

# BAYNOTES

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Empowering Women since 1881 – Through Advocacy, Education, Philanthropy and Research  
Branch Website: [greenbayarea-wi.aauw.net](http://greenbayarea-wi.aauw.net)

## OUT AND ABOUT

Events to find other AAUW members gathering  
for education, shared interests and FUN

### **Parallel 44 Wine Tour**

Thursday, July 30 11:00 am. Arrive by 10:45 am  
N2185 Sleepy Hollow Road Kewaunee, WI  
920-388-4400

Lunch afterwards in Algoma.

We can car pool once we get a headcount.

Anyone interested please get back to me by July 28th.

Guests are welcomed!! \$5.00 for tour and tasting.

Jill Lauritsen 471-2602

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## **INTEREST GROUPS**

**BOOK GROUP** – meets the 4<sup>th</sup> Tuesday of  
each month at the Reader's Loft at 3:00pm  
Tuesday, August 25 - We will be discussing  
Bossypants by Tina Fey. an autobiographical  
comedy

Tuesday, July 28<sup>th</sup> book: Never Let Me Go.

The book for September is The Boys in the Boat by  
Daniel James Brown.

**SECRETARY NEEDED:** it would be wonderful if  
someone would volunteer to serve as secretary.  
The person needs to come to meetings, take notes  
and write up the minutes. THAT IS ALL. Please call  
Sara at 432-8249 or email at  
[ramaker.sara@gmail.com](mailto:ramaker.sara@gmail.com)

## **Planning Programs for September through May**

We had a busy and successful first planning  
meeting to layout 2015/16 programs. Tentative  
topics and dates are planned, but speakers and  
places need to be confirmed before we are ready to  
present anything definite. Your help would be  
appreciated. You need not take a job for the year,  
but perhaps you would like to help coordinate one  
program.

Our next meeting is scheduled for **Wednesday  
August 12<sup>th</sup> at Ramaker home, 2545 Oakwood  
Avenue, Allouez. 6:00 – 7:30 pm**

If you have computer knowledge and would like to  
discuss PayPal, come at 5:00.

## Dreamers and Doers

At our last meeting, there seemed to be strong support for continuing this program another year. Ginnie Erdmann has agreed to once again be in charge of the food for the luncheon and Nancy Anderson will again be in charge of the finances for this special program. Jill Lauritsen has agreed to serve as co-chair, but we cannot do this program without the help of someone with strong computer skills to prepare the brochure, advertisements, information regarding nominations, etc. We also need someone to spearhead advertising and promotion. We cannot do this program if we do not have these jobs covered. If you have want to help or have any questions, please call Sara or Jill. Better yet, **MARK YOUR CALENDARS TO ATTEND THE NEXT PLANNING MEETING, WEDNESDAY, AUGUST 12 at 6:00 p.m. at Ramaker home, 2545 Oakwood Avenue, Allouez.**

## Dreamers and Doers 2<sup>ND</sup> Edition Writers' workshop

Our next writers workshop is scheduled for Monday, August 17 at 9:30 a.m. at Ramaker home, 2545 Oakwood Avenue, Allouez.

## **Treasurer Report**

Mary Schmidt  
7/14/15

OPERATIONS CHECKING:	\$2,239.00
OPERATIONS SAVINGS:	\$7,954.22
EDUCATION CHECKING:	\$9,115.80
EDUCATION SAVINGS:	\$3,696.64
TOTAL:	<b>\$23,005.66</b>

GREATER GREEN BAY COMMUNITY  
FOUNDATION: **\$34594.24**

Membership as of 7/15/15: 47

## **CALENDAR OF EVENTS**

**Tues. July 28** – Book Group 3pm Reader's Loft  
**Thurs. July 30** – Parallel 44 Wine Tour  
**Wed. Aug. 12** – Planning Meeting: Programs & Dreamers and Doers – 6pm – Sara Ramaker's  
**Mon. Aug. 17** – D&D Writer's Workshop – 9:30am Sara Ramaker's  
**Tues. Aug. 25** – Book Group 3pm Reader's Loft

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**AAUW Green Bay Branch Member Mary Barker attended the AAUW National Convention in San Diego California June 18-21<sup>st</sup>. She shares some of her experiences with us.**

## **Plenary Sessions**

### **Fast Forward**

What is the future of our mission and movement? Take a deep dive and fast forward to the future of three key AAUW priorities: public policy, leadership development, and philanthropy. Led by AAUW staff members working in these areas, these presentations will give you the latest updates, a preview of what's to come, and tangible next steps. You'll leave feeling informed and re-inspired to empower women and girls in your local community.

## **Women and Girls in STEM: The Problem, the Solution, and the Playing Field**

Join us for a comprehensive look at the state of women and girls in the science, technology, engineering, and mathematics (STEM) fields. We'll review *Solving the Equation: The Variables for Women's Success in Engineering and Computing*, the latest AAUW research report on the topic. We'll also celebrate AAUW of California's founding role in Tech Trek — a program that is one of the many ways AAUW addresses the shortage of women in STEM fields. Finally, we'll hear from industry leaders on what's happening right now in the workforce.

### ***Granny's Got Game* Screening**

An inspiring documentary about a senior women's basketball team from North Carolina that started playing six-on-six hoops in the 1950s.

## **Workshops**

### **Marketing Your Branch from A to Z**

**People know what you tell them. Tell them your story. Create your brand by letting people know your talents, strengths, areas of interest for your members. Some questions to consider: What groups do you work with? What do you add to your community? How would people in your community currently describe you? How do you want them to describe you?**

**Don't define AAUW as American Association of University Women. Instead say, "We're an organization founded by the first women who attended college, when it was scandalous for women to attend college."**

**Our Vision: Why does our branch exist? – the answer needs to be relevant or your branch won't exist**

**Our Strategy: What do we need to be successful?**

**Our Tactics: How will we make that happen?**

**The branch website is its most important tool. It should have lots of quality photos that tell a story. Post our future meetings, dates, times, places. Use minimal and engaging text. (Bites and snacks) Headlines and Banners with link to "Read more." Don't give the reader more than they can handle. Don't link to another organization's website; we want them to stay on our website as long as possible.**

**Presenters:** Mark Hopkins, AAUW Chief Strategy Officer; and Cordy Galligan, AAUW Vice President of Marketing and Business Development

## **Growth through Mission-Based Programs**

**Facilitator:** Cordy Galligan, AAUW Vice President of Marketing & Business Development

Looking for tried-and-true, mission-based programs? There are countless sources of volunteers, content experts, and people who are passionate about our issues just waiting to collaborate with us. What's worked for us:

- Human trafficking
- Anti-trafficking
- Lawyers, judges
- NAACP during the month of February
- Women, let's hear it from the men
- Election issues
- Title IX – EEO from local university
- Voter education
- “Pencils and Protein” – for a local shelter
- Women in history – for high school students and college students
- Speakers who work in STEM occupations – invite high school girls to attend
- High Tech / High Pay
- Recognize local female artists
- Violence on campus
- “In Justice for All” movie
- Culture competency diversity and inclusion
- Collaborate with American Women in Science, Society of Women Engineers, Forestry Women, Girl Scouts, Girls Inc, YWCA
- Other resources: Leadership Essentials on AAUW.org website, State board members, Skype with national AAUW speakers, AAUW discount at Office Depot and Office Max.

## **Fearless Fundraising**

Needs to be done as professionally as possible. Download the guidelines to understand the policy. We need to protect the 501c3 status of National AAUW.

IRS Policy 1771 – easy to understand

Unrestricted giving vs. restricted giving – future of our survival and sustainability relies on unrestricted giving. People give when feeling security and optimism. People search the charity. Charity navigator is donor focused. 95% of households give an average of \$2900 each year. donors give back to their community.

