

## Planning the 100<sup>th</sup> Anniversary of the 19<sup>th</sup> Amendment Sign Project in 2020

### PROJECT DESCRIPTION

100<sup>th</sup> Anniversary of the 19<sup>th</sup> Amendment

### GOALS

- To create awareness of the 100<sup>th</sup> Anniversary of the 19<sup>th</sup> 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 100<sup>th</sup> Anniversary Celebration
- To obtain media exposure for recognition of the 100<sup>th</sup> Anniversary Celebration

### DETAILS

August 26 is the 100<sup>th</sup> Anniversary of the certification of the 19<sup>th</sup> Amendment. After 60 years of organizing, meeting, protesting, lobbying, and marching, women in every state were granted the legal right to vote. 100<sup>th</sup> 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 100<sup>th</sup> anniversary of the 19<sup>th</sup> Amendment are displayed throughout St. Louis by members of diverse groups in yards, homes, and public spaces
- Media promotion of the 100<sup>th</sup> 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

## 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 [aauwkwgmk@gmail.com](mailto:aauwkwgmk@gmail.com).
- The 2020 project was not a fundraiser; the signs were sold at cost