

**AAUW CA ONLINE BRANCH PROGRAM: AAUW FUND  
NOVEMBER, 2015**

Welcome to our November, 2015 Program on AAUW Funds!

**Tobi Balma (Moderator):** Hi to everyone and welcome. We have about 30+ members and guests joining us for this program.

From now through November 30, Sharon Westafer, Chair of the CA AAUW Funds Committee, and Alejandra Rosas, 2015-16 Selected Professions Grantee, have generously offered to share their time, expertise and experience with us. We hope to address everything you wanted to know about AAUW Funds, and to learn how Alejandra, lives an "online life" while she travels a lot and is completing her Master's Degree Online from Johns Hopkins University. Tremayne Parquet of our National AAUW Fund staff will also join us.

We will start with Sharon and then follow with Alejandra. Questions and comments are welcome!

Sharon's presentation will be divided into 4 Parts: 1. Overview/Fellowships & Grants; 2. the components of the AAUW "One Fund," 3. Charting the Course Campaign, and 4. how to donate online. (Coincidentally, Tuesday, November 22 is "Giving Tuesday.")

And from Alejandra we hope to learn more about her; the focus of her Master's work; the application process and how she found out about AAUW's career development grant; and since she leads an "internet life," what recommendations she has for us to market ourselves and recruit young, busy people like her.

You may want to review these helpful links:

**Overview of Funding & Awards:**

<http://www.aauw.org/what-we-do/educational-funding-and-awards/>

**Diagram and explanation of AAUW's "One Fund"**

<http://www.aauw.org/files/2014/11/The-AAUW-Fund-Diagram.pdf>

**Explanation of the new Charting the Course Campaign**

<http://www.aauw.org/chartingthecourse/>

<http://www.aauw.org/chartingthecourse/campaign-overview/>

**Description of the Legal Advocacy Fund**

<http://www.aauw.org/what-we-do/legal-resources/>

We will start with Part 1 for a general overview of AAUW FUNDS with a focus on Fellowships and Grants. After this, we will address "One AAUW, One Mission, One Fund"

**Part 1. Fellowships & Grants:**

**Tobi Balma (Moderator):** *Sharon, Would you please give us a brief overview of the Funds?*

**From Sharon Westafer:** Thank you, Tobi, and hello everyone.

The summary Tobi included in the first email explains about the Fellowships and Grants since Alejandra is joining us. It also explains a little about AAUW's new theme of One AAUW, One Mission, One Fund. Here it is again in case you didn't see the first email.

Since 1888, AAUW or its forbear, the American Assoc. of Collegiate Alumnae, has awarded nearly \$100 million in Fellowships and Grants to more than 12,000 women from more than 130 countries. In the 2015-2016 academic year, \$3.7 million was awarded to 241 women.

In 1920, AAUW members raised \$156,413 to purchase one gram of radium which was given to Marie Curie for her research. The leftover funds were used to create an endowment that established the Marie Curie Postdoctoral Fellowship. Dr. Joyce Brothers, the astronaut Judith Resnick and the author Susan Sontag are also notable recipients.

Fellowship and Grant recipients in California in the last few years have studied the birth and death of stars, the origins of the universe, the social dynamics of prostitution, auto mechanics and aviation safety. They work to develop clean water systems in developing countries and to educate women about a multitude of health and safety issues.

A Community Action Grant recipient this year is working with Middle School girls in underserved communities in the San Francisco Bay Area to spark the girls' interest in STEM careers. An American Fellowship recipient at U.C. Davis is studying the effects of drought and increasing herbicide resistance on rice. May Elmoftly, an International fellowship recipient from Egypt, is studying the effects of social influences, ecological variables and chronic stress on breast cancer.

These women are funded by the interest earned from AAUW endowments. Because only the interest generated from the endowments is used to fund the Fellowship and Grant recipients, the endowments are robustly healthy and will last in perpetuity. Unlike the Fellowships and Grants, the other programs under the AAUW Fund rely on continual income from donations. Last fall, AAUW introduced the new theme: One AAUW, One Mission, One Fund with the goal of raising unrestricted donations for programs in most need of funding; in other words to create greatest opportunities to help the projects and programs with the greatest need.

When AAUW launched the new campaign and members saw the new chart, some were concerned that they didn't see their favorite program listed. They wondered if a particular fund still existed and if they could still donate to it. The Fund is the 501(C)(3) corporation that is actually the "engine that runs AAUW and all of its programs except the lobbying efforts of AAUW. The programs shown on the chart are the ones AAUW feels need the most money, as they need new funding to keep them afloat. All of the funds and programs, including the ones to which members have long donated, are still alive and well.

Members may donate to whichever program under the Fund they choose. Remember, if you're giving to a particular Fund, you need to note that on your donation so it can be applied to the correct fund. I suggest giving both restricted and unrestricted donations if a member doesn't feel comfortable donating solely to unrestricted funds.

**Tobi Balma (Moderator): One AAUW, One Mission, One Fund."**

Sharon, You have explained why "One Fund" was created. There are so many funds/programs under the "One Fund" umbrella! *Can you please help us to better understand them?*

**From Sharon Westafer:** Tobi, the diagram you included in your attachments regarding "One Fund" provides great explanations for many of the programs. Keep in mind there is a front and back to the document so readers need to scroll down to get the explanations. In a nutshell, One Fund is the AAUW Fund, 9110 and all of the programs or funds under it. It includes the Educational Opportunities Fund, Leadership Fund, Eleanor Roosevelt Fund, Public Policy Fund and Legal Advocacy Fund and all the programs under those Funds. The programs on the new diagram are the ones AAUW is focusing on for unrestricted donations. For instance, with AAUW's purchase of the \$tart \$mart program, funds are needed to help it thrive. Also, AAUW is expanding the Tech Trek program to include more camps in more states. You can see that unrestricted donations are always needed as the staff at AAUW knows which programs need the most funding.

**Tobi Balma (Moderator):**

The One Fund is similar to paying taxes to run the government. Taxes keep the government working, but we really don't know where our tax dollars are going. Similarly, with the One Fund, we know this helps wonderful AAUW Programs, but there is a disconnect about how and where the money is used/allocated/budgeted. The information you included about AAUW's purchase of the \$tart \$mart program, and funding more Tech Trek camps is not generally known.

Members want to know where their money is going, which is why donations are made to specific programs. *How do we make "One Fund" come alive, so to speak, with more specifics about how the donations are used? Do you have other examples that would encourage members to donate to the "One Fund"?*

**From Participant 1:**

Tobi, You make a very good point about what the general membership wants to know about the general fund.

**From Tremayne Parquet:**

The "One Fund, One Mission, One AAUW" flyer does this in a roundabout way where it graphically lists programs that the AAUW Fund supports. But in terms of conveying that same message in words, as you did, I don't know of anything specifically for educational purposes. It's something I can pass along to colleagues for possible implementation however.

**From Sharon Westafer:**

AAUW may decide to provide scholarships for more young women to attend NCCWSL or there may be a case that LAF is supporting and LAF can provide travel grants for litigants. AAUW can also provide materials for Elect Her, the program on college campuses that encourages women college students to run for campus offices. This experience boosts their self confidence and gives them the skills to hopefully run for public office at some time in the future. I look at the AAUW Fund as the engine that keeps AAUW running smoothly. Without the donations received, none of the wonderful AAUW programs would exist.

**From Participant 2:**

Tell me if I'm wrong, but I believe all programs in the Fund have their own numbers so individuals can contribute to any program they so choose, but the One Fund allows National to support the programs of greatest need to see that all programs thrive.

**From Sharon Westafer:**

You're correct [Participant 1]. All of the programs have a number. If an individual elects to contribute to a specific program, they need to put that number on their check or otherwise indicate where the donation should go. That's called restricted giving as the person is restricting their donation to a specific program. Keep in mind that One Fund is the same as the AAUW Fund, 9110, the umbrella over all the other funds.

It basically comes down to either donating to a particular program or allowing AAUW to put the money where it's most needed.

**From Participant 3:**

I think that the flyer that is posted on the AAUW website that has been referenced several times (Tobi gave the link to it in the intro post to this discussion) would be the ideal vehicle for educating our members about all the programs/projects that AAUW Fund covers, and how unrestricted giving supports them all: <http://www.aauw.org/files/2014/11/The-AAUW-Fund-Diagram.pdf>. As Sharon mentioned, you need to print it up as a back-to-back flyer, because the back side explain what each of these programs do.

**From Participant 4:**

Below is a link to how we at AAUW Marin are explaining to our members about donations to AAUW Funds. We found the name AAUW Fund for the umbrella term to be too confusing to our members who are used to us talking about AAUW Funds. (We also have an officer/board position AAUW Funds Chair). Tremayne helped us with this when we made the change over from our prior webpage which listed a lot of the individual funds by name and talked only slightly about making unrestricted donations.

<http://marin-ca.aauw.net/philanthropy/aauw-funds/>

We opted for saying less rather than more, as the more specifics we added, the more confusing it seemed to become.

We continue to get questions about the difference between what we are supporting with dues, vs. donations—Tremayne, don't forget my earlier question on this, please.

Also many of our members really are invested in making the bulk of their donations to the Educational Opportunities Fund or to complete specific endowments under the Ed Opp Fund. We are concerned that we might get far less in donations if we don't keep that option front and center.

I for one wish that the Association had found a better name for the AAUW Fund, or One AAUW Fund or whatever it is called—one that was less confusing with terminology already in use.

**From Participant 5:**

The angle I often use when talking to members about donating to AAUW, and/or becoming a Legacy Circle member (another HUGELY important topic!!) is that as a long time member of AAUW- 23 years now- and having served on several local, state and national boards, I obviously care about this organization and so it should rightfully be in my top 3 organizations that I support financially. It is actually my #1. Many who know me know that I am a single mom, a teacher no less. I am only wealthy in the minds of 3rd world nations. However, this organization is important enough for me to be a paying member for 23 years so it is important enough for me to contribute. My contributions pale in comparison to others but that is ok. When I became a founding member of the Charting the Course, I was already giving monthly what I could afford in my budget. I reexamined my budget, eliminated a small donation I had been giving monthly to a Maine organization, and stretched my comfort zone to make my CTC pledge. It is still a drop in the 1 million bucket but it is THERE! It was the same with the Legacy Circle. I changed the beneficiary of a small 401K that I have to 50% my boys 50% AAUW. It might not ever grow to a huge donation- but the point is that I have done it. I have made AAUW a focus in my giving. When I have extra money in my budget, I make gifts to Unrestricted in honor of someone (last year it was the amazing Roberta Travis!). We can all do what we can and then a little bit more. It starts with making AAUW as much a priority with our wallets as it is with our time!!!!

Thanks to all of you for getting the word out to branches and for all that you are doing to promote and support AAUW!!!!

**From Sharon Westafer:**

Excellent points, [Participant 5]! One can give AAUW their credit card number and ask them to deduct a certain amount each month, even \$10 is something. I believe one has to renew the commitment every year so the credit card number isn't kept by AAUW forever.

**From Participant 5:**

Yes, and it is so easy! You just call Catherine Gibson and she takes care of everything!! Christmas is coming- instead of a "thing" that your family members probably don't need anyway, how about a donation in their honor!???

**From Participant 6:**

What a great conversation! Thank you everyone for such a wonderful program topic and the thoughtful, insightful questions and answers. I see the One AAUW Fund as a chance for AAUW to be every flexible in supporting programs and projects as the need arises. It enables all of us to be a part of this flexibility and keeping AAUW in the forefront of cutting edge projects and research! I can't wait to hear more!

**From Participant 6:**

*Can you tell us the various amounts needed to fund certain endowments? And about how long does it take for an endowment to be fully funded ( just a ball park figure)?*

**From Sharon Westafer:**

American and International endowments complete at \$200,000 and branches are given 15 years to complete them. The Research and Projects Grants, which include Selected Professions Grants, Career Development Grants and Community Action Grants, complete at \$75,000 and branches are given 10 years to complete them. As you might guess, it can be difficult for a branch to raise all of the money themselves. That's why we suggest helping to complete our California endowments, which are listed on the AAUW CA website under AAUW Fund.

**From Participant 3:**

I had a question about the endowment funds. You say that once the endowment is complete, it is the interest generated from the endowments that fund the fellowships/grants. *Is that literally "interest" (money earned from a bank account) or are the funds invested in a variety of investments to generate the income?* I ask because it seems like the interest rate has been so low in recent years that simple interest alone wouldn't be enough to generate the funds necessary for these grants to pay out anything much.

**From Sharon Westafer:**

Good question, [Participant 3]. My guess is that the funds are invested in a variety of investments since interest on bank accounts is so low. I think Tremayne is in on this meeting and let's ask him. *Tremayne, do you have an answer?* I do know that in the past, some fellowship or grant recipients were funded by one endowment, for instance the Kathleen Cha endowment. Now, most of them are funded by 5 or 6 endowments so that may be due to the low interest rates generating less income.

**From Participant 7:**

Most fellows today are funded by more than one endowment due to the low interest rates. My fellow this year is studying under 4. The staff does an incredible job of matching all of these up and making sure that each stipend is helping the fellows in the best possible manner.

**From Tremayne Parquet:**

I'm fairly positive of the answer but to ensure I'm 100% accurate I'm reaching out to our CFO for his take. As soon as I have an answer I'll relay it to all on the list.

The endowment is based on earnings not just interest, from our long term investments in our diversified long term portfolio. AAUW has a separate investment committee that consists of five professional volunteer members plus the board chair plus the CEO which along with professional investment management watches over the diversified portfolio of AAUW.

If further clarification is needed I would likely urge them go to the finance staff directly and would be happy to put folks in touch.

**Tobi Balma (Moderator):**

I've always wondered how many Fellowship and Grant applications are received annually and the process of selecting recipients and then matching them to endowments. Perhaps Tremayne may have some added knowledge about this.

**From Tremayne Parquet:**

I've put a question to my colleagues (just up the hall) in Fellowships and Grants to provide some numbers on applications as well as selection criteria. When it comes to matching recipients to endowments, however, I can shed some light on that aspect. Geographic location is always of highest priority when making assignments with specific endowments. Only in cases where there are not enough recipients in a geographic location or other stipulations upon the endowment necessitate selection from further abroad would you potentially see recipients from outside your state.

**Tobi Balma (Moderator):**

*Can you explain more about "Geographic location?" Does that mean that funds raised in a state generally go to recipients/community action grantees who live in &/or study in that state?*

**From Tremayne Parquet:**

For endowments this is correct. Again this is a general preference and numerous factors could steer things from your general area or state but if there's parity between an endowment's state/location and a recipient then that pairing would be made.

**From Participant 8:**

*Is there a financial structure for recipients, particularly the international women?* Branches have asked how much someone can receive - and what the range of grant/fellowship dollars might be. We hear the total amounts distributed, but members can't relate to how much someone could be awarded. They're also curious how international travel might be paid for, etc. Not so much the local scholar; there's a good deal of interest in general about how the variety of scholarship programs are funded. Regarding an international scholar, for example our branch hosted a South American scholar; she originally went to NY

to work on her project, then decided later to come to Los Angeles to complete the work. Members were curious whether she had been given a lump sum that covered her travel or she had to adjust her personal budget.

**From Sharon Westafer:**

Members can access that information by going to the AAUW website, selecting what we do, then selecting education. The various Fellowships and Grants are listed along with the funding amounts.

**From Participant 12:**

*If a branch has completed an endowment many years ago at old endowment funding rates, should the branch now consider increasing the endowment?*

**From Sharon Westafer:**

The endowment is still active so it isn't necessary to increase it, although it is earning less interest than larger amounts. Even though an endowment is complete, donations can still be made to it. One of my branch members for years insisted on only donating to our endowments, even though they're complete. I finally convinced her to "expand her horizons" after several other branches helped us complete our last one.

**From Tremayne Parquet:**

I just got some feedback from my colleagues in Fellowships and Grants. Here's some information they were able to pass along.

- **Annual applications** Over 5,000 individuals enter the AAUW application system each year (half of them are eligible) for the more than 200 fellowships and grants awarded annually.
- **Recipient selection** Eligible applicants are reviewed by nearly 150 expert panelists across a variety of academic disciplines and professions. Panelists' recommendations are approved by the AAUW Board of Directors.
- **Endowment matching** Each fellow or grantee is matched to 1 or more endowment sponsors, keeping in mind geographic region or field of study preference, whenever possible.
- **Financial structure** Award amounts and more detailed information about allowed expenses are listed on our website at <http://www.aauw.org/what-we-do/educational-funding-and-awards/>.
  - **American Fellowships:** \$6,000-\$30,000
  - **Career Development Grants:** \$2,000-\$12,000
  - **International Fellowships:** \$18,000-\$30,000
  - **Selected Professions Fellowships:** \$5,000-\$18,000
- **Travel allowances** Recipients in most of our programs can spend up to 10 percent of their stipends on travel to professional meetings, conferences, or seminars. International recipients must cover their own travel costs to and from their home country.

**Tobi Balma (Moderator):**

Sharon, Can you tell us more about the "**Charting the Course Campaign**" and why we would want to contribute to it? In fact, Judy, since you are one of the "Tri-Chairs," of the Charting the Course Campaign, will you also give us more details?

**From Sharon Westafer:**

Some of you may recall the Breaking Through Barriers campaign in 2009. The goal was to raise \$1 million for AAUW's programs. My thought is that every so often AAUW launches a new campaign, for unrestricted giving to remind members of the many wonderful AAUW programs and to remind them that the programs require funds in order to be successful. I often have a favorite project to which I donate and these campaigns motivate me to spread my giving.

**From Participant 7:**

Kudos to Sharon and Tremayne for the great job they are doing at answering the questions. As one of the Tri-chairs of Charting the Course, I want to urge all of you to take this campaign to our members. You are all respected and listened to by branch members and can be the conduit which will help the individual member understand the concept of why we need to move in the direction of ONE AAUW. I know that I have worked tirelessly to finish many endowments, but I also see that we need funds to bring all of our

other programs to life. Remember, "Life is change; growth is optional; choose wisely.". I fully believe we have "chosen wisely" to go in this direction. Here's to continuing our valuable work for women and girls.

I feel I would be remiss in not providing my personal connection to One AAUW and Charting the Course. I joined AAUW in 1973 as a charter member of my branch; I had been looking for a "home" for a long time and knew I had found it in the AAUW mission. What I did not expect was the truly wonderful women I would meet who would become some of my closest friends. AAUW has given more to me than I have to it, and for that I am ever grateful. The experiences I have had at the local, district, state and national level have been so empowering to me and given me the chance to give back to other members on a professional and personal level. When I was asked to be one of the Tri-chairs for the Charting the Course campaign I thought 'I can't do that job. It would be too difficult'. After much reflection, I decided to say yes and really stretch to make my gift count. This is a "sea change" time for AAUW. We must get smarter at what we do and how we allocate our resources. Members need to understand that due to membership numbers, our dues do not cover all our expenses and the programs we want to support. We are so fortunate that our endowed Funds are safe and doing so well. We all need to step up to the plate, and help put our donations where they will do the most good. We also need to trust our very professional and loyal staff who really have the future of AAUW in mind. I know this is a different way of giving, but if we want our great organization to continue, we must make this happen. Since this is the season of Thanks and Giving I want to thank all of you who have contributed to this conversation/thanks to Tobi for her organization, Sharon and Tremayne for their expertise, [Participant 5] for her words on the Legacy Circle (another one of my favorite AAUW programs), and [Participant 6] for nudging me to join this branch. Now it is your turn, to become an example for others and give what you can to the campaign, and most importantly, urge other members to join us. I look forward to working with all of you. I wish you the best during this wonderful season

**Question from Participant 2:**

This is a slightly related question to [Participant 3]'s. I have felt for some time that AAUW's focus should not be on establishing new EDUCATIONAL endowment funds and I believe there is a great need in other areas. I like the direction National is taking with the unrestricted Charting the Course million dollar effort. If I were rich I would love to start the "[Participant 2] endowment fund for the unrestricted charting the course." *Would this be a possibility or will the million dollars be handled like an endowment fund and not just spent in the next few years only to have the need to raise more funds?*

**Comment from Participant 5:**

[Participant 2], The concept you describe has been discussed by the board when I was on it- suggestion was given to me by a member in Maine and I passed it along to staff. Not sure where it landed. But it is an idea that makes sense to me!!

**From Sharon Westafer:**

AAUW is actually encouraging branches to fund smaller projects rather than committing to an endowment. For instance, the Redlands branch is funding Start Smart workshops rather than starting an endowment. The investment can be as little as \$5000 and the branch doesn't have to concern itself with trying to raise the money an endowment requires.

The Charting the Course money will be used in areas such as promoting gender equality in leadership positions, closing the pay gap and overcoming barriers to women's participation in STEM careers. The Charting the Course campaign for unrestricted donations is one example of using money in areas of greatest need. The million dollars won't be an endowment fund where only the interest generated is used to fund programs so of course unrestricted donations will always be needed. As I mentioned earlier, all of the programs under the AAUW Fund need continual donations, unlike the Fellowship and Grant endowments.

**From Tremayne Parquet:**

Hi [Participant 2], I just want to reinforce what Sharon said and also emphasize that a great part of the Charting the Course campaign is spreading awareness on what unrestricted giving looks like and how powerful it can be for AAUW. To that end as [Participant 5] alluded an unrestricted endowed fund is something that has been discussed among the board and staff and is likely something to come down the road after this initial campaign has been completed. The shape and nature of it is very much to be

determined however so I would encourage everyone to stay tuned upon the conclusion of the Charting the Course campaign to see what happens next.

**From Participant 4:**

*Tremayne, aren't funds donated to the Charting the Course campaign "restricted" to programming, rather than administrative needs? I realize that it is hard to separate administrative (general operating funds) from program funds in an organization where programming obviously also includes salaries for some staff associated with specific programs, and also know that fund accounting for nonprofits is complex, so don't need a highly technical response. Also, perhaps you could address where annual dues fit in?*

**From Sharon Westafer:**

Thank you, [Participant 7]. *Can you address Participant 4's question about whether some of the money will be used to pay salaries?* I can resend to you if you missed it. I'm sure Tremayne is working on an answer for us.

**December Response from Tremayne via Jill Birdwhistell [COO]**

Much of what we do is the fixed costs of the website, created entirely by staff, and email, created and emailed by staff. Another large part is communications for members through email newsletters created by staff. The Annual Report is written and designed by staff. The development and membership letters are written externally, but edited by staff. They are part of the ongoing membership responsibilities of staff as assigned by the board and are essential to keep member due costs down by attracting new members and seeking donations, most of which are spent in the local communities for programs as are articulated in the former diagram.

**From Sharon Westafer:**

Everything is done by staff. In other words, our dues go to pay their salaries.

**From Participant 3:**

In case others are wondering (as I did) about what "Charting the Course" is.... here's a link to a page about it on the AAUW website: <http://www.aauw.org/chartingthecourse/>

When I clicked on the link there to see the "navigators" there you were, [Participant 7]!

*How would you recommend our branch participate in this campaign, [Participant 7], Sharon and Tremayne? It looks like we're supposed to fill out a branch pledge form and estimate how much our members will donate, which maybe we could do based on past giving. I don't think we'll have any trouble guaranteeing that at least 10 branch members will donate!*

*If our branch decided to pledge to do this, would our branch be credited with any unrestricted donations already sent in by our members during 2015 towards our branch total, or would we only be credited with donations made after a pledge form is sent in?*

**From Tremayne Parquet:**

I will confirm but it would be new gifts to the campaign since the pledge form was submitted rather than reclassifying previously sent contributions that weren't for the Charting the Course Campaign.

**From Participant 3:**

It should be noted that many of our branch members are dual members, so their donations may be primarily or entirely credited to their "primary" branch. *How can a dual member donate and credit the Online branch?*

**From Sharon Westafer: DONATING**

There is a place on the donation form if you're using paper, or on the website when you make a donation to designate to which branch you want your donation to be credited. You might challenge your members to come up with a certain donation amount, or you could encourage members to donate to the campaign on their own. We have discussed many options for donating! I recommend these Online step-by-step instructions (Instead of using the AAUW Giving Tuesday Link) to make sure the CA Online Branch is credited:



1. Use this link: Member Services Data Base (MSD) <http://www.aauw.org/resource/member-services-database/>
  2. Enter MSD
  3. Log in. (If you need your ID check forgot ID or contact Tobi)
  4. Enter Member Services Database
  5. If CA Online is your primary branch pick primary; if a dual member, choose Dual (CA Online)
  6. Individual contributions [Choose whichever contribution(s) you want. BE SURE TO REVIEW ALL OF THE DROP DOWN MENUS!]
  7. Follow next steps as they appear
  8. If you'd like to donate to the Charting the Course campaign, it is under other special funds or giving circles on the drop down list.
  9. After you designate the amount you'd like to contribute, select next. There is a drop down list of branches from which to select.
- For your interest, I am including a list of CA Unfinished Endowments listed in order of nearness to completion.

**AAUW FUNDS CALIFORNIA UNFINISHED ENDOWMENTS 2015** To support a specific AAUW California endowment within the Educational Opportunities Fund, please select from the following unfinished endowments:

#### AMERICAN FELLOWSHIPS

- **Vivian Lamont Coe # 4046** (West Contra Costa) Balance \$66,265.16 (Need \$33,734.84 to complete)
- **Danville-Alamo-Walnut Creek (CA) Branch 45th Anniversary #4391** Balance \$26,972.16 (Need \$173,027.84 to complete)

#### INTERNATIONAL FELLOWSHIPS

- **Jessie & Wilder Ellis # 4100** Balance \$22,780.00 (Need \$77,220.00 to complete)

#### RESEARCH AND PROJECTS GRANTS, Listed in order of nearness to completion

- **Gloria Taylor and Judy Pfeil R&P Grant # 4360** (Berkeley) Balance \$67,043.00 (Need \$7,957.00 to complete)
- **Lucy Lindsey/Margaret Hankle #4078** (Hayward-Castro Valley) Balance \$26,888.00 (Need \$8,112.00 to complete)
- **Sunnyvale-Cupertino 50th Anniversary #4364** Balance \$57,327.51 (Need \$17,672.49 to complete)
- **Alicia Hetman (CA) R&P Grant #4374** Balance \$28,618.94 (Need \$46,381.06 to complete)
- **Sacramento Branch 100th Anniversary #4372** Balance \$25,488.00 (Need \$49,512.00 to complete)
- **Walter & Emily Hackler (Newport-Mesa-Irvine) #4387** Balance \$11,890.00 (Need \$63,110 to complete)
- **The Morgan Hill Wildflower Run R&P Grant #4403** Balance \$10,000 (Need \$65,000 to complete)

**AAUW Supported Funds:** The AAUW Fund is a 501(c)(3) organization that supports all programs listed below which are all tax-deductible.

- **#9110 AAUW Fund** supports the general support of all AAUW Funds activities and its administration.
- **#4336 Educational Opportunities Fund** supports educational and lifelong learning opportunities that give women a chance for a lifetime of success.
- **#4332 Fellows Alumnae Initiative** inspires women by providing access to the network of past and current AAUW fellows and grantees.
- **#9170 The Eleanor Roosevelt Fund** supports AAUW research that provides analysis, data, and accurate information about issues that are important to women and girls. Past reports include Women in Community Colleges, Access to Success (2013) The Simple Truth about the Gender Pay Gap (2012) Crossing the Line: Sexual Harassment at School (2011), and Why so Few? Women in Science, Technology, Engineering and Mathematics (2010).

- **#4229 Mooneen Lecce Giving Circle** members pool their contributions to AAUW Funds to **#3999 The Legal Advocacy Fund** supports the protection of the legal rights of those who are facing discrimination. You may choose to direct your donation to the following tax-deductible programs.
- **#9310 Case Support.** Protects LAF plaintiffs by supporting workplace sex discrimination cases.
- **#3072 Travel and Education Grants.** Protect AAUW members through educational programs, presented by LAF plaintiffs and lawyers, about legal rights.
- **#3085 Gloria Weston Campus Outreach Projects.** Protect college students from discrimination, harassment, and assault through on- campus program grants.
- **#4339 The Leadership Programs Fund** supports programs that develop women's potential to lead in their schools, communities, and country. You may choose to direct your donation to the following specific tax-deductible programs.
- **#2505 National Conference for College Women Student Leaders.** Attendees develop their leadership skills, networks, and ambition at this acclaimed, intensive three-day conference held annually in Washington, D.C.
- **#2515 Campus Action Projects.** AAUW awards grants to campus leaders to deliver programs guided by the findings and recommendations of AAUW research to address a gender-based issue in their community. Replicable or ongoing projects are selected to provide continued leadership training and support for women leaders.
- **#2522 Elect Her.** Teaches leaders the skills they need to run for student government. This program successfully increases the number of women who are involved in making decisions that affect all students on campus. These student leaders are also introduced to a national network of women who are running for and holding public offices.
- **#4337 The Public Policy Fund** supports advocacy for public policies and laws that are fair to women.

You may choose to direct your donation to the following specific tax-deductible programs.

- **#2256 Government Relations.** Our professional lobbyists advocate on Capitol Hill and in the White House, ensuring that our voices are heard in the halls of Congress and at the tables of power when decisions are made that affect women and girls.
- **#2517 Civic Engagement.** Helps women act as their own advocates by providing members with the information and tools to build robust woman-to-woman voter registration and turnout drives in their communities.
- **#2257 Field Organizing.** Engages individuals and branches in public policy advocacy through Impact Grants, Action Network, the Two-Minute Activist program, and Washington Update.

## **HAPPY GIVING TUESDAY & WELCOME TO 2015-2016 CAREER DEVELOPMENT GRANT RECIPIENT ALEJANDRA ROSAS!**

We now welcome Alejandra Rosas! Alejandra has recently moved to Southern CA and is pursuing a master's degree in communication at Johns Hopkins University via the Internet! A multimedia editor and videographer at Volunteers of America, she captures and shares the stories of individuals living on the margins of society. She hopes to continue working in film and video production, expanding her abilities as a storyteller and producer of meaningful content. She travels a lot and will be sharing her experience as a grant recipient and what's it's like to live an "online life."

Welcome Alejandra and thank you for joining us!

**Tobi Balma (Moderator):** *How did you find out about AAUW's Career Development Grant and what was the application process like?*

### **From Alejandra**

Hi Everyone! Tobi and Sharon, thank you so much for inviting me to participate in this forum! It's been exciting for me to learn more about AAUW over the past few days through this conversation. It's been really fun!

I learned of AAUW's career development grant through an online search. The application process consisted of answering numerous questions through an online portal. I wrote about the current focus of

*AAUW CA Online Branch Program on AAUW Fund November 2015*

Page 10 of

my career and professional accomplishments. I also shared what I hoped to accomplish thanks to a master's degree in communications. By the time I turned in the final document, I think it consisted of about 8 pages, of which many portions were in essay form.

**From From Participant 5:**

*How are you finding the online MA program to be?* I also completed my M Ed. online and really enjoyed the flexibility it provided me while still being quite strenuous! I hope you are enjoying yours.

**From Alejandra**

Thank you so much for your kind note! I also love the flexibility an online program offers. I travel often for work, and this format is really the only way I would be able to attend school right now. I certainly miss in-person interaction with the professors and students, but am really grateful that a significant focus of my program at Johns Hopkins is group work, through which we have the opportunity to interact frequently, and often in real time, with classmates and professors. It's great!

It can absolutely be strenuous, as you mentioned. I like the academic rigor; I think that's important. It's really exciting to be able to apply lessons from school right away into what I'm doing at work, too.

At the same time, I very much admire many of my classmates who are pursuing their degrees while balancing careers and raising families at the same time. I don't have kids yet, and I find work and school keep me quite busy as is!

**From Sharon Westafer:**

*Do you ever meet in person with your professor and classmates?*

**From Alejandra:**

During my first semester early this year, I met one professor in person while I was still living near Washington, D.C. (Her name is Shonali Burke; she's brilliant!) She was on a speaking panel hosted at JHU's downtown D.C. campus covering best public relations practices. She was so nice! Professor Burke thought it was great that we got to meet in person and even took a selfie of us to post on Blackboard (our online academic platform) to share with the class!

One of the new friends I have made since moving to Orange County is actually a classmate from that first semester as well. We see each other every few weeks now, which has been really nice. As I made my move to California, she offered me lots of advice, for which I was so grateful. She's so sweet!

My classmates and professors can live anywhere. Many students reside in other countries, and I've had professors who are instructing from Florida, Oregon, and other states, so meeting them can be quite difficult. We balance varied time zones a lot when meeting online and turning in assignments!

We use Google Hangout often to interact, which offers a great way to see and talk to others as we work on projects. Our professors also frequently use Adobe Connect to conduct lectures live. Students participate if they can, and then the instructors send a link of the recording for those who couldn't attend.

But I'm thrilled to have been able to meet two very kind people in person!

**From Sharon Westafer:**

That's really interesting, Alejandra.

There are so many ways to get an education now. It really expands opportunities for people!

**Tobi Balma (Moderator):**

*Can you tell us a little about yourself and the focus of your Master's work?*

I moved to Orange County from just outside Washington, D.C. about six months ago and have fallen in love with California! I work as a videographer and editor for Volunteers of America, a human services non-profit organization that serves the most vulnerable individuals in the U.S. Every couple of weeks, I travel to a different location around the country to capture the success stories of our clients.

From the time I was young I have enjoyed and very much valued the power of language, literature, and storytelling. My MA is in communications. Professionally, I have the wonderful opportunity to apply the skills I am learning through my program immediately to many of the projects I produce.

**Tobi Balma (Moderator):**

*Can you tell us more about the focus of your Master's? (What you are studying, doing, perhaps some projects---especially about how it may be related to women and girls.)*

**From Alejandra:**

Hi Tobi, I have chosen a concentration in public and media relations through my coursework. Already, the lessons I have learned through research and lectures, have found their way into my videos and other projects at Volunteers of America. Our 2016 annual report will directly reflect this, as it will feature the technique of nostalgia to appeal to current and potential stakeholders. I learned of this approach through a course I am taking this semester on the value of persuasion.

Some of my past coursework has included learning about media effects and how publications and other news outlets can significantly influence our public discourse and how we perceive and discuss issues. I chose to focus my final paper for that class on the impact of the young Nobel Peace Prize recipient Malala Yousafzai, her courageous efforts to promote education for all, and why her portrayal in western media is important and meaningful. She became a true inspiration to me as I learned more and more about her in a class on advertising and marketing, I worked on the branding of a hypothetical new restaurant in the DuPont Circle area of Washington, D.C. (Here's the faux website, if you'd like to check it out! <http://14colonydc.wix.com/14colony>). This semester, I'm working on a campaign that would hypothetically improve sales for the organic food company Annie's Homegrown, which primarily targets young moms with children under the age of 6. For that project, we have focused on creating a target audience based on statistical survey data, learning to personify a key group, and choosing how to market to them effectively.

Very meaningful and specifically related to women and girls was the work I had the opportunity to complete my first semester for an organization called Doorways for Women and Families. Based in Arlington, Va., Doorways serves families, and particularly women and children, that have experienced domestic violence, abuse, or homelessness. For a course I took focused on devising effective digital communications for non-profit organizations, I created a campaign for Doorways that implemented measurable objectives and would help successfully raise funds.

In the past I have also worked with the Inter-American Foundation to edit videos that specifically promote and market the organization's work in microfinance in Latin America. Through a number of grant programs in countries like Colombia, Uruguay, Paraguay, and Brazil, the IAF offers funding, training, and the infrastructure to women looking to become successful entrepreneurs in their communities. I admire this so much, and it hits particularly close to home, as I, myself, am Colombian.

I am also including a video I created last year for the Colorado Branch of Volunteers of America that shows some of the amazing outreach they offer women and girls, specifically, and how meaningful it is to staff, clients, and donors.

<https://youtu.be/FZBAQYge-ic>

I hope you enjoy it!

**From Participant 8:**

Hello Alejandra: What a wonderful video - great messaging and images! Congratulations and continued success with your work. It's a real gift to see the type of projects our scholars are working on.

**From Alejandra:**

Thank you so much for your message! I am so excited you like the video and messages I shared! I feel very lucky to have the opportunity to work on projects like this. I have been so happy to be able to pursue this MA right now with the wonderful support of AAUW.

**Tobi Balma (Moderator):**

*Alejandra, Since you lead an "internet life" (so to speak doing your Master's in Communications online as well as traveling), and we are an online branch, what recommendations do you have for us to market ourselves and recruit young, busy people like you?*

I love the phrasing of "leading an 'internet life.'" I certainly turned to the Internet when looking for scholarship and funding opportunities as I began my master's degree. I found being able to immediately connect with AAUW in this way most helpful and encouraging. I find welcoming and easily navigable websites, like AAUW's, incredibly valuable. I also think using some of the tools available for free online can be very useful in recruiting busy young people. Sites like Facebook, Twitter, LinkedIn, and Instagram offer great platforms to share a group or organization's messages with external audiences.

As a videographer, I am certainly a fan of motion pictures. I think as we become more and more adept at leading internet lives, busy young people like seeing information in video form more frequently, too. Brevity seems to be preferred more and more as well, which can be quite a challenge. But I think this trend is an important aspect to keep in mind. Offering initial information to capture the attention of an audience quickly, though powerfully and effectively, may help.

**From Participant 9:**

*What part of AAUW do you feel would be most attractive to younger people?* I think our organization does so much in so many directions that it can be overwhelming -- public policy, philanthropy, bringing STEM to girls, and on and on. It might be helpful for us to know where to focus as we use these various platforms.

**From Participant 10:**

I believe leadership development to be important.

**From Alejandra:**

I think all these areas can appeal to young people and can be successfully addressed on the various online platforms. I think the most important way to currently attract young people requires offering fresh, updated information, regular opportunities for engagement, and lively, two-way communication. Succinctly explaining the outreach and impact of AAUW in each of the spaces you mention can offer clarity to potential stakeholders learning about the organization for the first time.

I think focusing on the tagline of empowering women since 1881 and using this as a launching platform can offer a solid foundation for explaining in greater detail the various avenues AAUW makes available to women through its numerous areas of focus. Perhaps sharing the specific ways AAUW (and AAUW California, in particular) has positively influenced public policy, STEM, and philanthropic outreach, coupled with strong imagery, video, and even guest speakers who can address these topics (or have brought about change in these areas thanks to AAUW), can help encourage greater involvement in communities.

I think currently, philanthropy is a significant area of interest for many Millennials seeking to become initially involved with charities. While this demographic does not necessarily donate funds in large amounts yet, they look to organizations that practice what they preach and offer hands-on volunteer opportunities to donors (or future donors). They are very eager to get involved in an engaged way.

Here is a recent article from The Boston Globe that sheds some light on what younger donors seek in charities: What Makes Millennials Give to Charity?

(<https://www.bostonglobe.com/magazine/2015/10/28/what-makes-millennials-give-charity/0nkxv2YcmzYuteWiBN1FIM/story.html>) (There are numerous other reports that support similar views, but I chose to share this one here because it was published quite recently.)

STEM and public policy certainly have a strong impact on garnering interest, too, especially depending on the audience targeted. AAUW can share the ways in which its efforts in these areas are making a difference to women around the world.

I think keeping content current and active is perhaps most important, and I believe in the value of strong storytelling to help bolster this, too. Through the work and accomplishments of the many women supported by AAUW, there are countless opportunities to publish engaging material and offer opportunities for robust, two-way communication with current and potential stakeholders, especially online. This can help strengthen and retain stakeholder interest. And all the topics you mentioned could

be presented and discussed repeatedly. There are so many opportunities made possible through the platforms I mentioned that I think you can discuss all three areas (and more) successfully!

**Tobi Balma (Moderator):**

You put a lot of thought into that answer! *Any way you can make it more specific? What would it take for Millennials to come to a meeting or join an online branch?* AAUW does use Twitter, but maybe we (online branch) need something like #empowering women. I have a Twitter account but have no idea how to use it to attract young women (or anyone) to join AAUW!

**From Alejandra:**

Sure! For example, over the course of a week or two on Twitter, this online AAUW branch (or you) can regularly share reasons with stakeholders why coming to a meeting or joining an online branch would be beneficial to them. That's probably the most important aspect of capturing audience attention early on, making it all about them. What will they gain from a meeting? Networking opportunities? New friends? Both?

And you can explain why their presence and participation is important. Why do you want these women to join? They are difference makers; they have powerful ideas; they can bring about real change, etc.

One approach you can take to Twitter would be to share inspirational quotes from historically empowering women (or even more current role models) and then share a follow-up tweet about how AAUW fulfills that statement.

For example

Tweet 1: "A woman with a voice is, by definition, a strong woman. But the search to find that voice can be remarkably difficult." -Melinda Gates

Tweet 2 Follow-Up: At AAUW we want to hear your beautiful voice! Join other strong women this Tuesday at 8pm! <insert link with more event info here> #empoweringwomen

With a message like this, you're inviting women and simultaneously calling them strong and beautiful, desirable attributes, and words that we associate with in a positive way. Melinda Gates is a renown, respected philanthropic leader many women admire, and she can serve as a powerful example of someone younger women may know and wish to emulate. By joining AAUW and learning about its mission, women can strengthen (or develop) the voices promoted and admired here and become leaders in their own right.

This is just one example, but a similar call to action can be achieved in any number of ways.

I think sharing success stories of the women AAUW has supported or women involved in AAUW branches would be incredibly powerful, too. I always think it's fun to read about lesser known women succeeding in their professions and the ways in which they achieve that success. The breadth of advice from varied industries I'm sure all the women on this thread could offer, for example, would be incredible to capture!

**From Participant 11:**

I think your suggestions to tweet are so excellent! That is the way to get younger members involved. I don't "tweet" but the California Online needs to start. We need to follow through on your suggestions.

An online branch is PERFECT for the busy woman who is still being a chauffeur for her children's activities. I recently was able to bring a good friend of mine into the branch. She's busy and doesn't have the luxury of attending meetings and interest groups. However, she believes in AAUW's mission. Through our online branch, she is able to get valuable information on what AAUW is doing for equity for women and girls.

**From Alejandra**

Thank you so much for your message! It's encouraging to hear that this is helpful!

I know how your friend feels. With all the traveling I do for work, regular weekly meetings in-person of any kind at one specific location are quite difficult to attend. But being able to complete my master's through

an online program is especially meaningful to me. I'd love to stay connected with AAUW this way as well (when I'm not able to attend events live, which is still very fun to do when possible!).

**From Participant 12:**

[xxxx] is supposed to set up an online branch Twitter account. This is good info for her to get it started perhaps we need a little brainstorming session after this program ends. I can set up a separate mailing list for that discussion alone. Contact me or [xxxx] off list if you are interested to help with the project.

**Tobi Balma (Moderator):**

On Sunday night Alejandra and I had a very interesting offline Twitter discussion. I have a personal Twitter account. My handle/name: @AAUW\_Tobi I plan to sign #Equity4Women as my tag.

It is really easy to set up a Twitter Account. I (or whoever else wanted to do it) could easily start a branch Twitter Account: @AAUW\_CaOnline

Here is what I believe I understand from Alejandra:

Twitter needs an account name, username, email address and mobile phone number. I (or whoever wants to) can open a new gmail account exclusively for Twitter and share the password with members so that they can use/post on the Twitter account. We can use the same password to sign in for both the gmail account and the Twitter Account.

The Branch Twitter Account can be: @AAUW\_CaOnline And people could use their own tag lines when they post. i.e., #empowering women I hope I explained this correctly!

We can discuss this more after the program is officially over today. I think the issue is not just setting up an account, BUT is more about what to post & how often.

Alejandra, any more ideas, corrections &/or suggestions??

**From Alejandra:**

That's the gist of it! A hashtag (#) makes a phrase searchable to others on Twitter (Facebook also activated this function a couple years ago). Ideally, it contains no spaces, even if it features several words. I would recommend using #EmpoweringWomen, for example. The capital letters help clarify the two words.

Hashtags aren't necessary in every tweet, but they can help followers see what other conversations are taking place surrounding a particular topic or phrase. When someone clicks on a hashtag in a tweet, Twitter generates a page that shows the various other tweets containing that hashtag, not just AAUW's, for example.

Another function that is helpful to know right away is the use of the @ symbol at the beginning of a tweet.

Taken from: <https://blog.bufferapp.com/twitter-tips-for-beginners>):

"No. 1 Rule of Tweeting: If you want everyone to see your tweet, don't start it with an @ symbol. Twitter assumes, almost always correctly, that the intention with @ tweets is for a direct conversation with another user, so it treats those tweets as if they are to be private. Only the person tweeting, the person being tweeted at, and those who follow both accounts will see the tweets in their streams. This had a profound effect on me. I was nervous about tweeting @-replies to people because I didn't want to saturate my followers' streams with tweets that might not matter to them. Knowing that these @-reply tweets are kept out of the main feed, I felt much more comfortable tweeting away."

Here are a couple articles that explain Twitter, hashtags, and handles in a bit more depth, too.

A Guide to Twitter: <http://mashable.com/2012/06/05/twitter-for-beginners/#xyabm64GOEq4>

Hashtags vs. Handles: <http://mashable.com/2013/10/08/what-is-hashtag/#16GJEyfa1uq8>

A slideshow with additional info: <http://www.slideshare.net/themarketingalchemist/hashhand>

**From Participant 11:**

I would be willing to bet that if California Online started tweeting with Alejandra's suggestions, we would have a significant increase in membership. Most importantly, we would be getting AAUW's mission out!

**From Participant 13:**

I agree! Also, the Facebook page could be used a lot more. My generation (mid-life, not yet retired but not young!) uses it a lot. PS. I am Participant 11's grateful, busy-with-four kids friend!

**Tobi Balma (Moderator):**

I now have more information about TWITTER. I had a lengthy conversation with Renee Davidson, National AAUW Social Media Manager. She is the "to go to" person at AAUW for Twitter. We discussed having a Branch Twitter Account and using it as a marketing tool for our branch. We discussed her availability to give us a "Twitter 101" (or Twitter For Dummies ☺) program. She is going to talk to her manager Alan Calendar about a group phone call. And, AAUW is considering doing a Webinar on Twitter. She will contact me after she talks with Alan. I also asked her about being available for an online program. I will keep the branch informed!

**Tobi Balma (Moderator): ELEPHANT IN THE ROOM QUESTION (11/30/15)**

This question is for EVERYONE! I am very much interested in everyone's opinions, suggestions and comments: Over the years my primary branch (& other branches) are more interested in fundraising for local scholarships (local community impact) than fund raising for any of the national AAUW programs. *What do you suggest we can do to make national donating more relevant for individual branches/branch members?*

**From Participant 9:**

And especially how to get them to donate for unspecified purposes.

**From Sharon Westafer:**

Branches fundraising for local projects is the elephant in the room! I think NCCWSL (National Conference for College Women Student Leaders) has piqued many branches' interest as they are interested in sending local students. While they aren't able to select a student if they donate directly to NCCWSL, AAUW does try to match students to their geographic area when awarding the scholarships.

It's often difficult to convince long time members to look at the big picture and remind them that their donations are what keep AAUW programs healthy. I've always thought that when members hear and meet the fellowship and grant recipients, they do tend to donate more to AAUW. We need to figure out a way to showcase the other programs at meetings on a local level so members buy in. I don't sense the reluctance as much with younger members.

**From Participant 3:**

I think you've hit the nail on the head, Sharon. Most people respond to fundraising requests when they feel some kind of personal connection to where that money is going. So when our members hear a grant/fellowship recipient speak, they are more engaged in giving to those endowment funds; when they heard a NCCWSL participant talk about what that experience meant in her life, they are more likely to donate to the NCCWSL scholarship fund; when they hear Tech Trek campers talk about their experiences, they are excited about fundraising to sponsor more campers.

So if we want to encourage and increase unrestricted giving, we need to give our members personal accounts about what those many projects have done to empower women and girls, and emphasize how it is the unrestricted gifts that make them possible. One possible way of doing that is to have your AAUW Fund chair write an article in each month's newsletter highlighting a different project/program of AAUW's (ideally, quoting from a participant to make it "personal"), ending with a reminder about how unrestricted gifts from AAUW members and supporters are what make them possible. And the program committee could try to engage more speakers for branch programs that have participated in some of the lesser known AAUW programs that AAUW Fund supports.

**From Sharon Westafer:**

Excellent response, [Participant 3].



**From Participant 2:**

[Participant 3], you've really hit upon a viable solution to "selling" unrestricted giving. Just reading about the programs doesn't get it. If a member just reads about Tech Trek, spending a week immersed in the STEM subjects it's not too exciting. But when you hear girls who have attended a Tech Trek campus talked excitedly about their experiences, see the sparkle in their eyes, and learn of the future plans, then you are sold on Tech Trek. I think the idea of getting some of the recipients of these programs to talk to the branches, even combining branches, could go a long way to get the branches to endorse the idea of donating to the unrestricted funds. I also agree with you about writing an article each month for the newsletter (preferably written by excited recipients), would also be helpful in persuading members to donate.

**From Participant 14:**

The concept of recipient to member contact is easy to say but very difficult to arrange. I would like to see some efforts made in having live on-line interviews with 1 or 2 recipients from the different categories that fall under AAUW Funds. Questions from a moderator need to be prepared in advance and the recipients need to know what the questions will be. I would not like to see the recipients read a response, but to answer in a more conversational style. This type of program would most likely have to be done with a technology group that can host a kind of forum. If these sessions could be recorded, the branches would be able to suggest to members to click on the link to hear the original recording. I definitely think there needs to be some video with the presentation, because a listening only mode, such as in conference calls, can "put one to sleep".

This is not an inexpensive way of doing things, but a far more effective involvement!

**From Participant 7:**

[Participant 3] and Sharon, you took the words right out of my mouth. We really need to make these other programs real and personal to our members. NCCWSL is a great example/once a branch or an individual sponsors a student, that student becomes their student. Some of the suggestions from [Participant 3] are right on point, and some of what Alejandra said was really important. I really like the idea having speakers come to branches and talk about their participation in some of the lesser known programs. I am also sure that the national office will look to CA for leadership in this area. What an innovative project for the Online Branch to champion. I have gotten a great deal of info from this Fund Program/you can be sure that I will share all of it with the Charting the Course committee. Thanks to everyone who contributed.

**From Participant 2:**

Great idea, Participant 14. But even a video of one girl speaking about her experiences at NCCWSL or Start Smart, or Elect Her -- say 5 to 7 minutes. It could be played at a branch meeting.

**From Participant 12:**

Replying to **Participant 14's** comments about video - have you checked AAUW's YouTube channel? There are many videos posted from branches and from National - the last time I checked, a number from NCCWSL - some better than others. I think we can promote the "lesser:" funds through finding something already done that would be suitable.

**From Participant 3:**

Maybe a part of the way to promote this in branches is to use those YouTube videos — show 1-2 at each branch meeting, include links to a couple of them in each branch newsletter. I agree with [Participant 14] that audio only (conference calls) aren't the answer. But if AAUW continues to produce great videos on YouTube for us to use, we should start actively sharing them with our branch members.... along with reminders about how each of those projects is supported by unrestricted giving!

**From Sharon Westafer:**

I love your suggestions, [Participant 3] and [Participant 12]. We do hear a lot about the fellowship and grant recipients, NCCWSL and Tech Trek. Hearing from those who benefitted from Elect Her and some of the other programs with which members aren't familiar would really demonstrate to members other ways their donations are put to work. [Participant 12], would you tell us how to access AAUW's You Tube channel?

**From Participant 2:**

I have found several AAUW YouTubes I would like to show to our branch. How can I get them?

**Tobi Balma (Moderator):**

Whether you open YouTube from your computer or tablet, choose the search icon (looks like a magnifying glass) and type in AAUW. You will then see many AAUW videos. Pick the ones you want and enjoy! I have used this before at an event where the DVD did not work. As long as there is an Internet connection, the AAUW YouTube videos are easy to use and very professionally done.

**From Participant 12:**

That's easy - go to YouTube.com. Type AAUW in the search box. A menu of choices appears. Note the first one has a button for "CHANNEL". Click on the button and you'll be there. My local branch is going to have a grant recipient speak on Jan. 30. The event is evolving. We've learned it's well-nigh impossible in our community to find a venue for a luncheon much under \$40, so are now looking at a small group of us taking the speaker to lunch, and following with a presentation at the local library - which has a DLP projector.. Our board is meeting tomorrow. I'm going to suggest that additionally I develop a presentation that can highlight giving beyond the endowments. In my spare time (what's that??) I'll view those videos and see if I can adapt anything. Wish me luck! All this has developed in the last 24 hours. I'd ask our AAUW Fund chair to do the work - but she's not available the day of the event - perhaps she can work with me on development.

**Tobi Balma (Moderator):**

I want to thank everyone who has subscribed to and contributed to this program. We have reinforced information we already knew, & learned new things also.

Thanks to Sharon for generously devoting her time for this program.

Thanks to Tremayne for filling in gaps.

Thanks to [Participant 7] for her comments about Charting the Course, & for [Participant 3]'s idea about a 2016 Branch Pledge.

Thanks to Alejandra for generously devoting her time to tell us about her life and her studies AND helping to guide us as we enter a new phase of using social media.

Thanks to our Webmaster who helped with the technology needed to make this program work.

We will likely soon be addressing a potential 2016 Charting the Course Pledge, and a Branch Twitter Account.