



AMERICAN ASSOCIATION OF UNIVERSITY WOMEN
ILLINOIS STATE DIVISION

Did Dotti get this?

From: Ruby P. Lewis, (Mrs. Charles) 3rd Vice-President, Membership
6833 Roberts Drive
Woodridge, Illinois 60515

To: Branch Membership Chairwomen and Branch Presidents

The lush green of summer will soon give way to the rich oranges, vibrant yellows, the earth tone browns, the pulse quickening reds, and the crisp invigorating breezes of Autumn will be upon us.

Have you already begun to excite the members of your Branch and the Community with the 'whys' of an AAUW membership? May I suggest that it is THE ASSOCIATION to satisfy the woman of the 70's.

Participation limited or unlimited
Fellowship for Fellowships
Education for a purpose...Community service, etc.
Social Action because of concern and
Study for growth as a person

Do you have the materials necessary to do your job?

You need: Applications, cards, Member-in-Transit cards,
Brochures: AAUW IS, ABCdary, Fellowships,
Centennial, AAUW Membership Booklet.

You may order supplies directly from the AAUW office in Washington, D.C. 2401 Virginia Ave. N.W. 20037. Please not your State Chairman.

Are you new at your job? Don't feel alone and without help. I am available for assistance. Your Branch members will be happy to help you, also. Ask them. They will give you prospects, work on your Committee, and even offer program ideas.

Do you have a Committee to handle these areas?

Telephone.--vital in contacting prospects, new members.

Car Pools.--you can't miss getting members when you provide transportation and good company as well.

Hospitality.--to assist you at Orientation and other events.

Across the state branches have discovered that members are gained and retained in the following ways:

1. Interesting and exciting programs in which members are involved.
2. Study groups with focus on action.
3. Special projects important to your community, Book Sales Cook Books, etc.

4. Individual concern for members, telephone calls, letters, car pools, friendliness.
5. Coffees, teas, parties (sometimes with spouses) pool parties, brunches, salad bar luncheons, suppers.
6. Interest groups reflecting the special interests, needs and utilizing the talents of your members.
 - A. Bridge, Children's Literature, Gourmet Dinners, Theater Parties, Trips, Family Life Study, Tutors, Child Care Center volunteers, etc.

Branches also emphasize publicity. Use newspapers, Community bulletin boards, Welcome Wagon, schools, libraries, and your members. Encourage your members to give you names and bring prospects to meetings.

Remember, follow that member who leaves your area. Send a M-I-T card to the State or Branch Membership Chairman. If a member doesn't have an address yet, give her a self-addressed card to you, or give husband's business address.

We've got 77 branches across the state, and we are still growing!! Let's meet in Chicago on September 30th at the Fall Conference at the Sheraton Chicago Hotel and get acquainted and exchange more ideas.

Serving on the Membership Committee are:

Mrs. Robert Bonney-----Peoria Branch
 Mrs. Richard Mills-----Crystal Lake Branch
 Mrs. Robert Fink-----Danville Branch
 and
 Mrs. Robert Olmsted---Downers Grove Branch
 in charge of M-I-T's

Have a good year and I hope to see you on the 30th.

Sincerely,

Ruby P. Lewis
 State Membership
 V. P.