

# AAUW's **130th Anniversary** Membership Campaign

## Breaking through Barriers

for **130**  **Years**

What better way is there to celebrate AAUW's upcoming 130th anniversary year than to grow your branch with a special membership recruitment campaign! For more than 128 years, AAUW members have examined and taken positions on the fundamental issues of the day—educational, social, economic, and political. Share your enthusiasm for the mission and work of AAUW by recruiting new members, and you and your branch will be eligible for special recognition! The campaign will open November 1, 2010, and close November 30, 2011.

### Branch Incentives

- Branches that increase their membership by 13 percent over the February 1, 2010, counts will earn up to two free memberships. These free memberships will be for new members only.
- Branches that increase their membership by 7 percent over the February 1, 2010, counts will earn one free membership. This free membership will be for new members only.
- An added bonus—Use the 130th anniversary campaign in tandem with the Shape the Future campaign to earn up to five free memberships total.

### Individual Incentives

- Branch members who recruit at least one new member will have their names entered into a drawing for two prizes.
- One drawing will be held at the 2011 National Convention in Washington, D.C., and the other will be held in November 2011, at the end of the campaign. Winners of the first drawing are not eligible to win in the second drawing.
- Those entered into the drawings are eligible to win one of 130 FREE AAUW memberships.

### College/University Incentives

- For all colleges/universities that join AAUW during the campaign year, membership dues will be \$130 for one year.
- Don't forget that every undergraduate student attending a college/university partner member institution is eligible for free e-student affiliate membership. Upon graduation, e-student affiliates receive a one-year, FREE membership under the Give A Grad A Gift campaign, compliments of AAUW and their college/university.
- See the flyer on branch recruitment of college/university partner members and student affiliates for more recruitment ideas.

### And a Very Special Bonus for Students in Graduate School!

- Graduate students are eligible to receive a special membership rate of \$18.81 for the length of this promotion.

If you have any questions or suggestions, please contact AAUW at 800/326-2289 or [connect@aauw.org](mailto:connect@aauw.org).

