



Strategic Plan Messaging Guide for Branch and State Leaders

Elevator Pitch

An elevator pitch is a short, persuasive statement that quickly summarizes AAUW's organization's mission and work. It is designed to pique someone's interest so they want to learn more – it is not a replacement of the mission statement.

AAUW empowers women and girls by championing their success in higher education and pushing for bold policy solutions to create lasting change.

Umbrella Messaging

Umbrella messaging encompasses the core values and mission of AAUW — providing a foundation for all subsequent messaging and communications. Combined with specific sub-messaging tailored to different audiences, umbrella messaging ensures that the themes and values remain consistent, even when customized for relevance.

- AAUW empowers women and girls by championing success in education through grantmaking, fellowships, and advocacy for supportive policies at the local and national level that drive opportunity and prosperity.
- AAUW provides critical funding and support to advance equity in education and improve the lives of women and girls both in the U.S. and internationally.
- For more than 140 years, AAUW has led the fight for gender equity in higher education and beyond. With a strong record of advocacy and action, AAUW continues to break barriers and defend the rights of women in education and the workplace.
- Since its inception, AAUW has fought for policies supporting women's success in higher education, and in this critical moment, we are doubling down on this work.
- Through our community of members, donors, and partners, AAUW builds a sustainable movement for gender equity that empowers women today and for generations to come.

Issue-Specific Messaging

Strategic Plan

- AAUW was founded on the belief that women deserve access to higher education.
- Our strategic plan reaffirms this commitment, focusing on higher education as a key driver of equity, opportunity, and economic security for all women.
 - By centering AAUW's work on advancing women in higher education, we are positioning ourselves as a leader with a bold, focused strategy to create lasting change.

- This strategic plan strengthens AAUW's ability to drive meaningful impact by aligning national and branch efforts, ensuring a unified approach.
 - Branch support and involvement have long been at the core of AAUW's work and mission.
- Through bold advocacy, strong commitment to funding and supporting women scholars, and deeper community engagement, we will position AAUW as a leading voice in the fight for gender equity in higher education for generations to come.
- Together, we are championing equity, opening doors, and empowering women through education and inclusive policymaking. Now is the time to take action and strengthen AAUW's collective impact.

Branch Alignment

- At a time when education is under attack, working collectively is crucial to ensuring that AAUW can effectively defend and promote access, equity, and opportunity for all women and girls.
- 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.
- Alignment between AAUW National and branches means a stronger, more unified voice in the fight for gender equity in education.
- The Five-Star Program provides a clear framework for branches to align with AAUW's strategic priorities, reinforcing a cohesive and collective approach to advocacy, community engagement, and financial sustainability.
 - By meeting these standards, branches contribute to AAUW's strength and boost our organization's visibility and impact.
- 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.

Meeting the Moment

- Now is the time for AAUW to meet the moment, reaffirming our mission and leveraging our collective strength to protect and expand women's access to and success in higher education.
- From funding cuts to diversity rollbacks, the barriers to accessing and thriving in higher education are growing, making AAUW's mission more urgent than ever.
 - AAUW was founded on the belief that education is the key to gender equity, and now is the time to double down on that commitment.
- Our strategic plan ensures that AAUW is aligned and equipped to meet today's challenges, creating a collective force for change that protects women's educational and career opportunities.
- Higher education remains one of the strongest pathways to economic empowerment, yet the current policy shifts threaten to make it less accessible and inclusive.
 - AAUW is stepping up to defend a woman's right to education that leads to financial independence and career success.
- The fight for gender equity in higher education demands a unified, strategic response, and AAUW is uniquely positioned to rise to the occasion.

- Our members and allies have been advocating for educational equity for more than a century. We have a deep history of making progress in this country, and we will continue to do so together.
 - Now is the time for action. We must once again mobilize and push back against dangerous policies limiting inclusion and equitable opportunities for women in the higher education space.

Audience-Specific Messaging

Current Members

- You are steadfast supporters of AAUW and our mission and vision, and we truly appreciate all of the work and commitment you have given to the organization over the years.
 - We could not have achieved what we have without your help and support.
- Through your advocacy, fundraising, and local branch communities, you are strengthening AAUW's reach and helping us continue our legacy of driving real, lasting change.
- At this time of chaos and attacks on higher education, we need our dedicated members now more than ever to help AAUW continue its commitment to supporting women in higher education.
 - Together, we can continue to provide grants and funding to women in higher education and advocate for policies that advance gender equity.
- By aligning our efforts at the branch and national levels, we are building a more unified, impactful movement — one that will continue to empower women for generations to come.
 - Our collective impact is stronger when we work together.
- Thank you for your continued dedication to AAUW's mission. Your efforts are critical, and we look forward to working alongside you to advance equity and opportunity for all women.