

FY21 Goals and Strategies and Program Calendar



Danville-Alamo-Walnut Creek (CA) Branch

FY21 Goals/Strategies

1. Increase Member Engagement to address member stated needs and better accomplish mission

- Make DAW AAUW a key social connection for members.
- Harness desire for member advocacy activities with a focus on racial bias, voter suppression

2. Fund TT, LS, FUND - Match Fundraisers to Member Capacity to provide support for branch programs

- Find Alternative Winter fund raiser to HHT
- Solicit Project Support from businesses
- Continue to sell advertising

3. Increase Effectiveness of Outreach and Communication of Mission and Activities so we can improve Our Engagement with the community

- Engage and Educate our members in new technology
- Engage the greater Community – introduce AAUW and our missions/activities

Our plan supports our AAUW Mission: *Advancing gender equity for women and girls through research, education and advocacy.*

This year, we place special mission focus on

- Equity for **women of color**
- End **voter suppression**
- Increased focus on **Economic Equity**

To increase our branch effectiveness in moving our mission forward we will address:

- Building member and community **engagement**

Summary Mission Actions for DAW FY21



Removing Bias from Education

- ✓ Tech Trek
- ✓ Local Scholarships
- ✓ FUND speaker Program
- ✓ Expanding Your Horizons
- ✓ Program: Local Woman Leader in Science
- ✓ Garden Tour for Local Scholarships
- ✓ Identify Tech Trek Fundraising for future



Fighting for Fair Pay & Economic Equity

- ✓ AAUW Greatest Needs Fund Solicitation
- ✓ Voter Education program with LWV
- ✓ Meet with Elected officials
- ✓ Program: Racism
- ✓ Advocacy: Voter Access postcard project
- ✓ Advocacy for FY21 AAUW mission focus



Advancing Women in Leadership

- ✓ AAUW Greatest Needs Fund
- ✓ Program: New Communication Technology
- ✓ Program: International Women's Day Leaders
- ✓ Program: Local Leadership Opportunities

Special FY21 AAUW Mission Focus

- Equity for women of color
- End voter suppression
- Increased focus on Economic Equity

Special Challenges for FY21:

- COVID-19 pandemic restrictions
- Urgency to address Race inequality
- Urgency to defend women's rights in election

Program/Event Calendar 20-21

- **Fall Membership Brunch**
 - FUND Fellow Speaker. Kick-off FUND fundraising for the remainder of 2020
- **October: Advocacy**
 - DV League of Women Voters-Pros and Cons of the CA Ballot Initiatives, Bette Felton and Carole Woods
- **November: Communication**
 - New Communication Tools for Today: 'What no email?' Conversation with 2 women social media entrepreneurs. Include how to identify fake news.
- **December: Community**
 - Building community by socializing with branch members. On on-line activities
 - Incorporate Women's Health Panel– state of body and mind
- **January 2021: Antiracism**
 - Having difficult conversations-a program talking about race. Could use National webinars to augment.
- **February: STEM month**
 - Women in local science-breakthroughs and barriers
 - Fundraising with a local science company for Tech Trek

March: Women in Global Work/Life

- International Women's Day
- Diplomacy in the 'new' world

April: Leadership Initiatives for Women

- Organizations and Opportunities for Women in Contra Costa- could relate to women running for office

May: AAUW Fundraising Garden Tour

June: Installation and Honors Event