



AAUW Strategic Plan State/Branch Newsletter Blurb

Ahead of the launch of AAUW's Strategic Plan, we are providing you with tools to communicate about the launch plan with your membership.

We invite you to include the below blurb in your next email newsletter to update your members on the launch of AAUW National's new strategic plan and reaffirm your branch's commitment to advancing equity in education.

Please refrain from sending this out in your newsletter until **May 13, 2025**.

Newsletter Blurb

AAUW Launches New Strategic Plan

AAUW National is excited to announce the launch of AAUW's new [strategic plan](#), reaffirming our commitment to advancing equity for women and girls through education. AAUW was founded more than 140 years ago with this mission, and with the unprecedented attacks we're seeing on higher education, we believe it is more important than ever to focus our efforts in this area.

AAUW's strength lies in our collective power — our states, branches, and members are the heart of our grassroots movement. States and branches provide meaningful local support for women and girls, and for the policies that matter to their communities. The [Five-Star Program](#) provides a framework for branches to align with AAUW's strategic priorities, reinforcing a cohesive and collective approach to advocacy, community engagement, and financial sustainability. When AAUW National and our branches work in alignment, we maximize our collective resources, influence, and success to break down barriers for women in education and beyond.