

AAUW FALLS CHURCH FLASH

Volume 67, Number 10 December 3, 2018



Holiday Party:

- When:** Saturday, December 15, 2018, 3:00-6:00pm
Where: Sharon Zackula's home, 1433 Pathfinder Ln, McLean, VA 22101-3507 (see note about parking in the invitation.)
What: Enjoy each other's company!

Next Meeting:

- When:** Saturday, January 12, 2019, 10:30 am
Where: McLean Community Center, 1234 Ingleside Ave, Mclean, VA 22101
What: Panel Discussion on Title IX (Joint Branch Endeavor)
Note: Please stay after the panel for a quick business meeting to vote on the Book Sale Task Force Recommendations.

President's Letter

Dear friends,

It is hard to believe the holidays are upon us already. Our branch has tackled a lot of challenging projects this year. Thank you to the members of both task forces for the time, care, and thoroughness of their work. Thank you also to the members for their questions and care as we analyze both how our branch will raise funds in the future as well as how those funds will be sent out into the world to work on behalf of those who need them. At our November branch meeting, we decided how to spend the money raised at the Book Sale. Later in this newsletter, you will find the recommendations from the task force that analyzed the viability of the book sale as our primary fundraiser. We will vote on this after the January meeting on Title IX.

And now it is time to celebrate. I look forward to enjoying your company at Sharon Zackula's house on December 15. I always appreciate the social time because I learn so much from each of you, and I know you do as well. I wish the happiest of seasons to you.

May your hot chocolate always have plenty of marshmallows or whipped cream,
Kristan

Public Policy

Equal Rights Amendment (ERA) Activities New Link for “Unfinished Business”

AAUW of Virginia continues its efforts to make Virginia the 38th state to ratify the ERA. The link to “Unfinished Business”, the booklet prepared by AAUW members about the ERA, has been updated so that it takes you directly to the booklet. The new link is: <https://aauw-va.aauw.net/files/2018/11/ERA-BOOK-FINAL-FINAL-C.pdf>. In an effort to spread information about the ERA and the need for its ratification across the state, members are asked to download the booklet and share copies and/or the link with friends, neighbors, and relatives. Every member of the Virginia General Assembly will receive a copy of “Unfinished Business”.

Postcard Writing

AAUW members have been sending postcards to their Delegate and Senator at his or her district office explaining why the General Assembly needs to ratify the ERA during the upcoming session. The facts and figures in “Unfinished Business” are useful in making the argument for ratification. Members have also sent postcards to the Speaker of the House, Delegate Kirk Cox, urging him to ensure that the resolution to ratify the ERA gets a vote by the full House and to the Senate Majority Leader, Senator Thomas Norment urging him to assign the ERA resolution to Senator Vogel, Chair of the Senate Privileges and Elections Committee. If you have not yet sent your postcards, it’s not too late to do so. You can find addresses for the legislators on the General Assembly website <https://virginiageneralassembly.gov/>. If you’re not sure who your local representatives are, go to this link and enter your address <https://whosmy.virginiageneralassembly.gov>. The representatives’ addresses can be located by clicking on “more information.”

Members are also asked to write a second postcard to their Delegate and Senator, this time to his or her Richmond office, at the beginning of 2019 and no later than mid-January, asking them to support ratification of the ERA by voting “yes” on House Joint Resolution 579. Postcards that you can use in for this effort will be available at the Holiday Party on December 16.

ERA Ratification Bus Tour

During November, Delegate Jennifer Carroll Foy and Senator Glen Sturtevant, chief patrons of House Joint Resolution 579, which ratifies the ERA, conducted a 10-day tour with 16 stops around the State of Virginia. On November 11, the purple ERA bus stopped at Liberty BBQ in Falls Church, where it was greeted by over 80 supporters. The crowd, made up of men and women of all ages, listened to Delegate Foy and other state and local representatives speak about their support for the ERA and efforts to ratify it in the 2019 session of the General Assembly.



Marilyn Falksen, Delegate Charniele Herring, and Becky Gaul at the ERA bus stop in Falls Church on November 11, 2018

National Woman's Party Panel Discussion

On Thursday, December 6, the National Woman's Party, in partnership with the National Archives, the Equal Rights Coalition, and the 2020 Women's Vote Centennial Initiative, will present a panel discussion entitled "Opposition to Women's Equality, from Suffrage to the ERA". The event will be held at the National Archives William G McGowan Theater and runs from 7 to 8:30 p.m. To learn more and to register for this event, visit <http://nationalwomansparty.org/programs>. (Also, see the flyer on page 5)

Public Policy Priorities Comment Period Closes January 11, 2019

Every two years, AAUW reviews its Public Policy Priorities (PPP), and members have an opportunity to provide feedback in support of the priorities or propose changes to them. The proposed PPP for 2019-2021 are on the AAUW web site. Be sure to review and comment on them before the comment period closes on January 11, 2019. Please use the following link to submit your comments: <https://www.aauw.org/policy-priority/public-policy-priorities/>

Virginia Lobby Day

Mark your calendars for Thursday, February 7, 2019, when AAUW of Virginia holds its annual State Lobby Day in Richmond. Members from across Virginia will converge on Richmond to share with legislators AAUW's position on various issues under consideration by the General Assembly. Details about this event will be sent to you in early January.

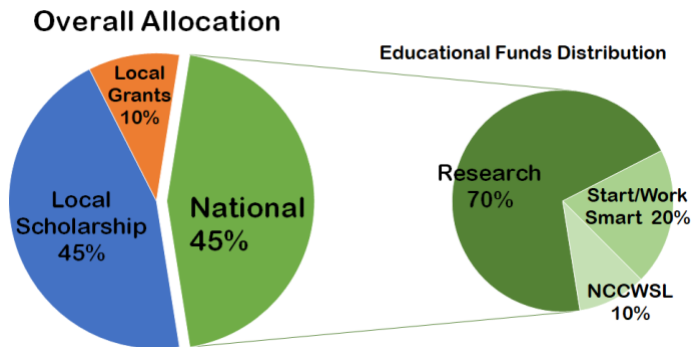
Funds Allocation Approved by Membership

In the November meeting, the FC AAUW branch members voted on spending priorities for the monies earned in branch philanthropic fundraisers, starting with the April 2018 book sale profits.

(1) **Overall Allocation.** The branch will allocate the book sale profits per the following percentages: AAUW national Educational Funds (45%); Falls Church local scholarships (45%); and Falls Church local grants (10%), effective with the profits of the April 2018 book sale.

(2) **National Educational Funds (EF) distribution.** Of the 45% of funds donated to AAUW national Educational Funds, the monies will be designated in the following proportions: Research reports- 70%; Start Smart/Work Smart - 20%; and NCCWSL Scholarship Support - 10%.

The following graphs illustrate the relationship of the overall allocation and the national EF distribution (Recommendations 1 and 2).



(3) **Duration.** The overall distribution of funds shall remain in place until the Branch votes to change the programs receiving support. Further recommend that the distribution of funds from the National slice would be reviewed annually.

Book Collection on “Vacation” until February-March

With our final fall book sorting on Nov. 3, the book sale is going on “vacation” until early spring. We are trying to avoid clogging up the Youman’s garage with books until we have time to cull, box, and sort them. So, please ask your friends/neighbors to hold their books until mid-February. If they absolutely, positively must get rid of the books now, remind them of our guidelines and ask them to deliver the books to our storage at the Youman’s. And instruct donors to call Mary Youman (703-528-8993) to arrange a mutually convenient time.

Guidelines for book donations. We can’t accept or sell magazines, textbooks, encyclopedias, old reference books, and books that are damaged, moldy or in poor condition – but we will be happy to receive your saleable books in good condition.

Book Sale Task Force Report

Branch President Kristan McMahon chartered the task force to study the feasibility of continuing the book sale and, if the answer was no, to provide alternate fundraising ideas. The Task Force was led by Martha Trunk, assisted by Pam Martinov, Becky Gaul, Kathleen Gerrity, Sarah John, Kitty Richardson and Polly Rubenstein.

The committee met several times to determine strategy and recommendations. Committee Members interviewed branch member stakeholders and the McLean book sale chair. We issued a survey to the membership, explored storage opportunities, and compiled data from previous sales. We also explored what other branches did to raise funds and some fundraising ideas.

The first book sale was held in 1976. Over the course of the next 42 years, the book sale has grown to become a well-oiled machine. We encountered and solved problems with storage, sale venue, donation collection, leftover book disposal, and a variety of other small and large issues. Since the early 1980s, we have stored and sorted books at the Youman's two-car garage & driveway. A chart of the various tasks performed for each book sale is in Appendix A.

INTERVIEWS

The committee interviewed Mollie Jewell, Mary Youman, Chuck Youman, Becky Gaul, Anne Baxter, Kitty Richardson, Dianne Bodeen, Renee Klish, and Martha Trunk. (Committee members were interviewed by other members.)

Each interview explored the amount of time individuals spent on the book sale and recorded the various jobs done by each person. Most of those interviewed were willing to continue the sale, citing the positive effect the sale has on membership cohesion and the value placed on giving local scholarships. However, the most significant interview finding is that the Youman's garage will not be available after the April 2019 sale. In addition to the storage of books, the interview clarified the extensive variety of repetitive tasks the Youmans perform related to book collection and disposal. (See Appendix B)

MEMBER SURVEY

31 members responded to the survey after multiple reminders via email, a newsletter notice and a branch meeting. (See Appendix C)

49% wanted to continue the book sale. 33% were neutral. 17% said time to discontinue sale.

66% of respondents were willing to donate money in place of the sale.

70% said that book sale was either not the reason for joining our branch or were neutral.

Two members volunteered as Book Sale publicity chair.

No one volunteered to replace the Youmans free storage. There were alternative suggestions such as empty vacant commercial space or paid commercial space. Several members volunteered to help search for commercial rental space.

Another suggestion was for someone to be a special assistant to Mollie for a couple of weeks prior to the sale.

Several ideas for alternative fundraisers were proposed. (Appendix D)

SURVEY OF COMMERCIAL RENTAL STORAGE

The committee conducted a survey of commercial storage rental units – both in person and on-line. The estimated cost depends on size of unit(s), length of rental, and availability of units, which can only be accurately determined closer to when we need the unit(s), i.e. late summer 2019.

Appendix E shows various current storage options. (Average 2 car garage is 10x20 Using an average of \$390 for 9 months would result in an estimated cost of \$3510.00, which would be an additional expense of the sale. Appendix F contains various approaches to the storage issue.

ADDITIONAL INFORMATION

Our average branch membership for the last several years has been 45 members. The committee also notes that our average member age is well above 45.

In the 2018 book sale, \$18,465 net funds were raised. One of the predominant reasons cited for continuing the book sale is the local scholarships. We currently divide our sale net profits between national AAUW scholarship and grant funds, local scholarships and special branch projects.

This resulted in only 35% of net sale funds, or less than \$6,500, being available for local scholarships in each recent year. Generous members have provided additional funds directly to the scholarships.

The committee calculated the time contribution per member using the sale net results for the 2018 sale. The results are \$410 per member. Dividing this \$410 net per member by the average number of hours per volunteer – 47 – (based on the survey results) yields \$9.10 raised per volunteer hour worked. Note that the estimated hours worked per individual is very likely under-estimated.

Another way to measure the contribution of members is that each book is handled a minimum of 10 times (pickup/drop off/out to sort/boxes stacked for storage/load truck/unload for sale/to table/ remove leftovers. Given that most of our books sell for \$3, that is a lot of manual labor.

COMMITTEE RECOMMENDATIONS:

- 1) Make explicit public appeals for assistance finding storage, labor and other help at our 2019 book sale, stating that the sale will not continue without such assistance.
- 2) Hold the sale through 2020 provided affordable, accessible storage can be obtained by an appropriate date in summer/fall 2019.
- 3) Draft written storage requirements (size, months, sorting space, ease of access during collection/donation periods and other logistics) prior to the 2019 sale.
- 4) Obtain a 501(c)(3) designation for the branch to facilitate future fundraising, including individual donations and possible donated storage & sorting space.
- 5) Determine if the AAUW movie fundraising option is locally feasible and hold a movie event.
<https://www.aauw.org/resource/screen-a-movie-program-in-a-box/>
- 6) Reconsider feasibility of continuing book sale following 2020 sale.

APPENDICES (Available on Branch website)

Appendix A shows the various tasks that are done for each book sale.

Appendix B shows the various jobs the Youmans do.

Appendix C shows the survey questions and complete results

Appendix D shows a variety of alternative fund-raising ideas

Appendix E shows various current storage options.

Appendix F shows various approaches to the storage option

Book Club News

Our book club is currently in the process of nominating books for the winter/spring season for 2019. The categories of books to be selected are Classic, History and Book by a Foreign Author. We hope you will join us next year to discuss our picks, which we will announce after the voting.

We will meet in the months of January, February, March and May. The dates are the third Tuesday of the month at 7:30 PM. 1/16, 2/19, 3/19, and 5/21.

The first meeting on Jan. 16 will be at Starbucks in Harris Teeter, 301 West Broad St., Falls Church, VA 22046. We hope to see you there. Come whether or not you've read the book and join us for coffee, tea, cookies and good conversation.

AAUW Virginia News

In the spring, AAUW Virginia will vote to fill three critical vacancies on the state board: **VP for Finance, VP for Membership, and Recording Secretary**. As of last week, there are no confirmed candidates for these positions. We know that there are many members who are more than capable of serving, but so many good folks are already committed to serving in many ways and simply don't have the time!! We need your help in identifying good candidates who are willing to serve! Please send any suggestions to Sandy Lawrence, Nominating Committee Chair, at sandyaauw@juno.com or your District Representative.



Launches Work Smart

**SALARY NEGOTIATION
WORKSHOP**

ONLINE FREE

<https://salary.aauw.org/>

AAUW Work Smart is free online for anyone looking to learn how to negotiate a salary increase or promotion. Share with everyone you know!

Work Smart is designed to show you

- How to identify and articulate your personal value
- How to develop an arsenal of persuasive responses and other negotiation strategies, including how to get a raise or promotion
- How to conduct objective market research to benchmark a target salary and benefits
- About the wage gap, including its long-term consequences

Why is negotiation so important? AAUW's research on the gender pay gap shows that, one year out of college, women are already paid significantly less than men. Women who work full time take home 80 cents for every dollar a full-time male worker is paid. And over a lifetime, those lost potential earnings add up.

Women who negotiate increase their potential to earn higher salaries and better benefits packages. By negotiating fair and equitable salaries, you'll be better able to pay off loans, buy the things you want and need, and even save for retirement.

The Work Smart program has already trained more than 30,000 women, and nearly all participants report increased knowledge, skills, and confidence in negotiating.



AAUW is working with partners across communities, cities and states to offer free salary negotiation workshops—and eliminate the gender pay gap for good! Learn more: <https://www.aauw.org/>

Flyers for the Community



NATIONAL ARCHIVES
FOUNDATION



NATIONAL
WOMAN'S
PARTY

2020
WOMEN'S VOTE
CENTENNIAL
INITIATIVE



ERACOALITION

Women and the Vote

Opposition to Women's Equality, from Suffrage to the ERA

Thursday, December 6, 7-8:30pm
at the National Archives William G. McGowan Theater

In partnership with the **National Archives**, the **Equal Rights Coalition**, and the **2020 Women's Vote Centennial Initiative**, the **National Woman's Party** presents a panel discussion on the powerful forces that have come together to work against the equal protection of women under the law since the 1900s. From the liquor lobby, which campaigned against women's suffrage in the 1910s to prevent "dry ladies" from having access to the vote, to the conservative women's rights movement of the 1970s that organized to prevent the ratification of the Equal Rights Amendment (ERA), this panel explores the ways in which the feminist movement in the United States has been shaped and changed by the systems, institutions, and individuals working against women's equality.

Panelists include **Elaine Weiss**, author of *The Woman's Hour* (slated to become a TV series produced by Hillary Clinton and Steven Spielberg), **Marjorie J. Spruill**, author of *Divided We Stand*, and **Carol Robles-Roman**, CEO and Co-President of the ERA Coalition.

The "Women and the Vote" series commemorates women's suffrage history leading up to the Centennial of the ratification of the 19th Amendment in 2020.

Book signings will follow the program. This event is free and open to all. Registration is encouraged but not required.

TO LEARN MORE AND TO REGISTER, VISIT [NATIONALWOMANSPARTY.ORG/PROGRAMS](https://nationalwomansparty.org/programs)



Women are typically paid 80 percent of what men are paid. The pay gap has lifelong financial effects that grow over time, from the ability to pay for education and childcare to saving for retirement, impacting women in nearly every profession.

Looking for a new job or trying to get a promotion? Learn how to negotiate your salary first.

NOW ONLINE:

<https://salary.aauw.org/>

AAUW Work Smart Online is designed for women who are already in the workforce at any career level and helps you negotiate for a new job, raise, or promotion.

AAUW is working with partners across communities, cities and states to offer free salary negotiation workshops—and eliminate the gender pay gap for good! Learn more: <https://www.aauw.org/>

ShopAAUW

Please be sure to check out the AAUW online shop at <https://aauw.source4.com/b2c/Sites/AAUWMember/Home.asp>. You can find some great AAUW accessories to add to your collection. A few suggestions are the AAUW Fridge Feminism Magnets V.2 (\$5.00), Large AAUW Logo Lapel Pin (\$5.50), AAUW Engraved Twist-Lock Keychain (6.00), and AAUW License Plate Frame (\$20.00). Happy shopping!



CALENDAR OF EVENTS

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| December 16 | Holiday Party- Sharon Zackula's house, 1433 Pathfinder Ln
McLean, VA 22101-3507, 3:00-6:00pm |
| January 12 | Panel Discussion on Title IX, McLean Community Center, 1234 Ingleside
Ave, Mclean, VA 22101, 10:30 am |
| January 16 | First 2019 Book Club Meeting, Starbucks in Harris Teeter, 301 West Broad
St., Falls Church, VA 22046. 7:30 pm |



empowering women since 1881

The American Association of University Women promotes equity for all women and girls, lifelong education, and positive societal change. In principle and practice AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, or disability.

<http://aauw---va.aauw.net>