

SWAP SHOP: MO We Love YARD SIGNS!



Planning the 100th Anniversary of the 19th Amendment Sign Project in 2020

PROJECT DESCRIPTION

100th Anniversary of the 19th Amendment

GOALS

- To create awareness of the 100th Anniversary of the 19th Amendment
- To introduce our branch and AAUW to diverse organizations
- To remind the public that women have not always had a voice in local, state, and national government
- To reach out to diverse organizations and engage them in the 100th Anniversary Celebration
- To obtain media exposure for recognition of the 100th Anniversary Celebration



DETAILS

August 26 is the 100th Anniversary of the certification of the 19th Amendment. After 60 years of organizing, meeting, protesting, lobbying, and marching, women in every state were granted the legal right to vote. 100th Anniversary programs, proclamations, websites, and celebrations were planned across the nation, but many public events had to be canceled due to COVID-19.

Signs will be sold @ \$3 each = \$1,500

Cost to print 500 signs @2.95 each = \$1,475

Kirkwood-Webster Groves AAUW wants to celebrate and invite organizations to join us! Our project, Plant a Yard Sign for Women, is a thank you to the suffragists as well as a happy anniversary sign.

This is NOT a political project, and this is NOT a partisan effort.

KWG has designed a celebratory sign in the colors of the U.S. suffragist movement and is printing 500 signs that we hope members of women's organizations will also want to purchase and display in their yards, windows, community centers, or meetings. The sign is generic and has no display expiration date. KWG is purchasing signs for our members; organizations may choose to do the same or purchase signs and resell them.

KWG will coordinate the orders and distribution of the signs as well as publicity.

This is NOT a fund-raising project. The price we are charging for the signs will result in a \$25 profit if all 500 signs are sold; we have secured one of the lowest yard sign prices possible using a local, union printer.

Shipping the signs for an additional cost is an option that AAUW MO branches outside the St. Louis area may utilize. We will make the file for the printing of yard signs available to AAUW branches in MO so that they can have them printed in their community.

Emails to organizations will include links to KWG and AAUW of MO.

Missouri Women's Network has donated \$300 to help fund this project.

PROJECTED OUTCOMES

- Signs celebrating the 100th anniversary of the 19th Amendment are displayed throughout St. Louis by members of diverse groups in yards, homes, and public spaces
- Media promotion of the 100th anniversary and highlights the signs
- Orders for signs from a wide variety of organizations across all sexes, ages, cultures, and socio-economic classes
- Public awareness of the suffragist's fight for votes for women
- Increased community awareness of AAUW and our branch

APPROXIMATE TIMELINE

July 16	Emails to organizations with follow-up emails; answer questions Contact news organizations and newspapers for publicity
August 8	Orders and payment due to KWG
August 10	Place orders with the printer
August 17	Pick up signs
August 18	Distribute signs to organizations; signs start appearing in yards
August 22	Target date for coverage on local news stations

NOTES

- The above timeline was short because the idea wasn't conceived until mid-summer. Planning for 2022 signs could be spread out over a longer period.
- In addition to the list of non-AAUW organizations to contact, first contact the state president who can present it to the state board for approval as a state GOTV project and then present it to all MO branch presidents.
- We took orders for signs via email and collected payment at the time of the sign delivery. Some people mailed in checks. It would be so much more efficient to take orders online.
- Jeanne and I picked up signs from the printer 200-300 at a time. The printer stored the rest for us. We delivered as needed trying to be as efficient as possible in planning routes. It would be more efficient to advertise a place such as a public parking lot for purchase and pickup at publicized times. This requires getting permission to use the parking lot for sales, which takes time, and in 2020 we did not have the time to arrange it.
- The printer printed signs in three lots: 300, 200, and 300. We weren't sure how many we would sell when we started the project.
- A Gmail account was created as the "sign" email for ordering and responding to questions. The address is aauwkwgm@gmail.com.
- The 2020 project was not a fundraiser; the signs were sold at cost

Email to Branches

Subject: Celebrate the 100th Anniversary of the 19th Amendment

Greetings Fellow AAUW Members!

August 26 is the 100th Anniversary of the certification of the 19th Amendment. After 60 years of organizing, meeting, protesting, lobbying, and marching, women in every state were officially granted the legal right to vote. Of course, it took almost four decades for women of color to be able to fully exercise that right. 100th Anniversary programs, proclamations, websites, and celebrations were planned across the nation, but many public events had to be canceled due to COVID-19.

Kirkwood-Webster Groves AAUW wants to shout it to our neighbors, and we invite your branch to join us. Our project, Plant a Yard Sign for Women, thanks the suffragists and is a subtle reminder that women have not always had a voice in local, state, and national government.

We have designed a celebratory sign in the colors of the U.S. suffragist movement and are printing 500 signs that we hope members of AAUW and women's organizations will also want to purchase and display in their yards, windows, community centers, or meetings. This is NOT a political project, and this is NOT a partisan effort. The sign is generic and has no display expiration date. Our branch is purchasing signs for our members; you may choose to do the same or purchase signs and resell them. We will coordinate the orders and distribution of the signs as well as publicity for the sign blitz.

This is not a fundraising project for us; the sign cost is one of the lowest yard sign prices you will find. Talk with your branch about supporting women in this easy, contactless way. Invite us to speak about our project!

Let's **celebrate** our right to vote and show our neighbors how important this is to women! Wouldn't it be fabulous to see signs all over the state celebrating women and the vote?

Chris Nobbe, Co-President
Jeanne Webdell, Co-President
Marsha Koch, Secretary

[Kirkwood-Webster Groves AAUW](#)

Advancing gender equity for women and girls through research, education and advocacy.

TAKE AAUW'S FREE ONLINE SALARY NEGOTIATION COURSE: [WORK SMART](#)

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Missouri Women's Network[AAUW](#) (American Association of University Women) is a national grassroots nonpartisan organization that has worked for 130 years to improve the lives of millions of women and their families.

~ THANK YOU FOR CELEBRATING WITH US ~

Email to non-AAUW Organizations

Email To: League of Women Voters
Subject: Celebrate the 100th Anniversary of the 19th Amendment

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ORDER FORM FOR “100TH ANNIVERSARY OF 19TH AMENDMENT” SIGNS



**ORDERS AND PAYMENT MUST BE RECEIVED BY SATURDAY, AUGUST 8
K-WG WILL PLACE ORDER WITH PRINTER ON MONDAY, AUGUST 10**

Please send this completed order form along with check payable to Kirkwood-Webster Groves AAUW to Marsha Koch, 1742 Connemara Drive, Manchester, MO 63021.

PRICING PER SIGN				PURCHASE EXAMPLE ¹	
Quantity	Per Sign	Per Stand	Total Per Sign	Spend Amount	No. Signs
100	3.60	.80	4.40	\$100	22
200	3.00	.80	3.80	\$100	26
300	2.40	.80	3.20	\$100	31
400	2.25	.80	3.05	\$100	32
500	2.15	.80	2.95	\$100	34

Note:

Due to the quantity that will be ordered by August 8 being unknown, orders will be taken based on spend amount.

Plant a Yard Sign for Women's Right to Vote

100th Anniversary of the 19th Amendment



AMENDMENT XIX ... The “right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex.”

In 1848 the first women's rights convention was held in Seneca Falls, New York. After more than 60 years of organizing, meeting, protesting, hunger strikes, lobbying, marching, and of some women being beaten and imprisoned, women in every state were officially granted the legal right to vote. Of course, it took almost four decades for women of color to be able to fully exercise that right. Until the **24th Amendment** passed in 1964, women of color were denied their suffrage rights in many states through mechanisms such as poll taxes, literacy tests, and intimidation. In 1965 the passage of the **Voting Rights Act** protected voter registration and voting for racial (and at a later date language) minorities and corrected discriminatory election systems and districting. This history is part of the story and is now being brought to light in many centennial resources.

For more on the history of women's suffrage, visit <https://bit.ly/3kbSMY3> (or visit [AAUW-MO.aauw.net](http://MO.aauw.net) and click on centennial resources in the ribbon).

Plant Your Sign to Continue the Fight

The right to vote is continually at risk. AAUW works to ensure every voice is heard and every vote is counted. Equity is central to AAUW's mission, but there can be no justice, equity, or equality until everyone has access to the same basic civil rights.

Kirkwood-Webster Groves American Association of University Women THANKS YOU FOR YOUR PURCHASE!

Created by members of [K-WG AAUW](http://KWG AAUW) and printed at a St. Louis union print shop, this sign allows you to easily and economically express gratitude to the suffragists for the right to vote and serves as a reminder of the importance of having that right. For more information visit our website kwg-mo.aauw.net.

At 139 years old AAUW is a national organization whose mission is to advance gender equity for women and girls through research, education, and advocacy. aauw.org

For ideas and resources on how to celebrate the 100-year anniversary and protect voting rights, visit our 2020 Centennial website at <https://bit.ly/3kbSMY3>.

Thank you to our sponsors **AAUW MISSOURI** and **MISSOURI WOMEN'S NETWORK**