

# Annual Survey Preparation Checklist & AAUW Five Star National Recognition Program

The AAUW Five Star National Recognition Program is designed to help branches like yours align with AAUW's strategic priorities and advance our mission of achieving gender equity for women and girls. By participating in this program, your branch contributes to a strong network of advocates, elevating both your local impact and our collective efforts nationwide.

As you plan, implement and conduct debriefs of your activities, include metrics – number of participants, target audiences, funds raised etc. This is valuable information that assesses AAUW's impact.

To support this goal, each year you will be asked to complete the Annual Branch Survey, which will be emailed to branch leaders. This survey covers branch activities and programs from July through June of the previous AAUW year. **This survey includes a combination of information required to qualify for the Five Star Program and information used to create a picture of branch activities throughout AAUW.** AAUW wants to hear about how you engage with your community. Your answers to the survey will be used by AAUW staff to determine the level achieved by your branch in the Five Star Program.

Below is a checklist to assist in your preparation for completing the Branch Survey. Note that you cannot save the survey and return later to finish. You may want to use this checklist as a tool to collect information before you fill out the survey.

## **Review the AAUW Mission Statement.**

To advance gender equity for women and girls through research, education, and advocacy.

## **Review the Five Star Program.**

Resources for the [Five Star Program](#) are available on the AAUW website.

If your branch board develops and implements a plan to participate in the Five Star National Recognition Program, you've accomplished one of the criteria! (See the Governance and Sustainability Star)

# Five Star Criteria

## ADVANCEMENT STAR ACHIEVE 3 OUT OF 5

- ❑ Raise \$30 per member in FY25 towards the Greatest Needs Fund.
- ❑ Increase contributions to the Greatest Needs Fund by 15% from the last fiscal year.
- ❑ Retain at least 80% of branch membership.
  - The branch does not have to retain the same 80% of the branch membership. The membership number only needs to be 80% of the previous year's membership number.
- ❑ Make a branch contribution or support a registrant's attendance at NCCWSL.
  - There is no set amount for the branch contribution.
- ❑ Recruit at least one Legacy Circle member from your branch in FY25.

### Key Resources:

- [Membership: Securing Our Future](#)
- [How to Record and Submit Gifts](#)
- [Leaving a Legacy](#)
- [NCCWSL](#)
- Tool box: [How to Support AAUW Through Fundraising](#)
- [Greatest Needs Fund](#)

## PUBLIC POLICY & ADVOCACY STAR ACHIEVE 3 OUT OF 6

- ❑ Appoint a branch public policy chair for FY25.
  - The public policy chair does not need to be a branch board member, unless your branch bylaws require it. It is not necessary to amend your bylaws to add a public policy chair.
- ❑ Conduct a meeting with an elected official regarding an AAUW public policy position. This could include local, state, or federal officials.
  - The meeting can be conducted in person, virtually, or by phone.

- ❑ Participate in a state lobby day.
  - The state lobby day does not have to be an AAUW state lobby day. The branch can participate with another group that has similar public policy priorities such as the League of Women Voters or Planned Parenthood.
  - The lobby day can be conducted in person, virtually, or by phone.
- ❑ Hold a program on a policy topic related to education, economic security, or civil rights.
  - Doing this achieves two criteria (Programming and Public Policy).
- ❑ Conduct a voter registration or voter education event.
  - This can be done with another organization.
- ❑ Encourage sign-ups for Two-Minute Activist at branch events and on social media.
  - You do not need to be an AAUW member to sign up for Two-Minute Activist.

### Key Resources:

- [AAUW Action Network](#)
- [How to Hold a Meeting with Your Elected Officials](#)
- [Two Minute Activist](#)
- [Take Action in Your State](#)
- [How to Engage with Elected Officials](#)
- [Public Policies Priorities](#)

## GOVERNANCE AND SUSTAINABILITY

### ACHIEVE 3 OUT OF 5

- ❑ Branch board creates or annually reviews a succession plan to ensure future leadership is identified.
  - Succession planning may be informal. It can include:
    1. Designated successors: President-Elect or Treasurer-Elect; vice chairs/co-chairs
    2. Well defined job descriptions
    3. Training and mentoring of designated successors
- ❑ Branch board develops and implements a plan to participate in the Five Star National Recognition Program.

- ❑ Appoint a Diversity Officer to lead diversity and inclusion planning with board support.
  - The diversity Officer does not need to be a branch board member, unless your branch bylaws require it. It is not necessary to amend your bylaws to add a Diversity Officer.
- ❑ Hold at least one branch program focused on justice, equity, diversity, or inclusion (JEDI) topics.
  - Doing this achieves two criteria. (Programming and Governance & Sustainability)
- ❑ Participate in an affiliate survey.
  - Completing the Annual Branch Survey achieves this criteria.

### Key Resources:

- [Succession Plan Template](#)
- [Diversity and Inclusion Plan](#)
- [Diversity, Equity, and Inclusion \(DEI\) Toolkit](#)
- [Inclusion in Practice: How AAUW's Policies and Practices Promote Inclusion](#)
- [Understanding Diversity, Equity, and Inclusion](#)
- [Intersectionality Defined](#)

## PROGRAMMING

- ❑ Hold at least four programs that align with AAUW's mission.
  - Programs aligned with the AAUW mission may count towards Public Policy & Advocacy and Governance & Sustainability stars as well as Programming.

### Key Resources:

- [Diversity, Equity, and Inclusion \(DEI\) Toolkit \(including plug and play branch program ideas\)](#)
- [College/University Member Toolkit](#)
- [Women's Economic Empowerment Initiative](#)
- [AAUW's Mission](#)

## COMMUNICATIONS AND EXTERNAL RELATIONS

### ACHIEVE 3 OUT OF 5

- ❑ Branch has a designated communications point person and follows AAUW National on platforms where it operates social media accounts.
  - The point person does not have to be a branch board member.
  - The branch is only required to follow AAUW National on the social media platforms it has and is not required to add new social media platforms.AAUW has the following platforms:
  1. Facebook
  2. X (Twitter)
  3. LinkedIn
  4. Instagram
  5. YouTube
- ❑ Share 3-5 posts aligned with AAUW's mission per quarter on branch social media accounts (can be shared/reposted from AAUW National accounts).
- ❑ Include information from AAUW National in branch newsletters at least quarterly (pulling from Mission & Action and other emails).
- ❑ Include information about Equal Pay Days in branch communications, including social media.
- ❑ Ensure all branch leaders subscribe to AAUW emails and share the email re-subscribe link with members quarterly in member communication

#### Key Resources:

- [Diversity, Equity, and Inclusion \(DEI\) Toolkit](#)
- [Working to Build a Diverse and Inclusive AAUW](#)
- [Social Media Advocacy 101](#)
- [Logos and Branding Materials](#)
- [Membership Matters \(State and Branch Toolkits\)](#)