

Membership Report 2022-2023

Submitted by:

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Membership remains vibrant this year, given that the COVID pandemic appears to be over. Our branch adapted nicely, embracing new technology, including ZOOM for Monthly meetings and Board meetings. Beginning in January 2023, our monthly meetings were held in person again, at the Freedom Plains Presbyterian Church in Lagrangeville, NY.

Currently, we have 250 members, and most of our Initiatives and Interest Groups are meeting again in person. Our Membership Directory was published and mailed to all members in December 2022. This gives our members an opportunity to find other members, to set up meetings or casual gatherings, to carpool, as well as other benefits. We have 18 new members this year. We welcome them with emails and contact information about each Initiative and/or Interest Group they are interested in. We believe retention of these women in our organization is related to this personalized follow up. In January 2023, we reached out to all new members by phone/email. 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. Our members who responded all had positive comments.

We continue to write a column for The Branch monthly newsletter called "Membership Matters." This way, we update our members about any happenings, and we also celebrate monthly Birthdays by name.

Our Annual Renewal drive for next year has begun. We have transitioned to an online application/renewal system, which has been well-received. We continue to mail printed applications as needed. We have printed new rack cards and are setting up tabling bags to share the good news about joining AAUW at local events around Dutchess County. New members are always welcome.

We are preparing Longevity Awards for the Annual Meeting, as well as Memorials for our deceased members. We have sent out a Save the Date for Open House, on September 14, 2023.

It has been a good year with a very active and productive membership.