline members, a presence on Facebook or another social network, an actual "newsletter"), but keeping people "in the loop" is a primary benefit of joining such a branch.

**Cashier** - Someone with an understanding of AAUW dues processing and the variety of discounts that can be offered to new members, is important from the very beginning. It's also helpful to have someone who is comfortable talking about donations, to AAUW but also to the branch, as an opportunity to advance the AAUW mission.

*One person may fill more than one role, but all functions are key.*

## April 2012 status of first 13 virtual branches

# Branch Members	Branch (state, year chartered, # primary members)
< 10	Capitol Hill (DC, 2011, 9), Iowa eNetwork (2011, 0), Jane Addams (IL, 2010, 0), Treasure State (MT, 2007, 4), OR Online (2008, 3), WI Online (2009, 1 – may have folded)
10-20	Garden State (NJ, 2010, 5), NM Online (2009, 3), WA Online (2008, 2)
21-75	CA Online (2002, 5)
>75	Tar Heel (NC, 2008, 85)

The original online branch, Northern VA Online was chartered in 1995 and disbanded in 2009. MD Metro Area Online was chartered in 2011 and merged with the Capitol Hill branch in 2012.



# AAUW

## Tar Heel Branch

# Virtual, Statewide Branch

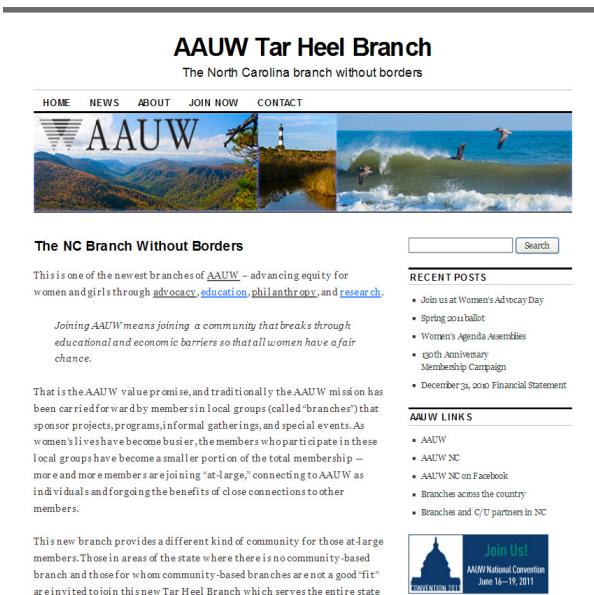
info@tarheel.aauwnc.org | tarheel.aauwnc.org

We are a “virtual” branch, but our goal is to provide a real community for those AAUW members in North Carolina who

- live far from all of our community-based branches,
- for whom a community-based branch is not a good “fit”,
- are branch members who want to learn more about AAUW in other parts of NC.

We provide information on AAUW NC priorities and opportunities, and encourage a connection to AAUW and AAUW NC that may become more active over time.

How do we do it?



**AAUW Tar Heel Branch**  
The North Carolina branch without borders

HOME NEWS ABOUT JOIN NOW CONTACT

**The NC Branch Without Borders**

This is one of the newest branches of AAUW – advancing equity for women and girls through [advocacy](#), [education](#), [philanthropy](#), and [research](#).

*Joining AAUW means joining a community that breaks through educational and economic barriers so that all women have a fair chance.*

That is the AAUW value promise, and traditionally the AAUW mission has been carried forward by members in local groups (called “branches”) that sponsor projects, programs, informal gatherings, and special events. As women’s lives have become busier, the members who participate in these local groups have become a smaller portion of the total membership – more and more members are joining “at-large”, connecting to AAUW as individuals and forgoing the benefits of close connections to other members.

This new branch provides a different kind of community for those at-large members. Those in areas of the state where there is no community-based branch and those for whom community-based branches are not a good “fit” are invited to join this new Tar Heel Branch which serves the entire state

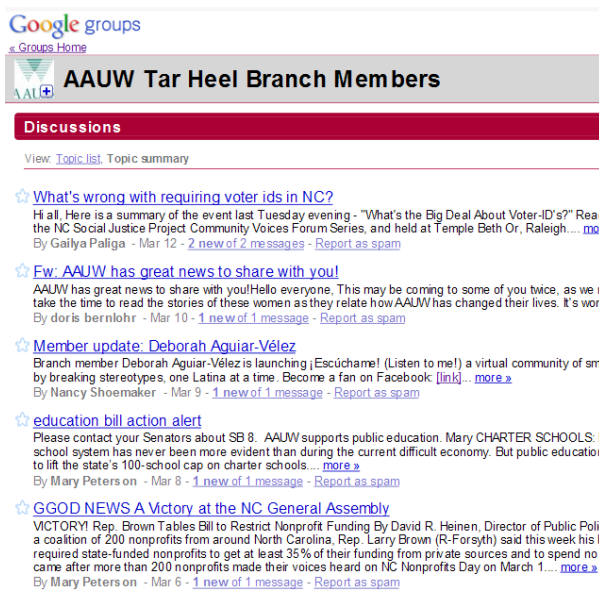
RECENT POSTS

- Join us at Women’s Advocacy Day
- Spring 2011 ballot
- Women’s Agenda Assemblies
- 150th Anniversary Membership Campaign
- December 29, 2010 Financial Statement

AAUW LINKS

- AAUW
- AAUW NC
- AAUW NC on Facebook
- Branches across the country
- Branches and C/U partners in NC

Join Us!  
AAUW National Convention  
June 16–19, 2011



Google groups  
Groups Home

**AAUW Tar Heel Branch Members**

Discussions

View: [Topic list](#), [Topic summary](#)

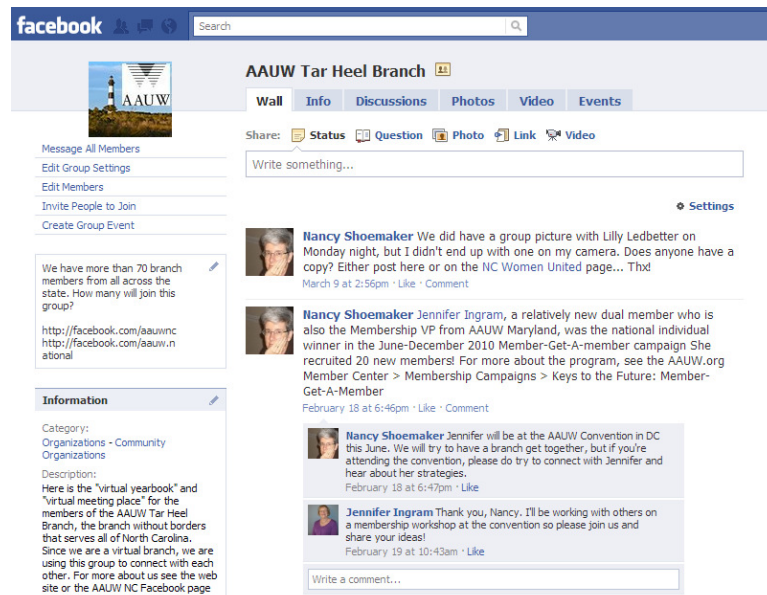
★ [What’s wrong with requiring voter ids in NC?](#)  
Hi all, Here is a summary of the event last Tuesday evening - “What’s the Big Deal About Voter-ID’s?” Read the NC Social Justice Project Community Voices Forum Series, and held at Temple Beth Or, Raleigh... [more](#)  
By Gailya Paliga - Mar 12 - [2 new of 2 messages](#) - [Report as spam](#)

★ [Fw: AAUW has great news to share with you!](#)  
AAUW has great news to share with you! Hello everyone, This may be coming to some of you twice, as we n take the time to read the stories of these women as they relate how AAUW has changed their lives. It’s wort By doris bernlohr - Mar 10 - [1 new of 1 message](#) - [Report as spam](#)

★ [Member update: Deborah Aguiar-Vélez](#)  
Branch member Deborah Aguiar-Vélez is launching ¡Escúchame! (Listen to me!) a virtual community of sme by breaking stereotypes, one Latina at a time. Become a fan on Facebook [\[link\]... more »](#)  
By Nancy Shoemaker - Mar 9 - [1 new of 1 message](#) - [Report as spam](#)

★ [education bill action alert](#)  
Please contact your Senators about SB 8. AAUW supports public education. Mary CHARTER SCHOOLS: E school system has never been more evident than during the current difficult economy. But public education to lift the state’s 100-school cap on charter schools... [more »](#)  
By Mary Peters on - Mar 8 - [1 new of 1 message](#) - [Report as spam](#)

★ [GGOD NEWS A Victory at the NC General Assembly](#)  
VICTORY! Rep. Brown Tables Bill to Restrict Nonprofit Funding By David R. Heinen, Director of Public Polic a coalition of 200 nonprofits from around North Carolina. Rep. Larry Brown (R-Forsyth) said this week his b required state-funded nonprofits to get at least 35% of their funding from private sources and to spend no c came after more than 200 nonprofits made their voices heard on NC Nonprofits Day on March 1... [more »](#)  
By Mary Peters on - Mar 6 - [1 new of 1 message](#) - [Report as spam](#)



facebook

**AAUW Tar Heel Branch**

Wall Info Discussions Photos Video Events

Share: [Status](#) [Question](#) [Photo](#) [Link](#) [Video](#)

Write something...

Message All Members  
Edit Group Settings  
Edit Members  
Invite People to Join  
Create Group Event

We have more than 70 branch members from all across the state. How many will join this group?  
<http://facebook.com/aauwnc>  
<http://facebook.com/aauwnc>

**Information**

Category:  
Organizations - Community Organizations

Description:  
Here is the “virtual yearbook” and “virtual meeting place” for the members of the AAUW Tar Heel Branch, the branch without borders that serves all of North Carolina. Since we are a virtual branch, we are using this group to connect with each other. For more about us see the web site or the AAUW NC Facebook page

**Nancy Shoemaker** We did have a group picture with Lilly Ledbetter on Monday night, but I didn’t end up with one on my camera. Does anyone have a copy? Either post here or on the NC Women United page... Thx  
March 9 at 2:56pm · Like · Comment

**Nancy Shoemaker** Jennifer Ingram, a relatively new dual member who is also the Membership VP from AAUW Maryland, was the national individual winner in the June-December 2010 Member-Get-A-member campaign She recruited 20 new members! For more about the program, see the AAUW.org Member Center > Membership Campaigns > Keys to the Future: Member-Get-A-Member  
February 18 at 6:45pm · Like · Comment

**Nancy Shoemaker** Jennifer will be at the AAUW Convention in DC this June. We will try to have a branch get together, but if you’re attending the convention, please do try to connect with Jennifer and hear about her strategies.  
February 18 at 6:47pm · Like

**Jennifer Ingram** Thank you, Nancy. I’ll be working with others on a membership workshop at the convention so please join us and share your ideas!  
February 19 at 10:43am · Like

Write a comment...

**Our Public Web Site**

**Our Private Email List**

**Our Private Facebook Group**

### **“Virtual” but not “online”**

- We do have some members without email
- We contact them by phone/USMail

### **Supporting Technologies (in rough order of importance)**

#### **Email List—groups.google.com**

- Updates on all manner of AAUW issues
- Main communication method for branch announcements
- All members may post—but almost all posts come from board members

#### **Online directory**

##### **(via [aauw.org](http://aauw.org) Member Services Database)**

- The master list of members’ contact information
- It’s sent periodically to the email list

#### **Website: [tarheel.aauwnc.org](http://tarheel.aauwnc.org)**

- We use **WordPress.com**
- Domain through AAUW NC
- Email (info@tarheel...) via **Google Apps for Domains**
- Easy access for members to join/renew online
- News items, including pictures of local events

#### **Leadership communications**

- Separate **google group** to discuss branch business
- Occasional conference calls (**freeconferencecall.com**)

#### **Facebook group**

- Limited to branch members; not all join
- Fills some of the functions of a the “yearbook” or the social time at meetings

#### **Other tools**

- Branch ballots (OMOV): **surveymonkey.com**
- Online payments: **PayPal.com**
- Document sharing: **Google docs, Dropbox**

### **So what do we do?**

- We represent AAUW NC at occasional state wide events — recruiting both for this branch and for all the others.
- We have occasional informal face-to-face meetings of those who live near each other — just to network or to work on a local project
- Members of other branches are welcome to “advertise” their major events
- The branch can be the fiscal agent for coalition events in communities across the state
- Members attending a local event can buy tickets in the branch’s name to get AAUW onto the list of sponsors

### **Who joins?**

- Busy people who find the virtual aspect a feature
- Campus and community contacts who want to start an AAUW group, but don’t want the overhead of running a separate branch
- AAUW supporters who want more information on AAUW priorities in NC—but who live far from all the branches
- Members of other AAUW NC branches who want to connect with each other as well as new members.

### **Is leadership different? Not really**

- Still need a few committed members to keep the wheels from falling off
- Can draw from a statewide pool of volunteers and have no big branch-level projects to require “staffing”

### **Other thoughts**

- Support from the state early helps immensely to help branch focus on complementing, not competing with, other branches
- Further notes: **<http://bit.ly/swb-aauw11-ws>**

Nancy Shoemaker, 919-662-0538, shoemaker@acm.org  
twitter.com/nes49, facebook.com/nancy.e.shoemaker  
<http://tarheel.aauwnc.org/join>—Check us out for a year!

# Virtual Branch Worksheet

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<p>What is in it for AAUW NV?</p>	<p>Who from AAUW NV will be involved? Will the roles be covered?</p>
<p>What is in it for the new members? Why would they join?</p>	<p>Where are likely places to recruit these new members?</p>



## Please pass the word

Who would be interested in this branch?

- Busy women who may be involved in other organizations but who want AAUW's information and want to show their commitment to equity and education for women and girls.
- Those far from a branch who would like to use AAUW's name in a project, without the overhead of starting a branch.

A membership in this branch is a great gift idea! Think of those who live the AAUW mission but who would not join a community-based branch. Is now the time to introduce them to AAUW?



While men are welcome as members of branches, this "at-large" membership may fit their lives better and keep them in the conversation that will affect their wives, daughters, mothers, and friends.

V. 20120316



AAUW Tar Heel Branch  
7009 Jeffrey Dr.  
Raleigh, NC 27603

AAUW



## Learn more about the AAUW Tar Heel Branch

Serving all of North Carolina

A new, flexible way to join the community of  
100,000 members nationwide and  
1500 members in North Carolina

to

**advance equity for women and girls**

[www.tarheel.aauwnc.org](http://www.tarheel.aauwnc.org)  
[info@tarheel.aauwnc.org](mailto:info@tarheel.aauwnc.org)

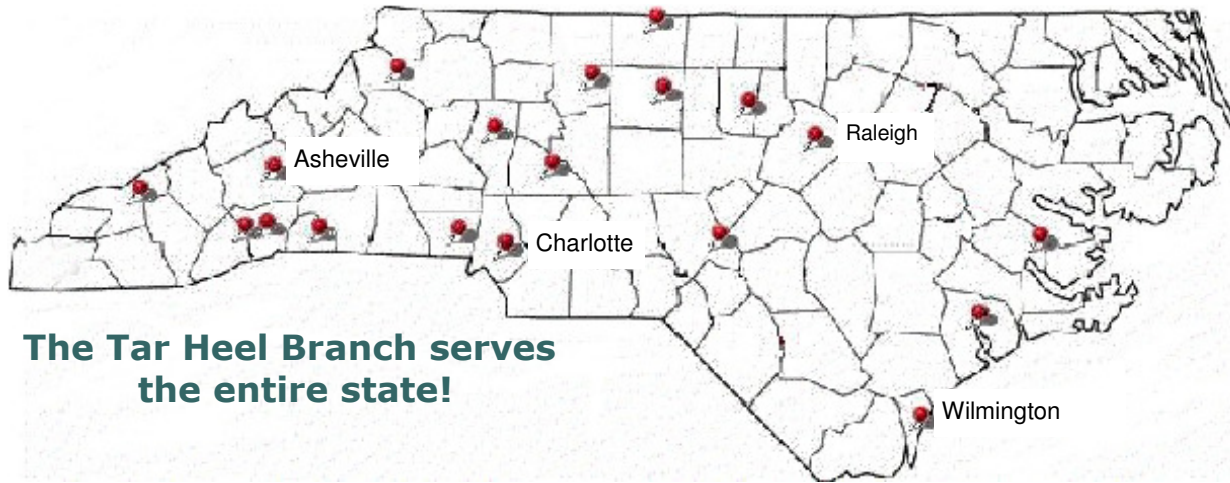




## Current branch locations

For more details on all branches, see  
[www.aauwnc.org/branches/](http://www.aauwnc.org/branches/)

Join Now!



**The Tar Heel Branch serves the entire state!**

## About the branch

In 2008, AAUW of North Carolina established a new branch to serve the entire state. If you live near one of the communities noted on the map, please do check out the branch in your area. However, if you're based in one of the areas in between the current branches, or you have decided that participation in a community-based branch is not right for you at this time of your life, consider affiliating with the AAUW Tar Heel branch, a **branch without borders**.

## What's new?

The branch has a very simple structure and complements the state structure in some of its functions.

We have no more than one formal meeting a year, with ways to participate without actually attending the meeting.

Dues are kept low, approximately the cost of joining the state organization.

With a commitment similar to an at-large member of the national organization, members will have the additional satisfaction of supporting AAUW in North Carolina.

## What are the benefits?

In addition to the national benefits, you

### Get connected to the state organization

- Get advocacy information about what's going on in Raleigh, not just DC.
- Support or apply for AAUW NC mini-grants for community projects.
- Support coalition partners such as NC Women United, NC Voters for Clean Elections, and the NC Coalition on Aging.
- Get all AAUW NC publications and information about state projects and the efforts of the community-based branches.
- Get access to the member section of the AAUW NC web site with directories of AAUW leaders across the state.

### Get connected to AAUW members near you

- You'll have access to the branch roster and can find others near you who may wish to have an occasional event, project or fundraiser using AAUW's name. For example, take an issue to your local school board or march in the local MLK parade.
- Community branches will be able to contact you about their special events and issues.

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Name

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Address

---

Phone(s)

---

Email

---

Highest Degree/Field/Institution/Year awarded (or expected)

---

AAUW member ID (current/recently lapsed member)

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Recruited by (who told you about AAUW?)

## 2012-2013 Dues

AAUW (\$49), AAUW North Carolina (\$11),  
and the branch (\$5).

Total of \$65 through June 30 of the following year  
Contact us to find out about occasional discounts.

Please check one	Dues
<input type="checkbox"/> Member of AAUW NC Branch: _____	\$5.00
<input type="checkbox"/> At-large (national) member of AAUW with expiration after 1/1/13	\$16.00
<input type="checkbox"/> New members or those renewing through this branch. (\$46 tax deductible)	\$65.00

Make your check payable to  
"AAUW Tar Heel Branch" and send to

Lyndee Champion Ivey  
7031 Woodbridge Valley Circle  
Charlotte, NC 28227

**Want to join online?**  
See [www.tarheel.aauwnc.org/join](http://www.tarheel.aauwnc.org/join)

**Special rates apply for college/university students  
and some campus faculty/staff.**  
**Please contact us for details.**

Contact [info@tarheel.aauwnc.org](mailto:info@tarheel.aauwnc.org) if you have questions.