

BEST PRACTICES

Guidance for how to promote AAW membership AAW's Value Equation



Since its grass-roots inception in 1986, the AAW community has positively influenced many aspects of woodturning. The continued passion and dedication of our members has helped the art and craft of woodturning evolve into the opportunities we enjoy today. But despite this extraordinary commitment and rich history, traditional art and craft pursuits like ours are at a crossroads, and recent research tells us that woodturners are questioning the value of their AAW membership. It makes sense that the AAW must continue finding ways to add value and stay relevant into the future.

Direct membership benefits

Following is a brief overview of specific membership benefits as well as future offerings that will add to AAW's value equation. For as low as \$45 per year (the price of an online membership), members get all of the following:

Educational resources valued at more than \$120

- **American Woodturner journal**, six issues annually, each packed with woodturning-related articles, projects, photos, tips, techniques, and news (newsstand price of \$53.70).
- **A comprehensive library** of all past issues of the *American Woodturner* journal, dating back to 1986, with a searchable, online index.
- **Woodturning FUNDamentals** (six digital issues annually valued at \$26.94), filled with projects, tips, videos, and information on tools and techniques to build basic skills.
- **Let's Go for a Spin**, a digital seven-part lesson plan for instructors designed to provide beginning and advanced students with a well-rounded set of turning skills (value \$87.70 for the set).
- **The AAW Forum**, an online member-moderated platform for sharing work, ideas, obtaining feedback and assistance, and more.

Other valuable resources

- **Up to \$1 million in general liability insurance** when performing services for officially sanctioned AAW business and/or our affiliated chapters. Additionally, AAW offers affordable group health, business, and liability rates, as well as reasonably priced general liability insurance for chapters.
- **AAW's annual international symposium**, which offers exceptional learning opportunities for turners of all levels, as well as demonstrations by world experts, inspiring exhibitions and galleries, and a tradeshow packed with state-of-the-art woodturning equipment and products.
- **AAW Educational Opportunity Grant (EOG)** program, which offers funding to select applicants for woodturning education projects.

- **Professional Outreach Program (POP) Fellowship Grant**, which offers funding to select applicants for projects that encourage creative growth, research, or provide inspiration for new directions in turned wood art.
- **Annual themed member exhibition** featured at the annual symposium, the Gallery of Wood Art in St. Paul, and other venues.
- Automatic entrance into **monthly drawings for prizes** from supporting vendors, including lathes, woodturning supplies, chucks, grinding jigs, DVDs, tuition, and gift certificates.
- AAW members can also be nominated for annual **chapter member scholarships** to woodturning schools such as Arrowmont School of Arts and Crafts, and John C. Campbell Folk School. In 2013, the total value of AAW distributions under these programs exceeded \$50,000.
- **Specialty programs**, including the Professional Outreach Program; Young and Student Turners, which provides education and resources for instructors of woodturners aged 10 to 25; Woodturning Beyond Barriers, which offers resources, techniques, and adaptations for turners with disabilities; 28 scho and Turners Without Borders, which shares woodturning education throughout the world.

➤ [Link to power point to present to chapter](#)

Woodturning Community Involvement

Meeting the needs of our growing woodturning community continues to be a top priority for the AAW. Our strength is in sharing our passion by teaching and supporting outreach programs. These are a few of the AAW outreach programs your chapter can participate in:

Student Memberships

We are looking to the future at involvement for the future generations and what the membership model will be. AAW has a student membership called Turning to the Future supporting woodturning teachers from the chapter.

➤ [Link to program](#)

➤ [Link to program how to promote for your chapter](#)

The AAW board and staff appreciate your enthusiasm for woodturning. Your membership in the AAW is a key factor in promoting our art and craft in broader circles and ensuring its future. We appreciate you supporting AAW membership at your meetings. If you have questions about member benefits, please contact us at 651-484-9094, toll-free 877-595-9094, or by email at memberservices@woodturner.org.