

## Lead the Way to Convention At-a-Glance



### What is the program?

**Lead the Way to Convention** is a program that will generate member/branch attendance at the 2009 [AAUW National Convention](#): Breaking through Barriers, in St. Louis, Missouri, June 26–28.

### How will this program benefit your state or branch and community?

As convention attendees, AAUW state/branch members

- have a voice on AAUW's issues at the national level and help shape AAUW's future,
- hear distinguished speakers and the latest AAUW news,
- receive training and resources to use in their communities, and
- get inspired and reenergized!

### How can you implement this program?

You can implement the **Lead the Way to Convention** program by using the information in the [Program Guide](#) and sharing the program with fellow members to promote attendance.

## Lead the Way to Convention Program Guide



### Overview

This program will help you encourage and prepare members/branches to attend the 2009 AAUW National Convention: Breaking through Barriers in St. Louis, Missouri, June 26–28. This program provides you with directions for getting started, program logistics, convention [talking points](#), fundraising ideas, and membership opportunities.

### Getting Started

- Prepare to discuss the importance of convention attendance by studying the latest convention information available to you on the [convention website](#), including the candidate information, the AAUW unifying focus, Breaking through Barriers, and the summary of proposed bylaws feedback.
- Create a list of reasons why it is important to attend the national convention. Use the Convention [Talking Points](#), as well as the member quotes from the convention website, to assist you.
- Create a list of planning tasks to share with members/branches. Use the Convention [Talking Points](#) as a guide.

### Program Resources

- Members can visit [www.aauw.org/convention](http://www.aauw.org/convention) for all of the current information.
- Use the [Lead the Way to Convention Talking Points](#) for reasons why convention attendance is important and a list of tasks on how to plan ahead.

### Program Logistics

- Schedule a convention meeting or an allotted amount of time at a regularly scheduled branch meeting to speak about the convention.
- To prepare for this meeting, create a packet of printed information about convention attendance to share with your branch, or bring a laptop to the meeting to display the information on site. Members may also wish to print copies on their own. Remember that all necessary information is posted on our [website](#). Include
  - 2009 AAUW National Convention: Breaking through Barriers [flyer](#),
  - Breaking through Barriers [organizational focus briefing](#),
  - [Schedule-at-a-glance](#),
  - [Registration information](#) (fees, online process, mail/fax form),
  - [Hotel information](#),
  - [List of candidates](#) for the AAUW Board,
  - [Summary of proposed bylaws feedback](#),
  - [St. Louis tourism opportunities](#),
  - Speaker and workshop details (as posted),
  - 2009 AAUW National Convention Banquet details (as posted).

- Enhance member involvement by emphasizing AAUW's unifying focus—Breaking through Barriers. In discussing AAUW's unifying focus, ask members which current barriers they view as most challenging to women's equity. Ask members to identify a woman from their own lives that they view as representing this unifying focus.
- Use the most current draft bylaws to inform members about the proposed changes and what they mean for AAUW.
- At the meeting, register for the convention as a group by bringing a laptop to the meeting and registering members online. Alternatively, you can schedule a convention house party focused on member registration or schedule a group deadline for members to register on their own.

## Sponsorship/Fundraising Opportunities

If funding for attendance and/or transportation is limited for your state or branch, consider pooling funds together with the goal of sending a specific number of members to the national convention. By pooling funds to sponsor members, you ensure that your state or branch will be represented.

Another opportunity to reduce costs at convention is by making a potential sponsor, vendor, or corporate partner referral to AAUW. The 2009 AAUW National Convention: Breaking through Barriers is an excellent vehicle for America's business sector to show their solidarity for the vital work we do while showcasing their company. Particularly consider whether you or your members have any contacts in the following areas:

- Female-owned and operated companies
- Female CEOs or executives
- Companies whose products appeal to our demographic (educated, empowered women!)

To make a referral, please contact our new Director of Corporate Relationships, Cordy Galligan, at [galliganc@aauw.org](mailto:galliganc@aauw.org) or 202/785-7735. If one of your referrals becomes a sponsor, vendor or corporate partner, you will receive one of the following:

- \$500 to \$5,000—One complimentary banquet ticket
- \$5,001 to \$10,000—Two complimentary banquet tickets and two tickets to the VIP reception with featured guests

## Incorporate Membership Recruitment in All Your Events

Membership matters! Help grow our AAUW community by inviting nonmembers to these activities:

- During your Lead the Way to Convention PIAB, use AAUW's [Shape the Future](#) membership campaign to encourage nonmembers to join AAUW on the spot—at a special half-price rate! By doing so, they will be eligible for the reduced convention registration rate for members.
- Give a gift of membership through our [Give a Grad a Gift](#) program or to someone else who would benefit from being a member of our AAUW community.
- Share the value of membership via the AAUW Keys to the Future: A Member-Get-a Member Campaign.



Lead the Way to Convention

Questions? Call 800/326-2289 or e-mail [programinabox@aauw.org](mailto:programinabox@aauw.org).

## Lead the Way to Convention Talking Points



Use a branch meeting or other AAUW member outreach event as an opportunity to showcase the 2009 AAUW National Convention: Breaking through Barriers. Consider using the following in preparation for your discussion.

### Attend the 2009 AAUW National Convention to

- Sharpen your leadership skills.
- Gain visibility for your state/branch on a national level.
- Acquire first-hand knowledge of AAUW's structural changes and next steps.
- Be involved in AAUW elections, briefings and business sessions, and skill-building workshops.
- Attend stimulating plenary sessions and be inspired by distinguished speakers.
- Share stories and concerns on issues with other AAUW leaders—new and past acquaintances and friends—from all over the United States.
- Vote on the proposed bylaws and the future board.
- Enjoy other AAUW special events, such as our 2009 AAUW National Convention banquet!

Remind members that the 2009 AAUW National Convention: Breaking through Barriers is also about having fun! Sharing in the joy of an inspiring mission with like-minded women builds camaraderie and strengthens AAUW's Value Promise of "breaking through barriers so that all women have a fair chance."

### Plan Ahead

- Add the convention costs to your budgets. Save \$2 a day and join us at convention!
- Assign state/branch delegates early.
- Continue to check the convention website at [www.aauw.org/convention](http://www.aauw.org/convention) for the most current information.
- Take advantage of AAUW's special [Best Value registration](#) from December 1 through January 15. The 2009 Best Value rate is the same price as the **2007** Early-Bird Member registration.
- 2009 Early-Bird Member and Regular Member registration costs for the full convention have increased by only 6 percent since 2007.
- Book your hotel room at any time, even before registering for the conference, through the [AAUW convention website](#) or call the [hotel](#) to receive the special AAUW convention rate.
- Start your search early for air/train/car fares. American Airlines is offering AAUW members a 5 percent discount on American Airlines flights for convention! Call 800/433-1790 and use code **A1269AS** to book your tickets today. Or, to book online, visit [American Airlines](#) and enter the above code. Use Avis Worldwide Discount (AWD) code **G027999** to receive the best available rates from Avis. Call (888) 754-8878, or visit [Avis Reservations](#).
- Make arrangements to carpool. Members can assemble a convention road trip crew and carpool to the convention. For larger groups, consider hiring a bus for transportation.