

AAUW Mission 2010

Carol D. Rognrud
Director, Transformational Giving




Breaking through Barriers for Women and Girls

VISION
AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measureable change in critical areas impacting the lives of women and girls.

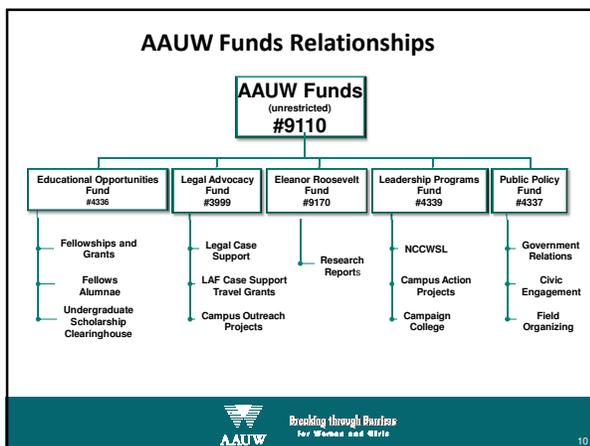
MISSION
AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

VALUE PROMISE
By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.



Philanthropy

philos □ *anthropos*
(loving) (humankind)

MEMBERS MAKE OUR PHILANTHROPY POSSIBLE

- Time
- Talent
- Treasure



DONORS MAKE IT POSSIBLE FOR AAUW TO BREAK THROUGH BARRIERS

- MAJOR GIFTS CAMPAIGN
- LEGACY CIRCLE
- GIVING CIRCLES
- INDIVIDUAL GIVING (BRANCHES AND DIRECT MAIL)
- PARTNERSHIPS



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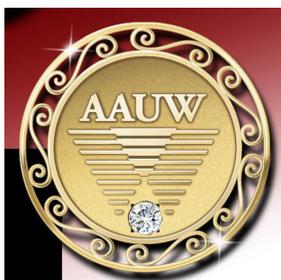
MAJOR GIFTS CAMPAIGN

- ANNOUNCED IN ST. LOUIS IN 2009
- GOALS:
 - SUPPORT PROGRAMS THAT ARE NOT FUNDED BY THE ENDOWMENT
 - RAISE 1 MILLION DOLLARS BY JUNE 2011
- TO DATE: \$800,000 RAISED



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MAJOR GIFTS CAMPAIGN PIN



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MAJOR GIFTS CAMPAIGN MAJOR GIFT LEVELS

- \$5,000 - \$9,999 (EMERALD LEVEL)
- \$10,000 - \$24,999 (AMETHYST LEVEL)
- \$25,000 - \$49,999 (GARNET LEVEL)
- \$50,000 - \$99,999 (BLUE SAPPHIRE LEVEL)
- \$100,000+ (DIAMOND LEVEL)



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Save the Date

AAUW's 2011 National Convention will be held June 16-19, at the Renaissance Washington Hotel, in Washington, D.C.



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LEGACY CIRCLE



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LET US HONOR YOU TODAY FOR A GIFT YOU WILL MAKE TOMORROW

JOIN THE AAUW LEGACY CIRCLE



Breaking through Barriers
for Women and Girls

LEGACY CIRCLE

LEGACY CIRCLE MEMBERS ARE RECOGNIZED IN AAUW PUBLICATIONS, INVITED TO SPECIAL EVENTS, AND EACH RECEIVES A LEGACY CIRCLE PIN.




Breaking through Barriers
for Women and Girls

LEGACY CIRCLE PACKET




Breaking through Barriers
for Women and Girls

NORTH CAROLINA'S LEGACY CIRCLE MEMBERS

- ELIZABETH M. NORRIS
- GLORIA H. BLANTON
- LESLIE W. SYRON
- BARBARA ANN HUGHES
- SHIRLEY S. QUISENBERRY
- MILDRED T. HOFFLER-FOUSHEE*



Breaking through Barriers
for Women and Girls

HOW TO BECOME A LEGACY CIRCLE MEMBER

- MAKE AAUW A BENEFICIARY IN YOUR WILL
- ESTABLISH A TRUST WITH AAUW AS A BENEFICIARY
- NAME AAUW THE BENEFICIARY OF YOUR LIFE INSURANCE POLICY



Breaking through Barriers
for Women and Girls

HOW TO BECOME A LEGACY CIRCLE MEMBER

- NAME AAUW AS BENEFICIARY OF YOUR IRA, 401(K) OR PENSION FUND
- ESTABLISH A GIFT ANNUITY THROUGH AAUW
- TELL CAROL ROGNRUD OR KRISTIE MALLEY IN THE AAUW NATIONAL OFFICE



Breaking through Barriers
for Women and Girls

HOW CAN I PROMOTE THE LEGACY CIRCLE?

IDENTIFY A LEGACY CIRCLE CHAIR IN YOUR STATE TO DIRECT A CAMPAIGN.



HOW CAN I PROMOTE THE LEGACY CIRCLE?

- INCLUDE INFORMATION ABOUT HOW TO JOIN IN YOUR BRANCH OR STATE NEWSLETTER.
- HAVE PLANNED GIVING WORKSHOP AT NEXT YEAR'S STATE CONVENTION.



GIVING CIRCLES

- MOONEEN LECCE (CA)
- GLORIA WESTON (CA)
- MARY ANN AHRENS / IA STATE (IA)
- LILLY LEDBETTER



INDIVIDUAL GIVING

- GIVING THROUGH BRANCHES (VIA CONTRIBUTION REPORT FORMS)
- DIRECT MAIL SOLICITATION
 - HOLIDAY CATALOG
 - NOTE CARD APPEAL



AAUW Partners

- Added value for AAUW members
- Revenue opportunities for branch, state, and national



Partners in Branch Fundraising

- **World Medical Card** — Help keep yourself, your friends, and your community safe and earn revenue for your branch.
- **SiteWise for AAUW** — An inexpensive and easily maintainable website service that can raise funds for your branch!
- **The Princeton Review** — Provides essential branch programming for high school and college students.



Partners in Branch Fundraising

- **Better World Books** — A virtual book sale. Reap the profits without the labor.
- **VirtuArte** — Support artists from developing nations with a “meet the artist” trunk show. Profits go to your branch!



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\$2,000,000 Mouse-Click Revenue Potential

- **If every member ordered**
 - 1 book from **BN.com/aauw**
 - 1 magazine from **MagazineLine** and
 - Used **InsureMyTrip** to get a FREE trip insurance quote
- **If only 1 in 1,000 members**
 - Purchased an item from **Active Forever**
 - Bought contact lenses and
 - Became a **MedjetAssist** member
- **If only 1 in 50 members**
 - Booked a trip through **Gohagan Travel** or
 - Had someone they knew use **The Princeton Review's** admissions test-prep classes



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AAUW Fellowships and Grants

AAUW has awarded \$3.18 million to more than 215 recipients for the 2010–11 program/academic year

2011–12 F & G applications will be available online on August 1, 2010.

AAUW is accepting applications for the 2011 Eleanor Roosevelt Fund Award through November 1, 2010.



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for Women and Girls

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AAUW Fellowships and Grants

New AAUW Alumnae Exchange online newsletter and Ning social networking community for F & G recipients have 200 members already

AAUW Dialog features profiles of outstanding AAUW alumnae. More than 60 former recipients have been profiled to date.



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COMPLETED NORTH CAROLINA FELLOWSHIPS AND GRANTS

- **ROSALYND NIX GILLIATT INTERNATIONAL FELLOWSHIP**
- **NORTH CAROLINA GOLDEN ANNIVERSARY R&P**
- **L. ADELAIDE AND M. ELIZABETH JOHNSON R&P**



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COMPLETED NORTH CAROLINA FELLOWSHIPS AND GRANTS

- **BETH NORRIS R&P**
- **ENOLA G. RETHERFORD R&P**
- **STINE J. SCHAFFMEYER R&P**



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COMPLETED NORTH CAROLINA FELLOWSHIPS AND GRANTS

- LILLIAN G. PORTENIER AMERICAN FELLOWSHIP
- ELLEN BLACK WINSTON AMERICAN FELLOWSHIP
- SHIRLEY S. AND KARL S. QUISENBERRY AMERICAN FELLOWSHIP



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NORTH CAROLINA FELLOWSHIPS AND GRANTS TO BE COMPLETED

- CHARLOTTE (NC) BRANCH R&P



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National Girls Collaborative Project (NGCP)

Proven resources to increase girls' participation in STEM



- 14 Regional collaboratives
- 28 States served + DC
- 70 AAUW-led programs already connecting
- 130 Mini grants awarded to date, representing 8,000+ girls
- 242 Organizations involved in leading collaboratives
- 1600 Programs in the NGCP Program Directory
- 1670 Participants at 20 events across the U.S.
- **3.5 million Girls** served by the programs connection through NGCP



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Public Policy and Government Relations

AAUW Lobby Corps is a powerful voice on Capitol Hill every Thursday during the session

AAUW helped Capitol Hill and coalition partners prepare for the March 11 Senate Paycheck Fairness Act hearing.

AAUW Capitol Hill briefing in May will feature *Why So Few?* research report.

AAUW's Equal Pay Day celebration on April 20

- Symbolizes the day that women's wages catch up to men's from the previous year.
- See AAUW's website, Action Alerts, *Washington Update*, etc.



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Public Policy and Government Relations

Director Lisa Maatz featured in new book:

The Secrets of Powerful Women: Leading Change for a New Generation

Donate \$100 to the AAUW Public Policy Fund to receive

- A free copy of Lisa's book and
- The new Public Policy Fund pin



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LEGAL ADVOCACY FUND



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LAF Plaintiff Support

LAF's new focus on supporting potentially precedent-setting cases has

- Improved our ability to protect women in the future
- Increased LAF prestige in the civil rights community
- Expanded AAUW's reputation as a defender of fair treatment in the workplace
- Encouraged coalition partners to refer discrimination cases and seek AAUW support for amicus briefs.



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LAF Campus Outreach Grants

AAUW is funding three campus outreach events in March and April on campuses in California and Washington.

- Events focus on pay equity, sexual harassment, and sexual assault on campus.
- AAUW branches can still apply for up to \$750 to host a campus event at any time.



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Campus Sexual Assault Project

AAUW and SAFER (Students Active for Ending Rape) are partnering to combat campus sexual assault.

- AAUW is releasing a new Program in a Box with modules tailored to special-user audiences, who want to help
 - Students
 - Faculty and administrators
 - Parents
 - Concerned citizens
- The Program in a Box will be available online at www.aauw.org/member_center/programs.



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LEADERSHIP PROGRAMS



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Leadership Programs

National Conference for College Women Student Leaders 25th Anniversary

- June 3-5, 2010, at University of Maryland, College Park
- 500+ attendees
- To send students and/or support the scholarship and NCCWSL funds visit www.nccwsl.org.



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Leadership Programs

Campus Action Projects

- Eleven in 2009/2010
- Focused on barriers faced by women and girls in STEM
- 2010/2011 applications posted August 30 on AAUW website

Student Advisory Council – 2010/2011 student openings will be posted at aauw.org on August 30.



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Leadership Programs

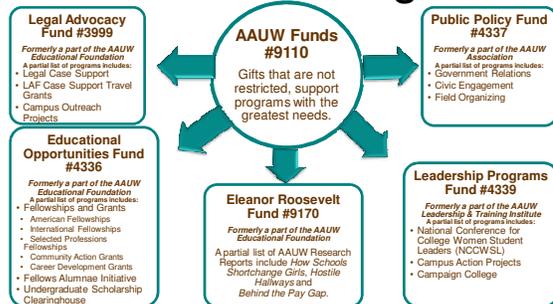
Start\$mart – wage negotiations workshop

- Goal of reaching 500 college campuses by March 2012
- 300 facilitators trained since March 2009

Announcing expanded initiative to encourage women to run for elected office



AAUW Funds Diagram



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