

Creating Engaging, Inspiring Programs with AAUW Fellows & Grantees: Tools, Tips, & Resources

Would you like to spice up your programming, diversify your membership, and strengthen connections in your community? Reach out to recipients in your area! Fellows and grantees are often looking for ways to engage with AAUW locally, and they make great speakers at branch programs. Use these four steps to get started today.

1. Assess Your Branch's Needs

- Talk to your members about branch goals and how engaging with recipients can support them.
- Increase your branch's visibility as a community leader and advocate for women.
- Increase engagement among students and young women already working to support AAUW's mission.
- Enhance collaborations and connections with academic institutions, businesses, and nonprofits.
- Develop a diverse and inclusive membership base and increase member and donor engagement.

2. Find Fellows and Grantees in Your Area

- See where they are located, what they're doing, and who their sponsors are by searching the Fellowships and Grants Directory of Recipients and Sponsors and the Contact List (in the Member Services Database).
- Contact us at fellowships@aauw.org.

3. Invite a Fellow or Grantee to Speak

- Invite them to discuss their research or community project and the benefits of their award.
- Conduct a workshop in their field at their institution, in the community, or at your branch.
- Collaborate on research or community projects related to AAUW program efforts.

Want Help Planning a Successful Event?

- View the "6 Steps to Diverse, Engaging Programs," "AAUW Fellowships and Grants," and "How to Invite a Fellow or Grantee to Your Branch" online tool kits.
- Contact us at fellowships@aauw.org for ideas or materials such as brochures or alumnae pins.

Best Practices for Reaching Out to Fellows and Grantees

- Understand that most are juggling full-time academic schedules, family, and other obligations.
- Be specific about what you want them to do and describe the expected audience.
- Invite several recipients. It gives them an opportunity to meet each other, provides a richer experience for members, and ensures that you will still have speakers if someone cannot attend.
- If recipients are traveling a long distance to attend the event, offer to help with costs.
- Invite them at least 1–2 months in advance, in writing, and allow 2–3 weeks for a response. Follow up if needed.
- If recipients can participate, call them a week or two before the event and confirm the details.
- Have a backup plan! Some recipients may not be able to accept an invitation. If that happens, have additional opportunities for them to get involved with your branch handy.

4. What Next? Make Ongoing, Meaningful Connections with Fellows and Grantees

You play a critical role in creating longstanding, productive relationships between your branch and these women and organizations. Help do this by suggesting additional ways they can stay involved.

- Ask them to stay connected by joining your branch (offer them a free membership!) and/or email list.
- Foster relationships among fellows and grantees by introducing them in person and online and by inviting multiple recipients to events at the same time.
- Ask them to help spread the word about events on their campuses or their organization's community partners.
- Ask them to send information to help you write a branch newsletter article, blog post, or press release.
- Invite them to lunch so that you can learn more about their research and provide one-on-one support.
- Reach out to them periodically and personally. They love notes and emails of encouragement!

Please contact us at fellowships@aauw.org with questions, to get more ideas on engaging with fellows and grantees, and to let us know about what connections you have made!