

Membership Report 2020-2021

Submitted by Mary Scalise-Annis and Sheila Zweifler

Due to the Covid-19 pandemic, Membership had to cancel the Open House scheduled for Thursday, September 10, 2020 at the Freedom Plains United Presbyterian Church in Lagrangeville. Since we did not have an in-person Open House, we did not print up a Membership Booklet. Instead, we edited it to reflect those groups that were meeting via Zoom. The Booklet was uploaded to our website and available to the members.

Unfortunately, we lost about 40 members. Many women did not rejoin because there were no in-person activities and were not comfortable using Zoom. Once in-person meetings are resumed, Membership plans to reach out to those members who resigned and encourage them to rejoin. Throughout the year, we have continued to add new members, albeit not as many as in years past. As of March 2021, our total membership was 287.

We believe retention of these women in our organization is related to follow up. As new members joined, we asked the Interest Group and Community Initiative Liaisons to reach out to and welcome them. Then based on their interests match them with the appropriate group leaders.

In January 2021, we reached out to all new members by phone. We wanted to see how they were doing. We asked if they had become involved in AAUW and how. Also, if they had any questions or concerns. All of the women we spoke to seemed pleased with the organization and appreciated the personal contact. They all expressed hope that we would be meeting in person soon.

Membership continued to host our monthly Zoom meeting (BYOL) for all members on the third Thursday of the month. Members enjoyed the meetings and we usually had about 25 members attending.

We published our annual Membership Directory and sent it to our members in December.

We have continued writing a monthly column for the Branch. We have starting acknowledging our members' birthdays in the Branch as well as at our monthly Membership Zoom meeting.

We sent out member renewal letters at the end of April.

It has been a challenging year, but we believe that our Branch has stayed strong and active.