



AAUW
**WORK
SMART**

Work Smart Online

2019 Promotional Toolkit

SALARY@AAUW.ORG



Introduction

Thank you for joining AAUW in our efforts to close the gender pay gap. Our bold goal is to train 10 million women in salary negotiation by 2022—and your support and commitment will help us get there.

This toolkit contains all the materials you'll need to help promote **AAUW Work Smart Online**. You will also receive a custom link to the registration page from your AAUW point of contact. If you have additional questions, email us at **salary@aauw.org**.

About AAUW

Mission: To advance gender equity for women and girls through research, education, and advocacy.

AAUW is a non-profit, non-partisan organization that works to champion equity for women and girls. Since 1881, we have been a catalyst for positive change, from boosting young women's access to education, to shaping public policy and producing groundbreaking research on gender equity. Today, AAUW is guided by a bold, new vision: to ensure equity for all by focusing on the three critical areas where we can make the biggest difference in the lives of women and girls—education and training, economic security, and leadership.

To that end, AAUW is committed to reaching 10 million women to negotiate fair and equitable salaries and benefits by 2022, and end the gender pay gap by 2030.

AAUW is working nationally and locally on enhancing policies and laws, working with employers to improve practices, and training women in effective salary negotiation.

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About AAUW Work Smart Online

AAUW Work Smart Online is a FREE self-paced online salary negotiation workshop, designed to empower women with the skills and confidence to negotiate for fair pay. Participants learn how to research competitive salaries, articulate their skills, qualifications and experience, and ask for – and get—the pay they deserve.

Sign up for **AAUW Work Smart Online** today and become an advocate for equal pay.
<https://salary.aauw.org/>

Promotional Materials

Email Templates

Newsletter Copy

*In 2018, our friends at The American Association of University Women (AAUW) embarked on a bold mission to train 10 million women in salary negotiation by 2022 as a part of their efforts to narrow the gender pay gap. To achieve that goal, AAUW launched **Work Smart Online**, a FREE self-paced online salary negotiation workshop, designed to empower women with the skills and confidence to negotiate for fair pay.*

In this workshop, participants will learn to determine their market worth based on their skills, qualifications and experience—and to confidently ask for the pay they deserve.

*Don't wait for a new job or a performance review to learn to advocate for yourself at work. Sign up for **AAUW Work Smart Online** and join the fight to eliminate the gender pay gap.*
<http://bit.ly/AAUWWorkSmartNL>

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Dedicated Email

Hello,

*On behalf of our friends at The American Association of University Women (AAUW), we are calling on our community members to become advocates for equal pay. Join us by signing up for **AAUW Work Smart Online**, a FREE self-paced online salary negotiation workshop, designed to empower women with the essential skills and confidence to negotiate for fair pay.*

Did you know that at the current rate, the pay gap won't close until 2106? Collectively, working women in the U.S. lose out on \$500 billion a year as a result of the persistent gender pay gap.

*Don't wait until you have a new job offer or for your annual review to learn to advocate for yourself at work. In **AAUW Work Smart Online**, participants learn:*

- *The causes and impact of the gender pay gap*
- *Tools to research competitive salaries*
- *Tips to articulate their skills, qualifications and experience*
- *The right ways to talk about pay*

*AAUW has been working to advance gender equity for women and girls through research, education and advocacy since 1881. Go to <http://bit.ly/AAUWorkSmartNL> to sign up for **AAUW Work Smart Online** and become a part of the movement to close the gender pay gap.*

Thank you, xx

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Social Media

Please feel free to tag AAUW's social media using the info below:

Twitter Handle: @AAUW

Facebook Page: fb.com/AAUW.National

Hashtags

Main Hashtag: #AAUWWorkSmart

Secondary hashtags for context: #EqualPay, #SalaryNegotiation

Twitter Copy

Unless things change, the gender pay gap won't close until 2106. Sign up to take #AAUWWorkSmart Online, a free salary negotiation workshop that will teach you how to advocate for yourself at work and fight for #EqualPay! <http://bit.ly/AAUWWorkSmartTW>

Did you know that on average, mothers working full-time make 71 cents for every dollar paid to fathers? Take @AAUW 's free Work Smart Online salary negotiation training and join us in the fight for #EqualPay! <http://bit.ly/AAUWWorkSmartTW>

Don't wait until you have a new job offer or for your annual review to learn to advocate for yourself at work! Be prepared with @AAUW 's free Work Smart Online #salarynegotiation training. <http://bit.ly/AAUWWorkSmartTW>

Invest in yourself and make professional development a priority- sign up for @AAUW 's free Work Smart Online salary negotiation training to learn how to negotiate for fair pay. <http://bit.ly/AAUWWorkSmartTW>

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Facebook & LinkedIn Copy

Take charge of your financial future by learning how to better negotiate your salary! Sign up for AAUW Work Smart Online, a FREE self-paced online salary negotiation workshop, designed to empower women with the essential skills and confidence they need to negotiate for fair pay. This course will help you determine your market worth based on your skills, experience, performance, qualifications and responsibilities on the job. http://bit.ly/AAUWWSO_FB

On average, women who work full time in the U.S. take home about 80 cents for every dollar a male worker earns. Learn essential skills to negotiate your salary with AAUW's Work Smart Online course and join the fight for #EqualPay! http://bit.ly/AAUWWSO_FB

"It's time to double down on our efforts to close the gender wage gap. We need to change laws and employer practices — and to empower women to negotiate their own financial futures." - Kim Churches, AAUW CEO

Take @AAUW 's free Work Smart Online salary negotiation training to learn skills to advocate for yourself at work, & empower people you know to join in the fight for #EqualPay! http://bit.ly/AAUWWSO_FB

Social Media Graphics



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