

N | W O M E N C | U N I T E D

Assembly Building Book: 2012
*A Handbook for Coordinators of the
Women's Agenda Assemblies*

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Setting the Stage

Thank you for wanting to be a part of facilitating a Women's Agenda Assembly this year! Since 1988, Women's Agenda Assemblies have been organized across North Carolina every other fall. These assemblies are scheduled prior to the NC Legislative Long Session and give women an opportunity to express their views and concerns, prioritize their issues, and learn about potential upcoming legislation and their power to join with others in legislative advocacy. This is an exciting, empowering, grassroots process, and we welcome you to it! We hope you will enjoy participating in the process, and make community connections and networks for future use in your advocacy, including NC Women United's (NCWU) assembly follow-up activity, Women's Advocacy Day at the NC General Assembly.

We want to emphasize diversity in our assemblies; the more women of different backgrounds you can bring together, both as assembly planners and as participants, the better job your assembly can do in defining and addressing the needs of many women and families in your county. Reach out to and include women of different ages, educational backgrounds, cultures, ethnicities, races, sexual orientations, disability levels, and socioeconomic backgrounds - all women in your county have a voice about issues that are important to them.

We also want to stress collaboration among organizations; this will allow you to create a social advocacy network and more effectively take action on issues that come up throughout the year.

The Draft Agenda is generated by NCWU members based on issues they know will have an impact on women across the state and that may be a part of the upcoming legislative session. The individual issues tend to cluster into four main topics: violence against women, economic self-sufficiency, access to healthcare and civic participation and equality. However this document is by no means inclusive of all issues that may be facing women around the state, and should be used as a starting point for your assembly discussions.

This NCWU Assembly Building Book provides a framework for the assemblies, which have been held with varying formats in the past. You will find here guidance, examples and forms for use in conducting your assembly. **As in the past, assemblies are meant to be flexible to suit your county's needs.**

NCWU has established an e-mail list for local coordinators (coordinators@ncwu.org) as well as a webpage (www.ncwu.org/AgendaAssembly2012) devoted exclusively to Women's Agenda Assembly planning. NCWU will be here throughout the agenda building process to provide assistance if you need it.

Best wishes for a successful assembly!

Goals of the Local Assembly

- Gather input from a diverse group of citizens on public policy issues of importance to women across the state
- Educate women on the issues likely to come up before the NC General Assembly's next session and their potential impact on women and families
- Allow women to practice advocating for their views on public policy issues in a supportive environment
- Educate women on best practices for legislative advocacy
- Provide networking opportunities
- Provide opportunities for people to learn about advocacy resources in their community
- Provide leadership opportunities for local assembly coordinators

Planning an Assembly

A Women's Agenda Assembly can be a complex half-day event or a simple gathering of a small group over a meal. Larger events are encouraged because we want to reach as many and as diverse a group as possible to discuss issues that are important to the community. But if this is your first time hosting the Agenda Assembly, it is okay to keep it simple and focus on having the participants learn more about the issues of the Draft Agenda.

Your goal with the Assembly, though, is to include as diverse a group of women as possible. The group's discussions will be much richer if it represents your community's profile as to age, class, sexual orientation, race, and ethnicity.

Successful Assemblies usually have people covering the following areas:

1. **Planning - with representatives from several different groups.**
 - Includes a coordinator responsible for the overall effort, including liaison with NCWU.
 - Decides on the Agenda Assembly format, time, and location (see section 2.2)
 - Determines the Agenda Assembly budget, and how the money will be raised (donations, sponsorships, registration fees)
 - Decides how to coordinate follow-up after the Assembly
 - Decides when to initiate planning for the next Agenda Assembly
 - Choose and arranges any speakers (possible speakers may include someone for a welcome/assembly introduction/overview; keynote speaker; individual issue speakers; advocacy training speaker; closing speaker)
2. **Finance**
 - Recruits sponsors (with the help of the planning committee and their contacts)
 - Prepares a process for approving expenses and coordinates expense tracking with the other groups
 - Monitors the budget prepared by the planning committee and tracks expenses from all the other groups
 - Verifies deposits from registration and makes payments to cover expenses
 - See section 2.4 for more information
3. **Outreach and Publicity**
 - Works with the other committees to develop a flyer and other summaries of the event that will communicate its purpose and key details to the community
 - Posts information about the event in a wide variety of places (community/campus bulletin boards, newspapers, TV and radio PSAs, online calendars, social media)
 - Ensures that the organizations involved in the event have easy access to the information to redistribute to their members
 - Prepares press kits for distribution at the event if media representatives will attend
 - Prepares a press release after the event to inform the community of the results of the Assembly
 - See section 3 for more information.
4. **Logistics**
 - Coordinates with venue and with Registration

- Arranges food, child care, transportation (or whichever of these are needed)
 - Prepares packets for the registrants
- 5. Registration**
- Sets up a system to track registrations (can be as simple as asking people to RSVP to an email address and phone number, may use an online system like eventbrite.com, or contact waa-admin@ncwu.org if you want a simple form set up)
 - Ensures that participants who need a copy of the Draft Agenda in advance receive one.
 - Sends a confirmation/reminder to the attendees. Be sure to be specific about the time, place, food that will be provided, what to expect at the event, and any fees.
 - Collects information on attendees and registration fees (if any)
 - Coordinates with logistics about number of people expected
 - Coordinates with finance on procedure for handling fees (if any)
 - Has the responsibility for gathering contact information on the attendees in a way that can be used for follow-up events
 - Provides nametags for participants as they check in
- 6. Recruitment and Training**
- Ensures there are enough facilitators and recorders for the small groups
 - Trains facilitators on the small group format chosen so that the small group results can be collated to be reported to NC Women United
 - Ensures planning committee staff know their roles for the day of the assembly

See the following sections for details on how these groups work together.

In particular, note section **2.5 After the Assembly - What's Next?** If you have

- built good relationships among the groups involved in the planning
- gathered information on all the attendees
- encouraged the attendees to build their skills in advocating on issues of public concern
- brought new groups into the process who may be able to reach even more contacts

you have a good platform to pull together the women of your community. You can call upon them to make an impact on your local elected officials as they make decisions on issues of concern to the women of your community.

Assembly Format Options

The core of the Women's Agenda Assembly is the **small group discussion** where women from the community have a chance to express their views on public policy and community issues, using the *Draft Women's Agenda* as a guide to the issues and a starting point for discussions.

What else happens during the assembly is up to the planning committee -- several different models have been successful. In general, you should plan between 3-4 hours total (including any networking/socializing time) for an assembly.

If you have questions on any of these options, feel free to write to coordinators@ncwu.org to get answers from your peers in other parts of the state, or to waa-info@ncwu.org to reach the state-wide organizers of the program.

Sections of the Assembly

Introduction (15 - 75 minutes)

- Gather all the attendees for welcome to the event with a bit of history and inspiration.
- Help to focus later discussions with:
 - One keynote speaker who sets an overall tone for the assembly, discussing the legislative opportunities/challenges in general terms, or
 - "Expert" speakers who summarize and expand on some/all of the topics in the Draft Agenda or the broad categories used to organize the Draft Agenda, adding their take on issues apt to come before the next session of the legislature.
- Clarify the process for the rest of the event, focusing on the small group process and the goals for those discussions. As much as practical, use a process of assigning people to groups (i.e., counting off) that ensures no group is dominated by a people who know each other well.

Small Group Discussion (60-120 minutes)

This format will depend on the size of your event, but experience shows that small groups of 6-12 people work well. Focus on these important features:

- Convene the small groups with a designated "facilitator" and a "recorder". (In very small groups, one person can serve in both roles. You may want to use members of your planning committee as designated facilitators for each group so you can train the facilitators prior to the assembly.)
- Use white boards, flip charts, or some other medium so that all participants can see ideas as they are developed.
- Use the Draft Women's Agenda as a guide to structure the discussion
 - Some assembly coordinators "narrow" the list of topics during the Introduction phase so that each small group will focus on the same few issues. Other coordinators allow for a narrowing of the topics that may happen during the small groups.
 - While you may encourage comments on the Draft Agenda topics and use the Draft Agenda as a primary resource, be sure to allow participants to introduce issues outside the scope of the Draft Agenda.

- Ensure all participants have an opportunity to express their views! [Section 2.3 has more details and may be used in training facilitators in how to handle these discussions.]
- Bring the discussion period to an end by going around the room one more time, asking each person to speak on the importance of one specific issue, continuing the practice of advocacy skills.
- Closing the small group discussions with “voting” on the issues is a way to encourage participants to make a commitment to continued advocacy. There have been two main ways to handle the voting:
 - Give each participant a set of sticky dots, about 5 dots each, and ask them to mark specific issues with a dot (or dots). The recorder should make a note of the total number of dots next to each issue.
 - Give each participant a slip on which to write their top 3-5 issues. The recorder should collect the slips and total the “votes”.
- Recorders submit a list of new issues and the results of any voting to the Assembly coordinator for presentation at the wrapup.

Wrapup (30-90 minutes)

Bring the entire group back together to:

- Be sure that everyone has signed in so that you and NC Women United can send a followup message about the results of the event.
- If there is time, provide some training on what a visit to a legislator is all about. (See Appendix for materials.)
- Provide information on “next steps”:
 - Encourage visits to legislators’ local offices, (See Appendix for guidelines)
 - Encourage letters to the editor/op ed pieces on the issues that particularly resonated
 - Discuss options for traveling to Women’s Advocacy Day and how to learn more about that.
- Announce the results of the information provided by the recorders
 - Announce vote totals (if any) so they can be used to give a snapshot of this community’s priorities.
 - Announce new issues that will be reported to NCWU as candidates to be included in future documents.
 - If there is time, allow small groups to report key discussion points.
 - Plan to send all this information to NCWU to be posted at www.ncwu.org

Nuts and Bolts

When to hold the Assembly

- Assemblies have been held on weekday evenings and on Saturday mornings. The length has varied from 2 hours to over 4 hours.
- Assemblies have been held as early as late August (near Women’s Equality Day - August 26).

- September and October -- before the fall election -- are the most popular months. In years of major elections, it is recommended that the events be as early as possible to enable sharing additional information about registering to vote, etc.

Location

Choose a location to be accessible to people with disabilities. It should have a few separate rooms or areas so the small groups can be separated from each other and have one space large enough for the entire group to gather. Make sure it also “fits” with your choice of serving food (i.e, if you want to bring in outside food, make sure your venue allows it) and your overall budget. If applicable, the location should be served by public transportation. If you are using sponsors, plan to have exhibit space for them to tell the attendees about their programs. (They can have small information booths available before the assembly and during any breaks.)

Food

Food can be an important part of the event and sharing a meal offers an opportunity for additional networking. Depending on the schedule, this can be during the introduction or wrapup. It is best to keep it simple (light breakfast, or box lunch/dinner).

Sponsors/Funding

Some Agenda Assemblies are funded by individual agencies who provide the space and other amenities. Some Assemblies charge a registration fee -- partly to ensure that the planning committee knows how many have made a commitment to attend and partly to cover expenses. Some Assemblies have had good success in soliciting sponsors from the community - partly to further the goal of helping attendees learn about different community groups willing to support this work, and partly to keep the registration fee low/provide scholarships to those who need them . NCWU can also provide some financial support for your assembly. (See more information about finances in the Appendix.)

Childcare

Some Assemblies make provision for childcare during the event. Other Assemblies accommodate children (toddlers to teen agers), bringing them into the process as appropriate. Deciding whether or not to offer childcare can affect other issues, so do consider this early. An option for participants to bring their children can make an assembly more accessible to women who may have otherwise had to miss the event, but offering childcare can add another layer of logistics and perhaps raise the cost, so it needs to be considered carefully. Partnering with a licensed childcare group can provide professional child care during the event while helping to keep costs down.

Registration

Please do plan to provide collect contact information from attendees -- either as they register or at the event. The process you use will depends on the size and complexity of your event, but note that the final report to NCWU does ask for a count of the number of participants, information about the diversity of the group, and whether or not they want to be added to NCWU lists to receive future information.

Translation Services

Some Assemblies have tried to arrange for simultaneous translation of the discussion into Spanish, sign language, etc. If you have success in this area, be sure to report your strategies to NCWU.

Checklist for planning committee:

You may find this table helpful to keep your planning sessions moving forward and be sure all the bases are covered.

Question	Decision or Who is following up and by When?
Program Sections	
Introduction format	
Small group format	
Wrapup format	
Nuts and Bolts	
Date/Time	
Location	
Food	
Sponsors/Funding	
Childcare	
Registration	
Translation(s)	

Small Group Process

Purpose of the Small Group Discussions:

- To give participants an opportunity to clarify their thoughts about important issues that affect women's lives AND that can be dealt with legislatively.
- To give participants PRACTICE in articulating what they think is important (in preparation for speaking with legislators and legislative staff)

Facilitator Preparation: there will be an abbreviated (summary) version of the Draft Women's Agenda with highlights of each issue available for each participant for you to read. BE FAMILIAR with the complete document as well.

Facilitator duties:

- Welcome participants—review the purpose (above) and begin to help the group narrow draft agenda issues if needed (i.e., if there are more than ten or so) – this should take no more than 10-15 minutes. **If this is needed**, ask questions such as: “look over all of these issues—what do you feel are the most pressing issues now; they are **all important**, but if you had to pick out your top five, which would they be and why?” Try to come to a consensus (quickly) on the top items for further discussion.
 - You can provide the group with a few minutes for a silent generation of issues and their importance
 - You can also have the group publicly mark their top issues with “sticky” dots
 - If your group does not feel the need to narrow down the issues, do not spend time on this.
 - If you group does narrow down the topics for the main discussion, be sure to list the remaining issues in your “parking lot” and give people an opportunity to discuss later (particularly if someone in the group feels an issue put to the side is very important to them; give them a minute or two to advocate for this issue). This is a great opportunity for participants to practice advocating for their issues.
- Your role is to encourage discussion on the main issues identified by the group...please do not state your opinions on the issues. Stay neutral – call on the quiet participants if they have not yet spoken.
- Once you have narrowed the issues if needed, then begin the discussion for the bulk of the remaining time:
 - Quickly go over the ground rules for discussion:
 - Be respectful
 - Do not criticize the ideas of others –all opinions are worthy
 - Listen to learn EVEN IF YOU DISAGREE – do not interrupt others
 - Once you have spoken, try to wait for your next opportunity once all others in the group have spoken
 - Ask participants to pick out one or two issues of concern to them and then explain to the group why it is important to them (do this as a “round robin” and monitor that all in the group get to speak once before others speak again)
- In the final 15 minutes of group or so, ask if there are issues that are not on the list that should be placed on the “Parking Lot” for future consideration by the group and also by NCWU

- At the end of the small group discussion hand out the “sticky dots” and ask participants to place put 3-5 “sticky dots” on the 3-5 top issues that they believe are personal priorities for their legislative advocacy.

Potential Time Frame for Small Group Discussions

10-15 minutes – gather in your group and begin as above (narrowing issues if needed)

50-60 minutes – discussion on the top issues identified by the group

10-15 minutes – ask if there are issues that are important that are not yet identified, or if anyone would like to advocate on “parking lot” issues

5-10 minutes – hand out the “sticky dots” and ask folks to place them on their top 3-5 choices

Financing Women's Agenda Assemblies

Grant from NCWU

NCWU has some funds available to support the local assembly coordinators when planning this event. You may be reimbursed for funds such as venue rental, refreshments, photocopying of event materials and advertising/promotion costs. You can find the reimbursement form at www.ncwu.org/reimbursement.

If you are planning to use NCWU funds to cover expenses, please notify the waa-admin@ncwu.org as soon as possible to ensure that money is set aside for your event.

Registration fee

Some assembly coordinators decide to charge a small registration fee for the event. This may be done to help cover some costs, but it also may result in a more accurate prediction of the attendance -- by charging a small fee, some people may feel more invested in showing up at the event, rather than if they just RSVP'd with no financial commitment. If you are ordering food for the event (particularly individual box meals), an accurate count is important, and a fee that covers the cost of the food is reasonable. However, the coordinators also need to make sure any registration fee is not an obstacle to attendance. For instance, consider

- a "standard" fee that covers the cost of food and a share of the general expenses (room rental, duplicating, etc.)
- a "reduced" fee (maybe just the cost of food) for students and those on a fixed income
- a "scholarship" (free) program, funded by sponsorships -- see below, for those participants who want to come but cannot afford any registration fee

Sponsorships

Some assembly coordinators have also found offering sponsorship opportunities to cover WAA costs has been successful. Local organizations (women's groups, community non-profits, faith communities, etc.) have provided in-kind donations such as an event venue, refreshments, and photocopies of assembly materials. Some local organizations and community members may also be willing to provide financial support. All sponsors (individual and organizational) should be listed in the event program.

Organizations can choose to sponsor at different levels (i.e., bronze, silver, gold), and the coordinators can provide different levels of recognition for the sponsorships. For example:

- Bronze - recognized in all assembly event materials such as the program, press releases, promotional materials
- Silver - recognized in all assembly event materials, given opportunity to provide organizational promotional materials (brochures, etc.) at the event
- Gold - recognized in all assembly event materials, given opportunity to have a table/ space with organizational representative speaking at event

If you decide to charge a **registration fee** for the event, any sponsorships, both individual and organizational, can also cover a registration fee for the individual or representative of an organization. Depending on what the registration fee is and how much sponsorship levels are, more than one registration fee can be included as part of the silver or gold sponsorship levels.

Fiscal Agent

If you do charge a fee, you may need to set up an account to process donations and registrations. If you are working with any organizations to plan the event, one of them may agree to be your fiscal agent which means they will set up a "project account" with their bank specifically as the account for this event. You may also want to set up a PayPal account, tied to that bank account, to collect donations and registration fees on-line. When creating the PayPal account be sure to use an email address reserved for that project.

Be sure all donors know that any donations to the assembly are to the project account, not to NC Women United, and therefore may not qualify as charitable contributions for tax purposes.

You should write up a financial report after the event to keep on file; this will add to the transparency of your financial activities. If you end up with more money collected than was spent, NCWU can help you "hold" it for the next assembly. Or you may choose to donate it to a local nonprofit or to NCWU, who will use it to support future assemblies across the state. Just make sure to document what you decide to do with any leftover funds you may have.

See the Appendix for sample(s) of financial reports.

After the Assembly: What's Next?

Having gathered a group of local citizens and organizations motivated enough to come together for a few hours to discuss policy issues, you now have a ready-made group of advocates to continue the work you started at the Assembly!

Many people who come to the assemblies do have an interest in legislative advocacy, but may have a difficult time keeping up with the best way to do it, particularly if they are new to it. And some may prefer to support rather than lead advocacy efforts. Take advantage of the connections and community created at your assembly to develop a team of advocates locally.

You can

- organize groups to visit your local legislators when they are back in town;
- coordinate letter-to-the-editor campaigns;
- collaborate on an op-ed piece for the local paper;
- organize an event with a speaker on one of your policy issues, or a speaker's series; or
- gather volunteers to assist a local agency with a special event.

NC Women United is ready to help here. We will

- maintain the coordinators list so you can share ideas with your peers
- advise on how best to set up an email list or other way of keeping in touch with the attendees
- organize Women's Advocacy Day and be sure to get the word out to you and the other coordinators

Don't forget to:

- **Send your final report to NCWU** so we can help you stay in touch with the members of your committee and the participants
- **Sign up for the NCWU email lists** and continue to receive information from our member organizations
- See the "Follow Up Advocacy" links in the Appendix for more tips and ideas.

How to Get the Word Out

One reason to have more people from a variety of organizations on your planning team is that they are the base you will use to get the word out. The goal is to increase the size and diversity of the group at the Agenda Assembly, and you may need to go beyond your usual circle.

A first decision may be how you want to connect the members of the team and if you want to maintain a connection with the attendees after the event. NCWU can help you set up an email list for this -- just remember to put an “opt in” question on your registration form for people who want to get updates after the event. Contact waa-admin@ncwu.org for assistance with this.

Whatever method you're using, check with your team to find out:

- What newspapers, TV and radio stations serve the community
- What online calendars are popular
- What local social media groups attract an audience
- What organizations or businesses have (old fashioned push-pin) bulletin boards that have a wide reach (i.e., a popular local food mart or the local library)
- What organization and local (even neighborhood) email lists the members of your team can reach
- What other organizations need to know about the event - either because their stakeholders would be interested or because they might want to champion one of the issues or add an issue to the discussion
- What individuals in the community are likely to have an interest (especially try to connect with reporters, hosts of TV and radio shows, bloggers, and other influential local personalities)

As you're building your list of “places to advertise,” gather the information you'll use in your messaging:

- Just the facts: what, where, when, why, any cost associated with attending, a brief description
- Who will be listed as the contact for the event: name and phone number. For an email address you may want to create one for the event and have it forward to more than one person (again, you can contact waa-admin@ncwu.org if you have questions).
- Photos of previous or similar events and/or graphics designed just for your event
- Longer stories about why the event is important to the community. Check the NCWU web site for boilerplate about the Agenda Assembly, including a video. You can link to anything on the NCWU webpage as well. Get quotes from your local participants about one or two key issues and their local impact.
- Instructions telling people how to register for the event

As soon as you have a date for the event, send the basic facts to waa-admin@ncwu.org and NCWU will create

- a calendar page for you on www.ncwu.org, and
- a Facebook event tied to facebook.com/ncwomenunited (optional)

If you will have your own web site/web page for the event, the NCWU event page and Facebook event can link to your web site. If not, you can get access to edit the NCWU pages with additional details as they become available, and NCWU will send you a web address you can use in your other material. If you need help setting up an email address for your primary contact,

NCWU can help with that as well.

Now that you have a web address you can use to let people know where to find more details, you can start composing

- Email messages to go out through all the lists you've identified
- Social media posts that your team can start sharing on Facebook, twitter, and other social networks
- Online calendar postings
- A paper flyer to post on bulletin boards and for your team to take to their "real life" meetings
- Public service announcements for radio stations and TV (especially public access)
- Media alerts and press releases to engage the traditional media
- Scripts for your team to use in reaching out to other organizations and individuals

Be sure to include the web address and phone number on *everything* you send out!

While you may want to appoint one person to be in charge of "public relations", do utilize all your contacts to reach out to their contacts on a schedule like:

- As early as possible with "save the date" to organizations and key individuals. Doing this by phone and/or US mail as well as email is recommended.
- 4-6 weeks before the event start posting flyers and sending out more detailed messages (through email, social media, etc) with information on how to register
- 1-2 weeks before the event get out media alerts and make phone calls to any key individuals to make sure they have the information they need; if getting people involved for the first time, don't forget the power of personalized invites and direct contact (i.e., phone calls)
- Send a press release just before the event to all media contacts, or send a reminder and have press kits available at the event.
- After the event send information on the results to the attendees and be sure they know how to stay in touch with NCWU and/or your local group.

If you need specific information on how to prepare a press release or additional tips, see the references in [Section 5. Appendix](#).

4. Forms and Handouts -- DRAFT DRAFT DRAFT

Links to these forms will be available by mid-August

1. Initial report to confirm contact information and ask about initial decisions
 - Fill out online: <http://fluidsurveys.com/surveys/ncwu/2012-agenda-assembly-initial-info/>
 - Print for discussion (not to fill in):
2. Forms for use at the event
 - Small group report -- stays with the local group.
 - Signup sheet, commitment form, Peggy's form
 - Tally form
3. Form to report summary to NCWU - Nancy working on this
 - Demographics
 - Budget
 - New issues that came from the group
 - Summary of dot voting -- representing LOCAL views
 - What issues were included (all or some of Draft Agenda? new issues?)
 - Total votes for each issue
4. Evaluation - needs to be imported from Survey Monkey (Nancy)
 - Role based (participant, volunteer, organizer)

Other documents you may want to have available to assembly participants

- Draft Agenda (one or two copies participants could reference at the assembly)
- Program for the event
 - What's going to happen when and where
 - Background information on the speakers
 - Contact information for the organizers
 - List of sponsors (if any)
 - Information on NC Women United
 - Link to online evaluation form
- Summary of Draft Agenda (this will be provided by NCWU)
- Small group discussion guidelines
- Some "paper" evaluation forms (but please direct participants to online form)
- Commitment/signup forms for you to learn more about the participants

Appendices

More about NCWU

- NCWU Program Cycle: <http://bit.ly/ncwu-program-cycle>
- NCWU Women's Advocacy Day: www.ncwu.org/our-programs/womens-advocacy-day/
- NCWU - How to Stay Connected: www.ncwu.org/our-programs/ongoing-advocacy/
- Volunteer With NCWU: www.ncwu.org/get-involved/for-individuals/volunteer/
- NCWU Glossary and Style Guide: <http://bit.ly/ncwu-gsg>
- NCWU goals and issues: <http://bit.ly/ncwu-goals-issues>

Planning Resources (Section 2)

- Flowchart of Women's Agenda Assembly Planning Tasks: <http://bit.ly/waachart>
- Sample financial report: <http://wakewaa.wordpress.com/2011-01/2011-financial-report/>

Getting the word out (Section 3)

- Sample flyer: <http://bit.ly/alamance-2008>
- Sample web page: <http://bit.ly/wake-2010> (see "Pre-Event Info")
- Sample Facebook event: <http://bit.ly/waaorange-2010>
- Sample press release: <http://bit.ly/waa-pressrelease-2006>
- AAUW Community Coalitions Manual (2000), Ch. 6. <http://bit.ly/aauw-ccm-2000>
This covers working with the (traditional) media and public speaking, as well as a dated section on electronic media.
- AAUW Woman-to-Woman Voter Turnout Guide (2012), Ch. 11: <http://bit.ly/aauw-w2w>
- Lisa A. Guion, "Personal Marketing: A Strategy for Marketing Programs to Diverse Audiences" (University of Florida/Institute of Food and Agricultural Sciences; published September 2005). Written from the point of view of Cooperative Extension programs, includes both a high level framework for marketing and recommendations for making it more "personal". <http://extension.usu.edu/diversity/files/uploads/PersonalMarket1105.pdf>
- Social Media Resources from TechSoup.org: <http://bit.ly/sm-ts>

Follow Up Advocacy:

- Take advantage of NCWU resources: <http://www.ncwu.org/our-programs/ongoing-advocacy/>
- Talking Effectively with Legislators (from [Democracy NC](#)): <http://bit.ly/DemNC-Lobbying>
- Effective Personal Advocacy: <http://archive.ncwu.org/2005/AdvocacyDay/lobbyingtips.pdf>
- Writing to Your Legislators: <http://bit.ly/abb-writing>