



2014-2015 PUBLIC POLICY TOOLKIT



“You educate a man; you educate a man. You educate a woman; you educate a generation.”
— Brigham Young



AAUW of Georgia 2014-2015 Policy Toolkit

2014-2015 offers AAUW-GA a great opportunity to move forward on expanding its visibility as well as deepening its commitment to advocating for equal pay and taking a stand against human trafficking. This work will set the stage for generations of women to come. Every local branch will be vital to its success.

The 2014-2015 AAUW-GA Policy Plan includes following AAUW's basic principles and serves as a guide for growth. This toolkit will enable AAUW-GA and local branches to coordinate their advocacy by expanding their awareness of policy priorities, and will teach them how to: communicate with elected officials; utilize media; build community power through coalitions, community events, and outreach; and capitalize on opportunities for growth.

One main goal is to increase branch engagement in advocacy within five identified branches: Atlanta, Cobb, Cartersville, Valdosta, and the Houston Peach Branch.

In its entirety, the 2014-2015 plan supports communicating with elected officials, passing proclamations in support of equal pay, and increasing awareness of the lack of equal pay for women through moving the public narrative and registering voters. We will also focus on engaging the community on human trafficking, and using online tools to expand our reach.

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Timeline of Activities

August 2014 (Back-to-school time!):

- Tuesday, August 26: Women's Equality Day
- Branch members to get deputized to register voters in their communities
- At least one branch, to be determined at the September State Board Meeting, to publish LTEs on human trafficking or equal pay
- Branches should reach out to local C/U partners about setting up tables to register voters on campus in September

September 2014 (Back to school time!):

- Branches to register voters on campus
- State Board Meeting on Sept. 9th
- In District Meeting training at State Board Meeting
- At least 2 branches to schedule in-district meetings for October on equal pay or human trafficking
- AAUW Students Luncheon in Atlanta: Create a Student Advisory Council and apply for a Campus Action Project grant

October 2014 (Domestic Violence Awareness Month):

- Georgia Women for a Change conference
- October 6th deadline to register to vote for General Election
- At least two branches carry out in-district meetings

November 2014:

- Tuesday, November 4: Election Day
- Conference call/email blast to students and branch members about attendance at State Lobby Day, tentatively planned for February
- Branches continue to schedule in-district meetings

December 2014:

- Begin preparing Lobby Day packets/work on information gathering and initial planning
- Holiday events at branches
- Begin initial Lobby Day outreach to allies and coalitions (9to5, LWV, Georgia WAND, and Health Georgia)

January 2015:

- Sunday, January 11: Human Trafficking Awareness Day
- Human Trafficking Awareness Day Salsa blast
- Human Trafficking Awareness Day Cocktails and Convos in Atlanta
- Monday, January 19: Martin Luther King, Jr. Day
- Lobby Day check-in call with organizers to check on status of planning
- Continue outreach to allied groups about joining AAUW Lobby Day, and confirm attendance of groups already committed
- Invite students to Lobby Day/continue mobilization within all branches

February 2015:

- Monday, February 16: President's Day
- TBD: Lobby Day
- Pre-Lobby Day Cocktails and Conversations event in Atlanta
- Initiate Equal Pay Proclamation requests from five branches

March 2015 (Women's History Month):

- Sunday, March 8: International Women's Day Luncheon in Atlanta
- TBD second major public policy event at the local branch level, which students will be invited to attend
- On-campus events at select colleges around equal pay or Women's Right's Awareness
- Branches to follow up with local Equal Pay Proclamations

April 2015 (Campus Sexual Assault Awareness Month):

- April 14: Equal Pay Day
- TBD: Georgia AAUW Spring Convention, student presentations and public policy programs will be included, with a focus on equal pay events on-campus.
- Identification of potential NCCWSL attendees from Georgia
- Teleconference/email/Twitter planning session with student groups for 2015-2016. It will be necessary to plan for continuity for these groups as some students graduate.
- Reach out to students about NCCWSL attendance

May 2015:

- Sunday, May 10: Mother's Day
- Reach out to students about fundraising and attending NCCWSL

June 2015:

- June 18-21: AAUW National Convention in San Diego
- Network with other AAUW branches across the country at the San Diego conference and find out about other combined student group/public policy initiatives
- Make record of NCCWSL attendees
- Set up Debrief of NCCWSL

Indicators of Success

1. At least three policy-centered media activities like LTE's, Press hits, etc
2. Communicate and build relationships with elected officials through at least 4 in-district meetings
3. At least four state branches participate in voter registration drives
4. At least four C/U campuses engaged with AAUW activities: NCCWSL, GOTV, Cocktails & Convos, and Equal Pay Day activities, etc.
5. Broaden support for equal pay by encouraging elected officials to sign-on to proclamations in five cities
6. Work with allied organizations to engage them on AAUW policy issues and activities like GOTV, Equal Pay, etc
7. At least five local branches engaged in public policy work

The American Association of University Women believes that pay equity and equal opportunity are a matter of simple fairness. AAUW is a leader in the fight to end wage discrimination and open doors for women in the workplace.

The Issue

Job creation and economic opportunity are critical issues for women, many of whom continue to struggle with economic insecurity and wage discrimination. Despite civil rights laws and advancements in women’s economic status, workplace discrimination still persists. On average, women who work full-time earn about 77 cents for every dollar a full-time male worker earns. Because of the wage gap, since 1960, the real median earnings of women have fallen short by more than half a million dollars compared to men.

A recent AAUW report – *Graduating to a Pay Gap* – found an unexplainable seven percent difference in the earnings of male and female college graduates one year after graduation, even after accounting for many factors including college major, occupation, industry, sector, hours worked, workplace flexibility, experience, educational attainment, enrollment status, GPA, college selectivity, age, race/ethnicity, region, marital status, and motherhood. Clearly, the wage gap persists.

The wage gap persists across all racial and ethnic groups, and it is found in every state. Among full-time workers in 2011, women of color had significantly lower weekly median earnings compared with white and Asian American women.

Real Consequences

The wage gap has real consequences for women in Georgia. Recent research has found that 40 percent of households with children include a mother who is either the sole or primary earner for her family. Pay equity is not just a matter of fairness, but the key to families making ends meet.

Wage discrimination also limits women’s choices. It impairs their ability to buy homes and pay for a college education, and limits their total lifetime

earnings, thereby reducing their retirement savings and benefits.

Member of Congress	District	Men	Women	Earnings Ratio	Ranking in State
Kingston (R)	GA-1	\$40,311	\$31,217	77%	10
Bishop (D)	GA-2	\$36,714	\$28,632	78%	7
Westmoreland (R)	GA-3	\$46,988	\$35,825	76%	11
Johnson (D)	GA-4	\$41,824	\$36,909	88%	2
Lewis (D)	GA-5	\$47,077	\$40,022	85%	3
Price (R)	GA-6	\$66,694	\$50,683	76%	11
Woodall (R)	GA-7	\$50,774	\$40,047	79%	5
Scott (R)	GA-8	\$40,778	\$31,717	78%	7
Collins (R)	GA-9	\$37,238	\$30,925	83%	4
Broun (R)	GA-10	\$42,652	\$31,954	75%	14
Gingrey (R)	GA-11	\$52,093	\$40,450	78%	7
Barrow (D)	GA-12	\$40,680	\$30,777	76%	11
Scott (D)	GA-13	\$41,423	\$39,645	96%	1
Graves (R)	GA-14	\$38,771	\$30,660	79%	5

Please note that the pay gap figures above are from 2012, the most recently available data. Also note that the above congressional districts represent the 113th Congress.

Closing the Gap

There are many avenues to address pay inequity:

Federal Legislation: The Paycheck Fairness Act (S.84/H.R.377) would expand the scope of the Equal Pay Act with incentives for employers to follow the law, strengthen penalties for violations, enhance federal efforts, and prohibit retaliation against workers asking about wage practices.

Teaching Young Women to Negotiate Salaries: AAUW programs like the \$tart \$mart Salary Negotiation Workshop prepare college women to approach the job market with the confidence, knowledge, and skills they need to negotiate salaries and benefits. Studies show the wage gap can begin when women first enter the work force. By empowering women to negotiate their salaries, you give them the tools to fight the gender gap.

AAUW believes that global interdependence requires national and international policies against human trafficking and that promote peace, justice, human rights, sustainable development, and mutual security for all people.

Human trafficking disproportionately affects women and children. The Bureau of Justice Statistics estimates that 40 percent of all human trafficking incidents opened for investigation in the United States involve the sex trafficking of a child. The Bureau also reports that at least 80 percent of these child victims are U.S citizens.¹ Children are largely the victims of human trafficking though women make up the largest portion of trafficked people internationally.

Human Trafficking in Georgia

Although statistics can be hard to come by, experts believe that Georgia is one of the states with a high rate of human trafficking;

- In 2013, Georgia had over 400 reported cases of human trafficking².
- It is estimated that every month about 500 children are trafficked for sex in Georgia³.
- Approximately 100 adolescent females are sexually exploited each night in Georgia⁴

State Legislation

Crimes Against a Person Act, (CAAPA) or HB 141 is state legislation that would require certain types of businesses to post a notice with information to assist victims of human trafficking. This notice must include the toll-free telephone number to the National Human

Trafficking Resource Center hotline. Further, under the Act, a first offense for failure to post the required notice results in a misdemeanor.

Federal Legislation

The Trafficking Victims Protection Act (TVPA) was originally created in 2000 and has been subsequently reauthorized. The act created anti-trafficking programs, specialist services for survivors of human trafficking, grants prosecutors new tools to go after the traffickers who exploit others, and enhances partnerships with focus countries to protect children and prevent child trafficking.

Taking Steps toward Ending Human Trafficking

- By supporting local and federal acts, Georgians can play a part in the prevention of human trafficking.
- Support Georgia Statue 35-1-16, which would provide training to law enforcement officers investigating crimes involving trafficking persons for labor or sex servitude.
 - Support the Violence Against Women Act (VAWA), which would increase the efficiency and effectiveness of existing U.S. foreign policy to end and respond to violence against women and girls around the world, which also has human trafficking provisions.

¹ U.S. Department of Health and Human Services. (February 2013). *Human Trafficking is Modern Day Slavery*. Retrieved June 18, 2014, from www.acf.hhs.gov/blog/2013/02/human-trafficking-is-modern-day-slavery

² (National Human Trafficking Resource Center, 2013) www.nhtrc.com

³ (Street GRACE, 2014) www.streetgrace.org

⁴ (Innocence Atlanta, 2014). www.innocenceatl.com

February 2014

The American Association of University Women (AAUW) believes that creating a work environment that helps employees balance the responsibilities of work and family is smart for businesses and good public policy. AAUW is committed to “greater availability of and access to benefits and policies that create a family friendly workplace environment,” which are critical to women’s “equitable access and advancement in employment.”¹

Despite the federal Family and Medical Leave Act (FMLA) enacted in 1993, family and personal sick leave remain elusive to many working Georgians.

- For an estimated 878,000 workers in our state, the choice between their family and their job is one they are forced to make every time a loved one is sick.
- More than 22 million working women do not have paid sick days. As a result half of working mothers report that they must miss work and often go without pay when caring for a sick child.²
- 23 percent of workers have lost a job or been threatened with job loss for taking time to care for a personal or family illness.³

The Family Care Act (HB 290) is a key solution to this problem.

The Family Care Act would allow workers to use their earned sick time to care for family members who are ill.

- This legislation would reaffirm the intention of the federal Family and Medical Leave Act to enable workers to balance the responsibilities of the workplace with the needs of their families.
- Because workers have already earned these paid sick days, the Family Care Act would strengthen Georgia's families and economy without adding any additional burdens on businesses.
- Comparable procedures have been passed in eight states. Elected officials and business owners nationwide have asserted that these policies strengthen the economy.²

The Family Care Act was recommitted to the House Human Relations and Aging Committee by the Rules Committee on February 4, 2014. The Human Relations and Aging Committee previously approved the bill in a bipartisan vote on February 3, 2014.

AAUW of Georgia urges you to stand up for working families by supporting the Family Care Act (HB 290).

AAUW advances equity for women and girls through advocacy, education, and research. Since 1881, AAUW has been one of the nation’s leading voices promoting education and equity for women and girls. AAUW has a nationwide network of more than 170,000 members and supporters across the United States – including in Georgia – as well as 1,000 local branches and 800 college and university partners.

¹ American Association of University Women. (2013). 2013-15 AAUW Public Policy Program. www.aauw.org/resource/principles-and-priorities/.

² Institute for Women’s Policy Research. (January 2007). Women and Paid Sick Days: Crucial for Family Well-Being.

www.iwpr.org/publications/pubs/women-and-paid-sick-days-crucial-for-family-well-being

³ Georgia JobFamily Collaborative. (2013). Georgia’s Family Care Act, Strengthening Families, Boosting the Economy. gajobfamily.org/wp-content/uploads/2013/09/GA-Family-Care-Act-Fact-Sheet.pdf

Tips and Tricks:

How to Write a Letter to the Editor

Writing letters to the editor is a great way to energize branch members, promote AAUW visibility in the community, and spread the word about important issues. Letters to the editor can be used to correct and clarify facts in a previous news story, oppose or support the actions of an elected official or agency, direct attention to a problem, spur news editors to cover an issue that is being overlooked, or urge readers to support your cause. Letters to the editor are especially effective in local, community papers.

Tips on Effective Letters to the Editor:

- *Research the guidelines.* Most papers have a length limit on letters to the editor. It is usually around 250 words, but be sure to find out before you begin writing. Writing a letter this length makes publication much more likely. You should also find out where to submit your letter (typically via email).
- *Pick a timely topic.*
- *Find a local angle.* Readers are more interested in an issue when they see how it affects their lives and communities.
- *Assume nothing.* Do not assume that your readers are informed on your topic. Give a concise but informative background before plunging into the main issue. Refer to any newspaper article or editorial to which you are responding by date and title.
- *Identify yourself as part of AAUW.* Most papers prefer printing letters to the editor written by a local authority or community leader. Signing your letter as an AAUW office holder or member with expertise on the topic can make it more likely to be chosen.
- *What makes someone an expert?* Someone with a closer-than-normal perspective on the issue is an expert. This may include a local lawyer discussing the impact of a Supreme Court nomination, or a teacher discussing how cuts in education translate into the day-to-day situation in her classroom. You should submit your letter not only as an AAUW member, but also according to your personal experience.
- *Avoid form letters.* Do not send the same letter to two competing papers in the same circulation area, or many copies of an identical letter to a single paper.
- *Edit your document:* Have some fresh eyes look it over for the requirements above. Finalize your draft. AAUW policy staff is available to help proof your letter if requested via singletonc@aauw.org or advocacy@aauw.org.

Sample Letters to the Editor

Equal Pay

Dear Editor:

The Lilly Ledbetter Fair Pay Act celebrated five years on January 29, 2014. As a member of the American Association of University Women, I'm thrilled that we were able to pass this legislation to reverse the 2007 Supreme Court decision that tried to rob women like Lilly of their day in court to challenge unequal pay. But we need additional state legislation to give employers and employees the tools to prevent wage discrimination in the first place – and we've been waiting too long for that.

The legislation designed to help ensure equal pay hasn't been updated in 50 years, even though the workforce has significantly changed since then. That's why Alabama's House Representatives needs to support and pass the Equal Pay Remedies and Enforcement Act, which would close loopholes that prevent the original legislation from fully addressing the pay gap.

The Equal Pay Remedies and Enforcement Act would establish legislative findings regarding wage differentials between minorities and non-minorities and males and females. It would also establish an Equal Pay Commission to work on combatting equal pay and closing the wage gap.

In Alabama, women face an average pay gap of 29 cents, which translates into less money for feeding their families, paying off student loans, and saving for retirement. Lawmakers who do not actively support the Equal Pay Remedies and Enforcement Act are denying women their economic security and simply refusing to acknowledge our state's needs.

Human Trafficking

Dear Editor:

Human trafficking has become one of the most lucrative underground markets in America. It is not only a grotesque violation of human rights, but it is in fact modern-day slavery. Georgia is ranked one of the top cities for human trafficking in the nation by the National Human Trafficking Resource Center. Experts estimate that every night in Georgia, approximately 100 adolescent females are sexually exploited. Every single night that you and I go to sleep safely, there are many girls that don't.

As a member of the American Association of University Women, I believe that we need strong state, national, and international policies to fight the evil of human trafficking. Our state is dealing with an epidemic that needs to be addressed with every possible tool and resource available.

Street GRACE estimates that every month about 500 children are trafficked for sex in Georgia, yet in 2013 only 400 cases of human trafficking were reported statewide, according to the National Human Trafficking Resource Center. We must put a stop to this heinous crime, and help bring the issue out into the open for discussion.

I urge everyone to contact their local officials to support laws against human trafficking and protecting survivors. You can also work with local groups to form a Human Trafficking Taskforce, or just talk to people about this scourge. Human trafficking thrives in the shadows. It's up to us to bring it into the light.

Tips and Tricks:

How to Hold a Meeting with Elected Officials

Connecting with your elected officials about AAUW issues in a face-to-face meeting is a great way to develop a relationship with them and work to influence the positions they take on issues important to AAUW-GA, like equal pay and human trafficking. Below are some helpful tips for before, during, and after a visit.

Requesting the Visit

- Make your request in writing and follow up with a call to the scheduler. Make sure the scheduler knows that you are a constituent.
- Let the person know which issue and legislation (give the specific bill number, if you have one) you wish to discuss.
- If you want to try to meet with your members of Congress instead of their staff, request an appointment when they are home on long weekends or during congressional recesses. Congress typically convenes in early January and adjourns in early October. Dates vary, but recesses generally take place around the following times: President's Day, Easter, Memorial Day, Independence Day, the month of August, and Labor Day.
- Be persistent — legislators' offices receive a lot of incoming communication, so you may need to make a number of calls to arrange a meeting.

Preparing for the Visit

- Decide who will attend the meeting. It can be a group of AAUW members, or a coalition of people who represent different groups that have an interest in the legislation. To highlight the broad base of support for bold action on your issue, consider bringing people who represent constituencies who have influence with your elected official.
- Gather information. Learn about your elected officials' records on AAUW issues. Become familiar with the opposition's views and arguments on the issues to help you answer questions. Bring polling data, news clips, examples of when a similar idea was pursued in the past, and other forms of evidence to back up your arguments.
- Agree on three main talking points. Keep your message simple and to the point.
- Decide what you want achieve. What is it you want your elected official to do – vote for or against a bill? Co-sponsor a measure? Sign a pledge?
- Plan your meeting. Be sure that you lay out the agenda for the meeting beforehand, including who will start the conversation, who will make the key points, and who will make the “ask” of what you want the elected official to do.
- Prepare materials to leave with the elected official or staff. Copies of relevant AAUW position papers, the AAUW Public Policy Program brochure, and a fact sheet summarizing your concerns are good examples.
- If you recruit a large group of people, local media might be interested in covering your visit. Please contact us at advocacy@aauw.org if you are interested in getting media attention for your visit.

During the Visit

- Before you enter the office, gather outside the entrance with your group and take a picture holding an AAUW sign or a sign with your ask for the elected official. This will provide a powerful visual for your action and help us create a story that can be shared nationally. Feel free to take pictures once you enter the office as well, if the staff will allow it.
- Make introductions and be clear who is a constituent in the meeting. Make sure to also identify yourself as an AAUW member. Describe AAUW both nationally and locally.
- Stick to your talking points! Personalize your comments and provide local context. Personal stories and local examples help illustrate why your issue is important.
- State your ask. If you don't directly ask your legislator if they support your position, you may never actually find out what they think and what they intend to do. THE ASK MUST BE CLEAR. After you ask, pause. Let them answer and clarify if their response is not clear.
- If the elected official supports your position, then say “thank you.” Be a resource. If the elected official needs additional information or help, offer to make it available.
- If the elected official opposes your position, stay cordial and friendly. Keep the door open to working together in the future.
- If the elected official is undecided, ask if you could provide additional information, and get it to them in a timely manner.

- The legislator's response won't always be clear, so listen carefully. What is the person saying about the issue? What questions or concerns do they have that might be answered? Pay attention to the direct and indirect statements of support or opposition.
- If you don't know the answer to a question, tell them you'll find out. Saying "I don't know" can be a smart political move. You don't need to be an expert on the topic you are discussing. This gives you the chance to follow up with them about the issue after the meeting.

After the Visit

- Right after the meeting; compare notes with everyone in your group to confirm what the elected official committed to do.
- Each person who took part in the meeting should promptly send a personal thank you letter to your elected official. Remind the elected official of anything he or she may have agreed to do.
- Follow up in a timely fashion with any requested materials and information.
- Share the results of your meetings with your branch, your state public policy chair, and with AAUW public policy staff. You can file your report online at <http://bit.ly/AAUWEventForm> or by sending an e-mail to advocacy@aauw.org.
- Knowing what arguments your member of Congress used, what issues are important to him or her, and what positions he or she took will help us make our national lobbying strategy more effective!

Tips and Tricks: Equal Pay Proclamation

Encourage your governor, city council, and mayor to proclaim “Equal Pay Day” in your state and community using this proclamation sample and help move the equal pay narrative.

WHEREAS, more than 50 years after the passage of the Equal Pay Act, women, especially minority women, continue to suffer the consequences of unequal pay; and

WHEREAS, according to the U.S. Census Bureau, full-time women working year round in 2012 earned on average 77 percent of the earnings of their male counterparts, indicating little change or progress in pay equity; and

WHEREAS, in 2009 the Lilly Ledbetter Fair Pay Act was signed into law, which gives back to employees their day in court to challenge a pay gap, and now we must pass the Paycheck Fairness Act, which would amend the Equal Pay Act by closing loopholes and improving the law’s effectiveness; and

WHEREAS, according to one estimate, college-educated women working full time earn more than a half million dollars less than their male peers do over the course of a lifetime; and

WHEREAS, nearly four in 10 mothers are primary breadwinners in their households, and nearly two-thirds are significant earners, making pay equity critical to families’ economic security; and

WHEREAS, a lifetime of lower pay means women have less income to save for retirement and less income counted in a Social Security or pension benefit formula; and

WHEREAS, in 2012 median earnings for Alabama women was only 71 percent of the median earnings of Alabama men; and

WHEREAS, fair pay equity policies can be implemented simply and without undue costs or hardship in both the public and private sectors; and

WHEREAS, fair pay strengthens the security of families today and eases future retirement costs, while enhancing the American economy; and

WHEREAS, Tuesday, April 14, symbolizes the time in 2015 when the wages paid to American women catch up to the wages paid to men from the previous year,

NOW, THEREFORE, I, *(insert name of public official)*, do hereby proclaim Tuesday, April 14, 2015 to be Equal Pay Day in *(insert name of city)*.

Tips and Tricks: Keeping People Engaged with AAUW Action Alerts

Any and every time we interact with people in our community – be it at an event, meeting, or even on a college campus – we have the opportunity to spread AAUW’s message and get more people involved in our AAUW mission. For some people, regularly attending branch meetings is difficult and for some impossible, but there are still ways to keep those people engaged and offer them the opportunity to participate in fulfilling AAUW’s mission. This task could easily be accomplished by signing people up for the AAUW Action Network.

Action Network is the cornerstone of AAUW’s e-advocacy efforts. By signing up, you will have the opportunity to access over 100,000 Two-Minute Activist items online in addition to receiving urgent e-mail notices to help make your voice heard on legislation that has the potential to affect women and girls.

With our Two-Minute Activist tool, it takes just minutes to make an impact!

What do you need to do?

- Use copies of the sheet on the next page to sign-up event goers, branch members, and community leaders to the action network. The sign-up sheet can also be downloaded from online at www.aauw.org/resource/action-network-sign-up-sheet/.
- Send copies of your completed sheet to advocacy@auw.org so new sign-ups can start receiving valuable Action Network emails



Action Network is the cornerstone of AAUW's e-advocacy efforts.

By signing up today, you'll receive urgent e-mail notices to contact your elected officials on important issues, including equal pay, education, and ending violence against women. With our Two-Minute Activist tool, it takes just minutes to make your voice heard!

Name	E-mail address	Zip code	AAUW member? (Y/N)	If member: Do you want weekly policy newsletter? (Y/N)

Please scan and e-mail the completed sign-up sheet to advocacy@aauw.org, or mail to Deborah Swerdlow at AAUW, 1111 Sixteenth St. NW, Washington, DC 20036.