

Virtual, Statewide Branch

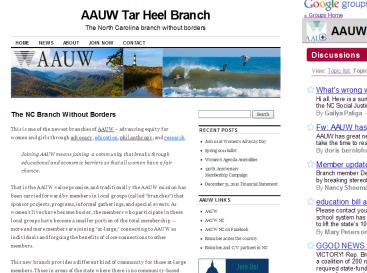
info@tarheel.aauwnc.org | tarheel.aauwnc.org

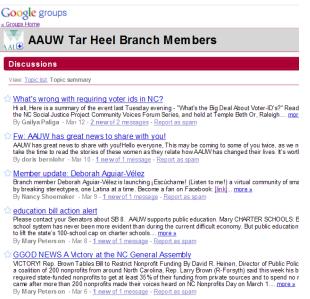
We are a "virtual" branch, but our goal is to provide a real community for those AAUW members in North Carolina who

- live far from all of our community-based branches,
- for whom a community-based branch is not a good "fit",
- are branch members who want to learn more about AAUW in other parts of NC.

We provide information on AAUW NC priorities and opportunities, and encourage a connection to AAUW and AAUW NC that may become more active over time.

How do we do it?







Our Public Web Site

branch and those for whom community-based branches are not a good "fit"

are invited to join this new Tar Heel Branch which serves the entire state

Our Private Email List

Our Private Facebook Group

"Virtual" but not "online"

- We do have some members without email
- We contact them by phone/USMail

Supporting Technologies (in rough order of importance)

Email List-groups.google.com

- Updates on all manner of AAUW issues
- Main communication method for branch announcements
- All members may post—but almost all posts come from board members

Online directory (via aauw.org Member Services Database)

- The master list of members' contact information
- It's sent periodically to the email list

Website: tarheel.aauwnc.org

- We use WordPress.com
- Domain through AAUW NC
- Email (info@tarheel...) via Google Apps for Domains
- Easy access for members to join/renew online
- News items, including pictures of local events

Leadership communications

- Separate **google group** to discuss branch business
- Occasional conference calls (freeconferencecall.com)

Facebook group

- Limited to branch members; not all join
- Fills some of the functions of a the "yearbook" or the social time at meetings

Other tools

- Branch ballots (OMOV): surveymonkey.com
- Online payments: PayPal.com
- Document sharing: Google docs, Dropbox

So what do we do?

- We represent AAUW NC at occasional state wide events
 recruiting both for this branch and for all the others.
- We have occasional informal face-to-face meetings of those who live near each other — just to network or to work on a local project
- Members of other branches are welcome to "advertise" their major events
- The branch can be the fiscal agent for coalition events in communities across the state
- Members attending a local event can buy tickets in the branch's name to get AAUW onto the list of sponsors

Who joins?

- Busy people who find the virtual aspect a feature
- Campus and community contacts who want to start an AAUW group, but don't want the overhead of running a separate branch
- AAUW supporters who want more information on AAUW priorities in NC—but who live far from all the branches
- Members of other AAUW NC branches who want to connect with each other as well as new members.

Is leadership different? Not really

- Still need a few committed members to keep the wheels from falling off
- Can draw from a statewide pool of volunteers and have no big branch-level projects to require "staffing"

Other thoughts

- Support from the state early helps immensely to help branch focus on complementing, not competing with, other branches
- Further notes: http://bit.ly/swb-aauw11-ws

Nancy Shoemaker, 919-662-0538, shoemaker@acm.org While in DC: @nes49, 919-819-2598 (cell) Nearly 20 branch members are at Convention. http://tarheel.aauwnc.org/join—Check us out for a year!