



empowering women since 1881

AAUW State Convention 2014

Growing Women Leaders June 14, 2014

Pierre, SD
View 34 Restaurant
4251 SD Highway 34

Schedule-at-a-Glance

9:30 – 10:00	Coffee, juice, snacks
10:00 – 11:00	Welcome Meet your State Board Ice Breaker: Getting to Know You . . .
11:00 – 11:05	Let's Get Physical
11:05 – 12:00	AAUW State of the Union or What's Up @ National?
12:00 – 1:00	Lunch
1:00 – 2:15	Workshop 1: No More Shooting in the Dark! How to Target New AAUW Members with Wisdom and Precision
2:15 – 2:20	Break
2:20 – 3:35	Workshop 2: How to Market Your Branch
3:35 – 3:45	Break
3:45 – 4:30	Unifying Goals: Linking Local AAUW Branch, State AAUW and National AAUW
4:30 – 5:00	What did we accomplish? Where do we go from here?

Workshop 1: No More Shooting in the Dark! How to Target New AAUW members with Wisdom and Precision

This module is about new member recruitment. But, rather than jumping straight to recruitment tactics and techniques, it takes you through an in-depth exploration of who, precisely you are targeting. Ultimately, you'll walk away with a list of concrete recruitment and engagement strategies, built from a thorough understanding of your target audiences.

Workshop 2: How to Market Your Branch

How you talk about your branch and its activities shapes how the public perceives you. Telling people who you are, what you do, and--perhaps most importantly--what you want them to do with that information, is key to the success of your branch. Among other things, this module will help you examine your branch brand, identify marketing strategy and tactics, use traditional media wisely and work effectively with other groups to further your agenda.