



Janet Weber and Nancy Shoemaker stopped in Murphy, NC, on the way home from the regional meeting in Birmingham. They had breakfast at the Hungry Moose Cafe on June 12, with five members of the Cherokee County Branch. From left: Shirley Madden, Pat Robinson, Margaret Bruce, Virginia Erickson, Nancy Shoemaker, Beverly Hartman. (Weber took the picture.)



An AAUW NC delegation attended the joint regional meeting in Birmingham in June. All were members of the Greensboro (G) or Raleigh/Wake County (R) branches. Back: Janet Weber (R), Mary Fran Schickedantz (G), Nancy Shoemaker (R) Front: Charlotte Divitci (G), Mary Woodrow (G), Sue Mengert (G).

communication

THN redesigned, new methods implemented

By Marty Folsom, AAUW NC Communication Leader

The communication team is off and running with a four-point plan for 2006-2007. It includes improving media relations, shifting the AAUW NC website to a new system, promoting better communications with the branches, and implementing the new format for *Tar Heel News*. Special attention is being paid to measurable results.

- Improve media relations by recruiting press release writers; ask branches to watch and/or listen for news in local media – clip/document and send to media relations coordinator for AAUW NC records. Provide sample press release to branches with AAUW and AAUW NC information to be included (urls, call attention to blogs, mission statement). Measurable: Clippings of releases. *Postscript:* AAUW has a media search engine to obtain contacts in specific areas: <http://capwiz.com/aauw/dbq/media/>
- Complete migration of AAUW NC web site to new system. This means integrating www.aauwnc.org and news.aauwnc.org on Dreamhost.com (and away from RTPnet). Measurable: System moved; five state officers contributing to the blog regularly; five branches using the blog to post newsletters; three branches with full websites based on the blog technology. Two or three state officers and branches on board already. Read about branch websites on page 8.
- Improve communications to the branches with mailings to the branch presidents. At this time, six mailings are anticipated, with the first having been released July 2. The mailings during late fall and early winter are especially important, because they will include some information traditionally published in the Winter issue of *Tar Heel News*.
- Redesign *Tar Heel News* in a new, attractive format for easier downloading from the web. Publish three times annually instead of four, to save money. Beginning in the 2007-2008 year, send complimentary THN to MALs only once a year. Notify by e-mail officers in other states of its availability at www.aauwnc.org.

fundraising

Goals call for statewide effort

Lill Van Order and Evelyn Lynge are co-leaders. Altogether now: one, two, three! Let's raise money for the Educational Foundation (EF), Legal Advocacy Fund (LAF), and AAUW NC.

When it comes to EF and LAF fundraising, the combined efforts of the branches and the state make it happen. Thanks to the strategy of the fundraising team, nobody has to go it alone!

- Goal A: Create a committee/pod whose members aid the branches with the responsibility of fundraising and record keeping for EF, LAF, AAUW NC and other entities.
- Goal B: Encourage and help branches to set goals for fundraising for each component by sharing fundraising ideas generated by other branches and the state. The state's overall financial goals are LAF: \$10,000; EF: \$50,000, and AAUW NC: \$1,700.
- Goal C: Investigate fundraising projects (statewide, at convention, or by branches and publicize these on website, *THN* etc).
- Goal D: Set-up and maintain the system of sending contributions to the association. Educate the branch liaisons to use it effectively.
- Goal E: Maintain records of monetary contributions for EF, LAF, and other entities including, and especially contributions sent to the Association. Report these records to the state as a whole.
- Goal F: Work with other pods to create presentations at the convention; raise awareness of EF, LAF, and AAUW NC. Publicize these accomplishments.
- Goal G: Work with the events and advocacy pods to produce an exciting and educational convention with a fundraising component.

Fundraising Notes

- Fundraising branch totals for Jan. 1-June 30, 2006 are online at <http://news.aauwnc.org>
- North Carolina was recognized as one of the top 10 states in two EF giving categories for 2005: per capita donations and percent increase in total amount.

100 Club

Time and money contributions of our members are recognized by the 100 Club. To join, list 100 or more hours spent in AAUW activities at all levels and send to Nancy Shoemaker, president, or send \$100 to Millie-Hoffler-Foushee, treasurer (*addresses on page 10*). Names of recipients will be published in *Tar Heel News*. Gifts may be made in honor or memory of someone.