

Membership Renewal Phone Script

Step 1: Conversation Starter

INTRODUCTION: Hello, may I please speak to [FULL NAME]? Hi, [NAME], this is [YOUR NAME], calling on behalf of the AAUW [BRANCH NAME] Branch. How are you today? [PAUSE] Do you have a few minutes to talk? [PAUSE]

IF YES: Continue with “I’m calling to talk to you ...”

IF NO: Okay, when would be a better time for me to call? [PAUSE] Great. I look forward to speaking to you then. Have a nice day. [MAKE SURE YOU MAKE A NOTE FOR DATE AND TIME]

May I ask what inspired you to join AAUW? [Once you hear from them use info below under “Part II: Share AAUW’s Relevance and Impact” and share the national impact ([our AAUW renewal one-pager](#) can help) or share local activities that are relevant to the response.]

As you know, the fight for gender equity has never been more important. Women account for less than 5 percent of the nation’s Fortune 500 CEOs; women make up only 19 percent of Congress; and if current trends continue, the gender pay gap will not close until 2119. But thanks to members like you and me, AAUW is able to stand 170,000 strong, advance our mission to empower women and girls, and lead the way to gender equity.

[INSERT TWO TO THREE SENTENCES ABOUT THE EXCITING WORK YOU ARE LEADING IN YOUR COMMUNITY]

You can take pride in these accomplishments that move our mission forward because it is work you’ve made possible as a member of AAUW. Your membership is invaluable to AAUW — and we’re asking you to continue standing with us. **[NAME], would you be willing to renew your membership with AAUW?**

IF YES: [CONTINUE WITH INSTRUCTIONS ABOUT YOUR BRANCH’S RENEWAL PROCESS]

IF NO: Would you mind sharing why you’ve decided not to renew? [PAUSE]

IF YES (Take notes and provide them to the membership vice president): Thank you so much for sharing. We’re sorry to lose you as an AAUW member. Could we continue to send you our newsletter so if you decide at a later date that you would like to rejoin you are still aware of what AAUW has been doing?

IF YES: Great. What is your email address? [PAUSE] Additionally, could I recommend following AAUW on Facebook and Twitter, if you use them, and signing up for our AAUW Action Network? [PAUSE] Well, [NAME], thank you again for taking the time to speak with me today; I appreciate it. Have a nice day.

IF NO: Okay. Well, [NAME], thank you again for taking the time to speak with me today; I appreciate it. Have a nice day.

IF NO: That's quite all right, I understand. We're sorry to lose you as an AAUW member. Could we continue to send you our newsletter so if you decide at a later date that you would like to rejoin you are still aware of what AAUW has been doing?

IF YES: Great. What is your email address? *[PAUSE]* Additionally, could I recommend following AAUW on Facebook and Twitter, if you use them, and signing up for our AAUW Action Network? *[PAUSE]* Well, *[NAME]*, thank you again for taking the time to speak with me today; I appreciate it. Have a nice day.

IF NO: Okay. Well, *[NAME]*, thank you again for taking the time to speak with me today; I appreciate it. Have a nice day.

Step 2: Share AAUW's Relevance and Impact

PAY EQUITY

Did you know that AAUW is committed to closing the pay gap for women in the United States by 2030? We have already taught 33,000 women to negotiate their salaries through our in-person AAUW Work Smart workshops. Our national office is completing work on a free online module that will train 10 million women in salary negotiation techniques by 2022. *[PAUSE FOR THEM TO ANSWER]* These workshops are a crucial part of AAUW's efforts to secure pay equity for women and are fueled by your members who have become trained salary negotiation facilitators.

ADVOCACY

Do you use AAUW's Two-Minute Activist tool? *[PAUSE FOR THEM TO ANSWER]* This online tool allowed AAUW members and supporters to send 270,000 messages to members of Congress to demand stronger, safer laws for women and girls last year. We continue our fight to uphold Title IX to ensure that women and girls have equal access to all fields and levels of education. That's just one way members like you are making your voices heard!

EDUCATION

Are you aware that AAUW is one of the world's largest sources of funding for graduate women? *[PAUSE FOR THEM TO ANSWER]* Last year AAUW awarded \$3.7 million in fellowships and grants to 250 women and community projects, expanding women's potential and supporting their future promise. Thousands of up-and-coming women leaders are inspired by members like you.