



AAUW Project Pitch

By Gill, Natalie, Taylor, & Elon



EDUCATE A
girl
AND SHE CAN
CHANGE
the world

Problem Statement

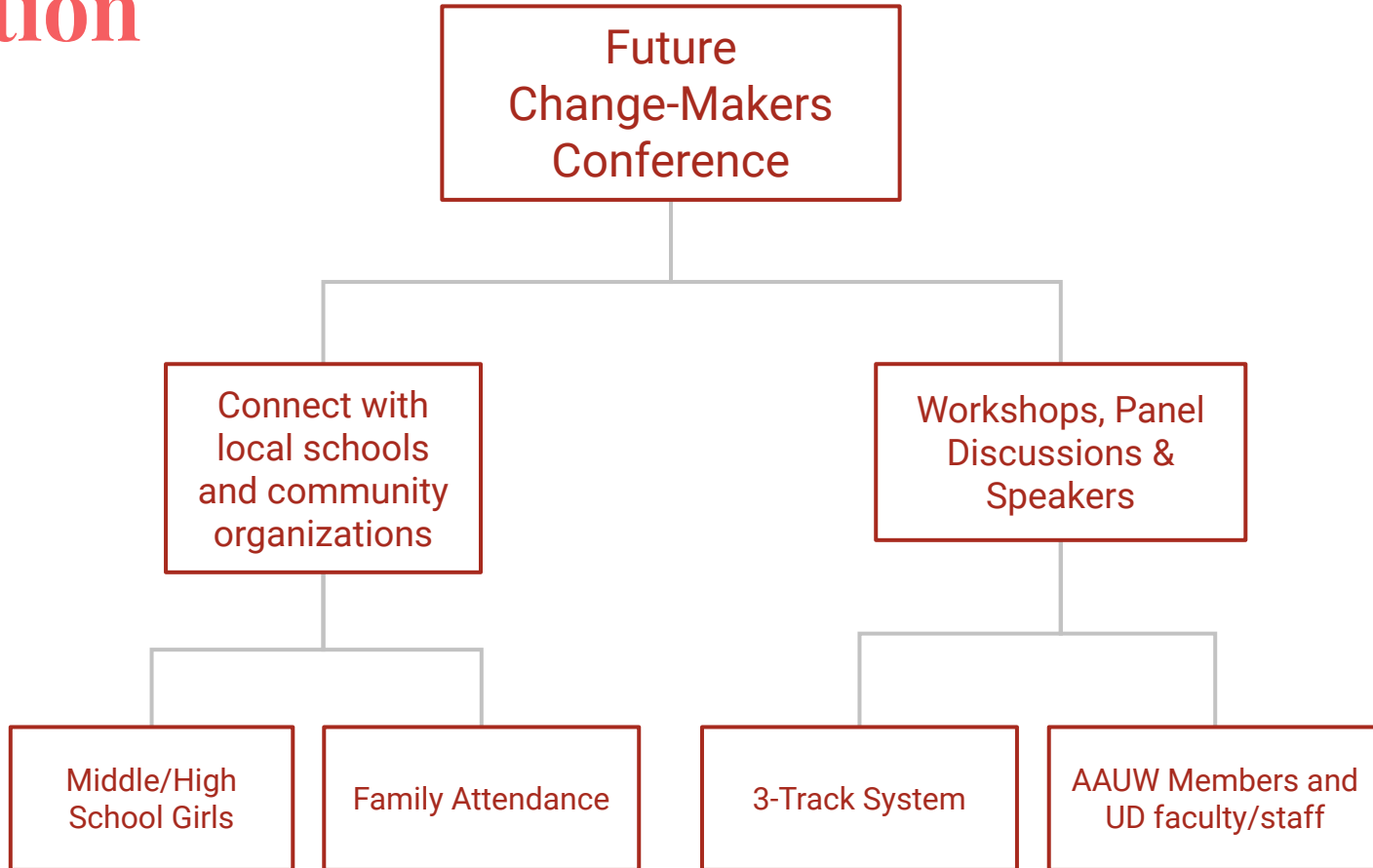
- Declining membership
- Lacks sufficient revenue to support goals
- Risk aversion
- Lack of community engagement

“...urged leaders of the educational system to prepare adolescents to fill future

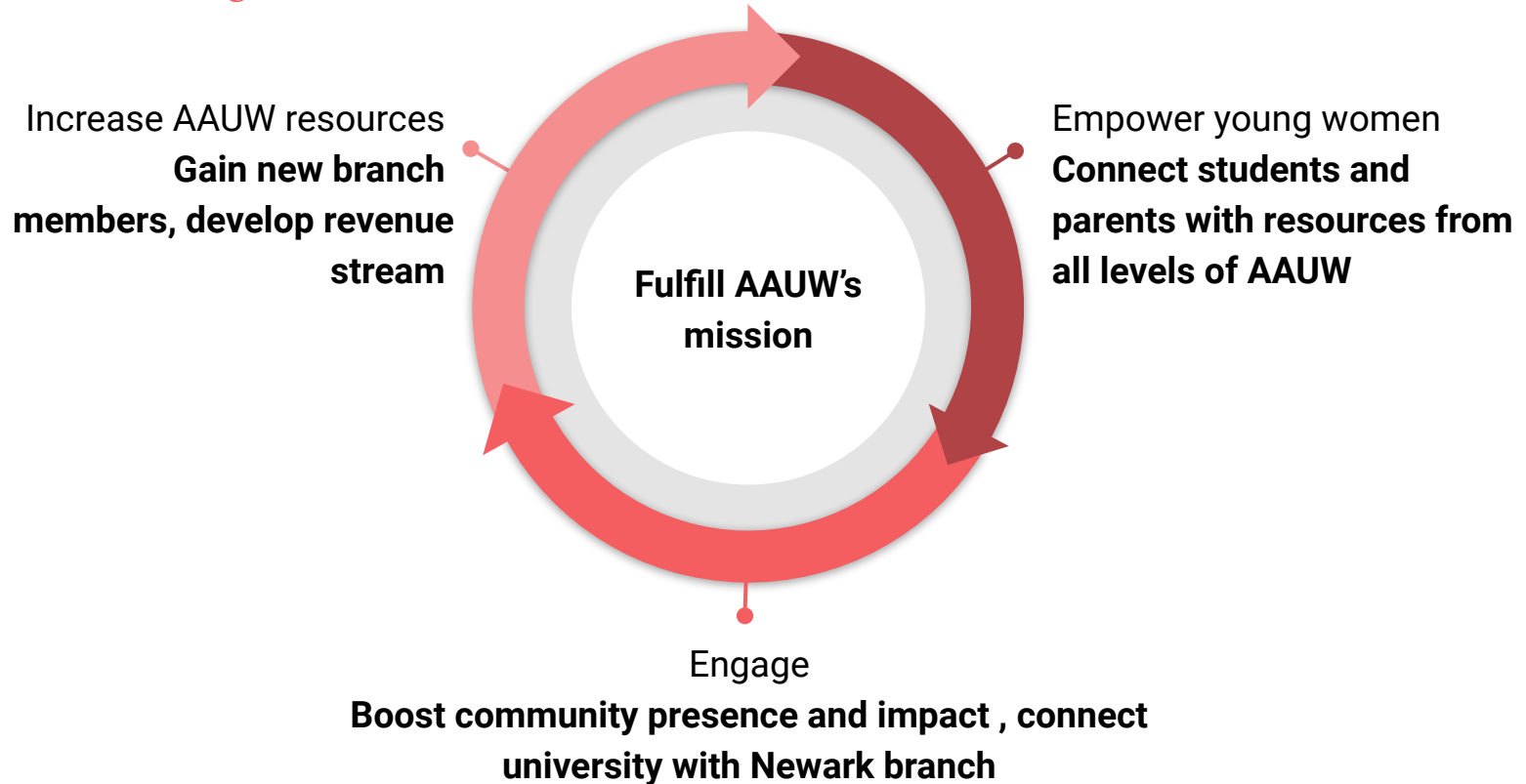
leadership roles and to meet what they described as a ‘leadership gap’ in the job market.”



Solution



Summary of Goals



Why Our Project Matters

AAUW faces great outside threats from our more action-oriented competitors. This project would provide the community engagement AAUW needs.



Nobody is engaging
middle and high
school girls in a
professional setting.



Unique

Value

Proposition

Our Team

- Members of AAUW
 - Developed AAUW at UD RSO
- The Big Event - Development Chair
- Blue Hen Leadership Program - Community Fellows
- National Conference for College Women Student Leaders (NCCWSL) attendees
- TEDx presenters
- Areas of Study → OCL, ENTR, UAPP, COMM, WOMS, APEC



Major Steps

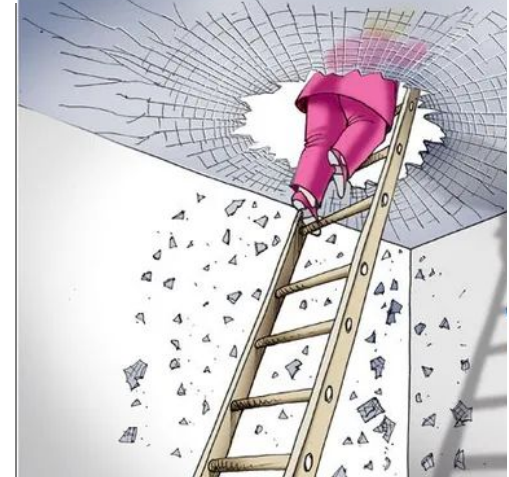
Build relationships
with area schools
and community
organizations

Develop interactive
and educational
workshops

Secure sponsorship
and funding

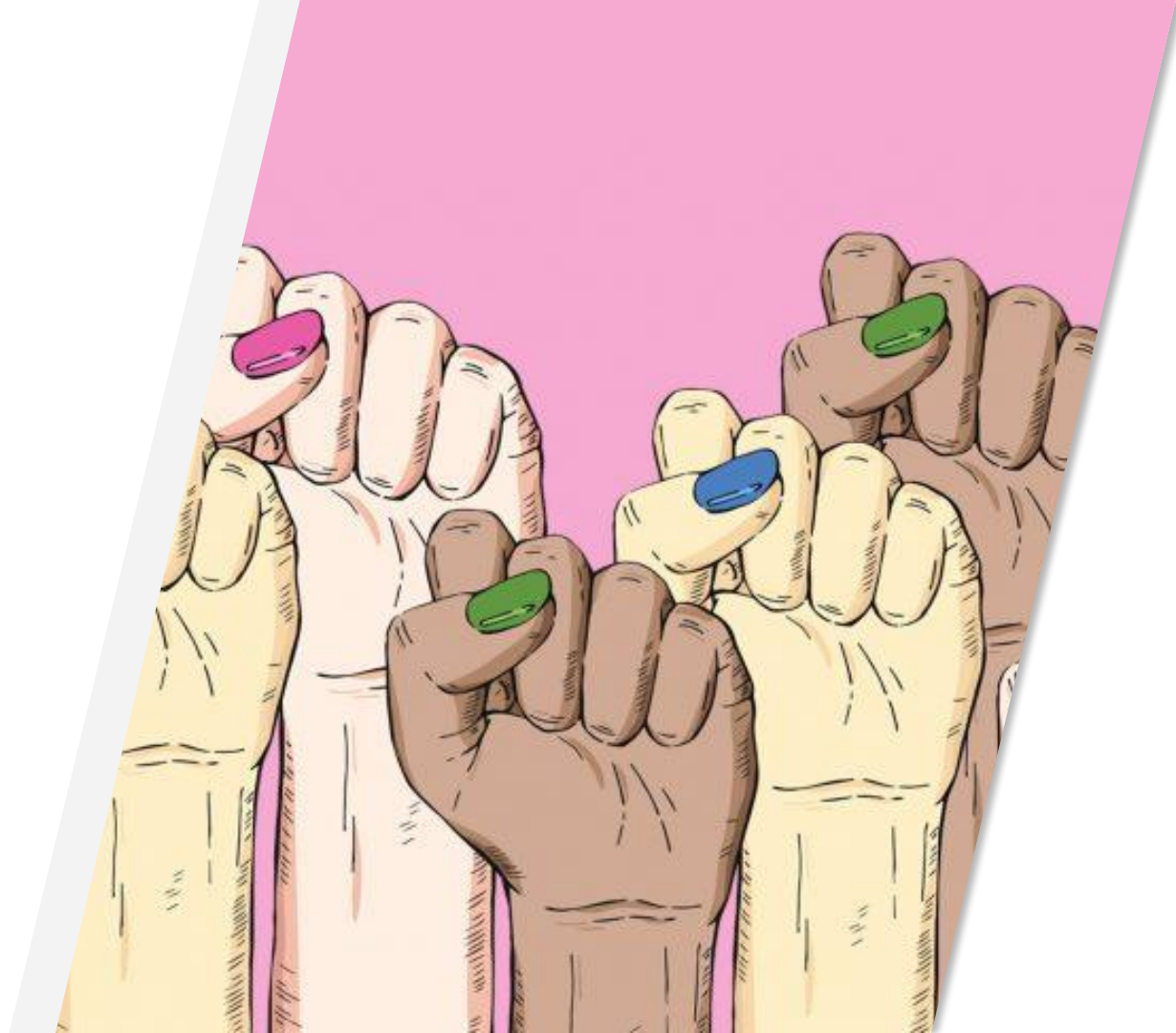
Establish an
advertisement plan

Connect our project
solutions to next Tier
2/3 groups



Challenges

- Funding
- Marketing
- Speakers
- Team members



Timeline - Winter



Establish bi-weekly or weekly meeting times for the Tier 3 group

Connect with members of BHL, Gender Equity RSOs, and campus departments

December

January

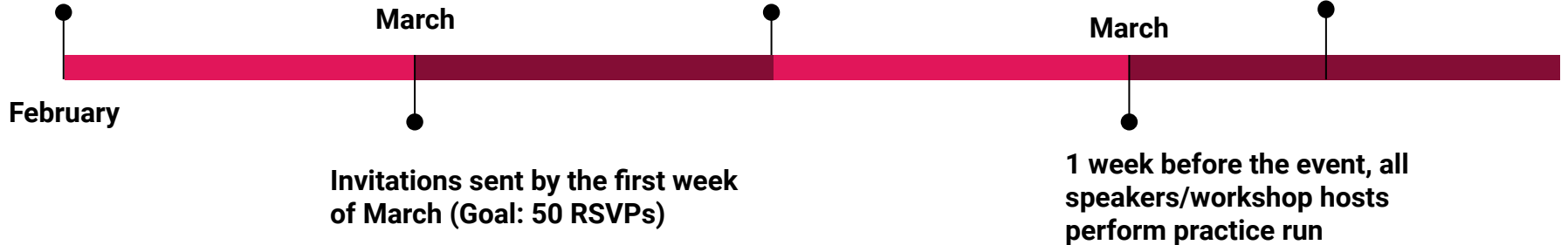
Contact school administrators for permission and student contact information

Design posters for the event to be printed and posted to social media

Timeline - Spring



Generate list of students of students/professors interested in volunteering, hosting workshops, or speaking



Invitations sent by the first week of March (Goal: 50 RSVPs)

Finalize schedule of events/workshops

End of March

1 week before the event, all speakers/workshop hosts perform practice run

Future Change Makers



Emma Mannino

Our Hopes

Mission • Vision

We aspire to reinvigorate AAUW Newark's sense of purpose and togetherness as empowered women. Hopefully our efforts will be able to unify the different generations to create a more sustainable collective.



Thank You, Questions?