

# Share the Secret of Women of Today

## Ladies Night Out Handbook

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### Introduction

This handbook gives you everything you need to run an easy Coffee Night Membership Event for MNWT Ladies Night Out. You do not need to do things exactly as they are laid out in this manual, but it does serve as a guide full of suggestions and ideas.

### What is Ladies Night Out?

The most important purpose of Ladies Night Out is for your chapter to have fun recruiting new members and letting your town know who you are. Ladies Night Out is a public relations and membership event combined into one. It also serves as a reminder for your entire chapter to be involved in recruiting and public relations.

The goal of Ladies Night Out is to hold an event in each chapter around the state on one night. If all chapters are doing something on one night, it is more likely that the night will be talked about in the media and the secret of Women of Today will be shared. Why is this year’s theme – “Share the Secret”?

Many times when we talk about Women of Today we say “it is the best kept secret”. Let’s not keep it a secret anymore! Let’s share this secret with everyone in our community, everyone around the state, everyone around the country and eventually everyone around the world!

## What Event Should We Do?

This handbook outlines how to run a coffee night. You may be saying that you don’t need a handbook to run a coffee night – but this also provides sample phone scripts to prospective members, sample invitations, recruiting tips, comfortable answers to difficult questions, and more! For Ladies Night Out you can do a different event – but please invite prospective members and utilize your local public relations opportunities (newspaper, radio, local magazines, Facebook, etc).

## How to Prepare for Your Share the Secret Coffee Night

Here are some tips to help you prepare for your event:

- Pick a location – A coffee house would work great. Ensure there are large tables or tables can be pushed together to ensure that enough seats can be put together.
- Pick a date and time – A few members should be available to attend. At least two should be there the entire time of the event. You could also consider holding one during the daytime and one in the evening to get different audiences to attend.
- Do your PR
  - Prepare your press release...see a fill in the blank example [below](#).
  - Local Magazine - If you have the time and place at least two or three months in advance, submit the information to a local magazine.
  - Newspaper – Check with your local newspaper to know their submission deadlines.
  - Facebook – Post your event on your chapter Facebook page. Don’t forget to add an event picture – use the MNWT logo, your chapter logo, or some clip art related to the event. (If you don’t have a Facebook page, learn how on the MNWT Resources page: <http://www.mnwt.org/membership/resources.html>.)
  - Radio – Send your press release to the local radio. You never know, they may want to learn more!
  - Flyers – See the sample fill in the blank flyers [below](#) and post it around town. Make sure your flyer is colorful, eye catching, and grabs their attention. Some ideas are grocery stores, coffee houses, restaurants with community boards, and break rooms of local businesses that employ women. Give each chapter member one or more flyers to post around town.
- Contact Prospective Members
  - Send out the [sample fill in the blank invitations](#) about a month before the event.
  - Always call prospective members 2 or 3 days prior to the event. You can utilize the sample phone script [below](#). Offer them a ride too.
  - Invite four times the guests as you wish to attend your event. If you want to sign four new members you must have 6-7 guests attend. To have 6-7 guests attend, invite four times that number or 24-28 guests.
- Chapter Brochure – If your chapter has a chapter brochure, check it over for updates (contact info, etc). If you don’t have a chapter brochure, utilize the template on the MNWT website to create one: [http://www.mnwt.org/pdfs/committees/mktg\\_chapterbrochure.doc](http://www.mnwt.org/pdfs/committees/mktg_chapterbrochure.doc). Print copies in color to have available at the coffee night.

- Upcoming Events Handout – Create a list of upcoming events including location and contact information to handout to prospective members who attend the coffee night.
- Chapter Sign – Create a small sign to put on your table at the coffee night. See the sample sign [below](#). You can also utilize the event night flyer sample [below](#).
- Sign In Sheet – Use the sample sign in sheet [below](#) or create your own to capture prospective names and contact information for future events.
- Membership forms – A prospective can join at any event – so be prepared to collect their membership information that night! If your chapter doesn't already have a membership form, consider utilizing the one [below](#).
- Greeter - Have a greeter at the front door of the coffee shop to guide people to your chapter's table. People are sometimes afraid to ask where to go plus you could get people that had not heard of Women of Today but were just dropping in for coffee!
- Review the materials in this handbook – It contains helpful information when talking to prospective members. Share this with others in your chapter.
- You may also want to have a copy of your orientation materials available (or use the outline on the MNWT website [http://www.mnwt.org/pdfs/membership\\_tools/membership\\_newmemberorientation.doc](http://www.mnwt.org/pdfs/membership_tools/membership_newmemberorientation.doc)) in case other questions come up.
- Other ideas to consider
  - If your chapter has a scrapbook, consider bringing it. This is a great way to show prospective members what you have done as a chapter. Include newspaper articles about your chapter as well.
  - Consider offering goodies for those who attend – buy them a coffee, purchase snacks from the coffee house to offer to guests, etc. You could also ask the location if they would offer a discount to anyone who mentions Women of Today during the hours you are there.
  - Consider offering a discount to anyone that signs up that night.
  - You can also combine service into the event by collecting food donations, school supplies, or something else for a local charity. By combining community service with this event you might peak their interest in community service, a great hook to get them to a future chapter event.
  - Get everyone in the chapter involved. Ask each member to post flyers, share the event on Facebook, and invite their friends to the event. Consider offering incentives for the most prospective members attend and/or join.

## Important Recruiting Tips

- Don't forget to collect names and contact information for those who attend. Then don't forget to follow up and invite them to future events.
- Give each prospective something to take with them – a flyer, a brochure, a list of upcoming events, a chapter business card, etc. Make sure that whatever they have includes contact information such as your chapter website, the MNWT website, the chapter's e-mail address, a phone number (including the name of the person), etc. You can get free business cards at VistaPrint.com!
- Have fun! Who would want to join a group of crabby ladies? Having fun may encourage others that happen to be there in the coffee house that night to come over and see what you are all about 😊
- Do a craft or service activity to peak interest in what you are doing. Consider making cards for seniors or soldiers, putting together incentives for a future event, etc.
- Personally ask each guest if they would like to join.

- Follow up with guests who do not join. Send them a note to thank them for coming. If they have not said they absolutely are not interested, invite them to your next meeting, social, or service project. Do not quit until they say “no!”
- Read through the information in this handbook before the event to help you become more comfortable recruiting. Another great exercise is the Key Messaging worksheet that discusses how to talk about Women of Today – you can find that on the MNWT website at [http://www.mnwt.org/pdfs/membership\\_tools/membership\\_KeyMessaging.pdf](http://www.mnwt.org/pdfs/membership_tools/membership_KeyMessaging.pdf).

## Sample Phone Script

**It's a known fact that more prospective members attend your events if they are called first.**

Send them an invitation in the mail and then give them a call closer to the event. Personal phone calls are an important step in getting new members. Below is a sample phone script. Please read it ahead of time and make changes so you are comfortable and don't appear to be reading it. Also, think ahead of what message you may leave on an answering machine or with a child, spouse, or roommate.

Hi, my name is [YOUR NAME] from the [CITY] Women of Today.

Do you have a few moments to talk?

[IF NO] When would be a better time?

[GET A TIME TO CALL BACK & CALL BACK AT THAT TIME]

[IF YES] Thanks. Did you receive your invitation to our [EVENT NAME]?

[IF YES] Great. Did you think you would be able to join us? Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be excited to seeing you there.

[IF NO] I apologize that the invitation did not get to you yet. Let me explain to you what will be happening, on [DATE] we will be. . [EXPLAIN YOUR EVENT]. Did you think you would be able to join us? Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be excited to seeing you there.

## Sample Press Release

Contact:

Name

Address City, State, Zip

Phone Number

FOR IMMEDIATE RELEASE

\*\*\*\*\*

WOMEN OF TODAY INFORMATIONAL NIGHT TO BE HELD

The City Women of Today invite everyone to a Coffee Informational Night on (date given fully, such as Thursday, August 11, 2011) at place at 7:00 PM. You will have an opportunity to learn more about the Women of Today, projects such as (list local projects), meet new friends and have some fun in the process.

The Women of Today is a dynamic, growing women's organization in the country. Women of Today members are action-oriented and interested in the betterment of their community through community service and leadership training. Anyone over the age of 18 is welcome to join.

For more information on how you can be a part of your community through the Women of Today, contact name at phone number or e-mail.

## Sample Invitation to Join

Thank you for attending our \_\_\_\_\_ event. It was wonderful to see you here tonight. I have just a few questions for you. Would you like to be actively involved in your community? Could you benefit from leadership training or personal enrichment programs? Do you want to meet new people? If you answered yes to one or more of these questions, then the Women of Today is the organization for you. We meet monthly on the \_\_\_\_\_. Membership dues are only \_\_\_\_\_. Would you be interested in joining our local chapter today? You would be a wonderful addition to our group.

*If they say yes* – get their dues, name, address, phone, email, date of birth and send to the Chapter Service Center ASAP.

*If they ask a challenging question* – check out the comfortable answers included [below](#).

*If they say NO* – Don't be afraid to ask why? They may have some misinformation or this may allow them a chance to ask some of those challenging questions. Please be respectful of a NO – but try to get enough information as to why. For example, you could say, 'I'm sorry to hear that you are not interested, but can I ask why?'

## Comfortable Answers to Challenging Questions

### Q: What is Women of Today?

A: Women of Today is a non-profit, community service organization which offers leadership training, fellowship, and the chance to make your community a better place to live.

### Q: What did you say your organization is again?

A: We are a leadership-training organization who sponsors community education and fundraising activities. We have over 125 chapters across the nation. Our members are community volunteers who use or gain leadership skills through their activities within the community. Our group is composed of mostly women over age 18, from a diverse background - our diversity is one of the reasons many have joined.

*Note: Often people may use this question as a "shield" to distract you or throw you off guard. It usually means they are not really listening to your first words. You will have a bit harder "sell" with a person who tosses you this question, but all is not lost. Now is the time to use what you might already know about the person (children, interests, profession) or what you can gather (new to the community, children in the background) to sell them the piece(s) of Women of Today that will be most appropriate.*

### Q: What kind of leadership training would I get?

A: We offer personal enrichment programs to improve your speaking, writing, leadership and personal skills. You also will have the opportunity to chair projects, work on fundraisers or hold leadership positions.

### Q: In what ways can I improve my community?

A: Our chapter serves the community in many ways. **[EXPLAIN SOME OF YOUR CHAPTER'S SERVICE PROJECTS]**. We are always looking for new ideas, plus we get lots of ideas from our state and national organization.

### Q: What is the time commitment?

A: One of the great things about Women of Today is that you can be as involved as YOU want. There are no "requirements," but it is suggested that you attend the monthly general meetings to keep up-to-date on what is happening.

### Q: How big is Women of Today?

A: The average chapter size is around 15-25 members; the national organization has about 3000 members.

### Q: Why should I become involved with the organizational levels outside my community?

A: District, state and national meetings are a wonderful opportunity to get the "big picture" of our organization. It's like seeing opening night of a play - all the smaller, but equally important, pieces come together. Things make sense when you see the whole picture. We are a vital part of community service in 18 states. Across Minnesota, we have over 80 chapters and more than 1500 members. The volunteer service hours reported at these meetings are overwhelming. We work with several foundations and special charitable organizations as a state and national group, even though a great percentage of this money stays within the local communities.

**Q: Why should we raise money for people in other communities?**

A: We help people all around us: in our towns, counties, state, nation and globe. We help them because we believe in helping each other and helping people whom, some day, may help us or someone we love. For example, our support of the Kidney Foundation or the March of Dimes may one day benefit our next-door neighbor or even our own family.

**Q: How come it costs so much money to join?**

A: Cost wise, the Women of Today dues are less than \$4 per month (adjust that if your chapter charges over \$45 per year for dues). That money is not wasted - you receive training materials, programming ideas, project "how to" materials, educational materials from the various programming areas, public relations information and much more. The dues also provide you with a core of volunteer leaders at your disposal - the dues provide for district, state and national officers within a phone call away. At many meetings on all levels of the organization, training forums are offered. This is both educational and personal - trainings for which you would pay substantially outside of Women of Today.

**Q: Why should I pay dues to be a volunteer?**

A: Your dues pay for the support you and your chapter will receive from our state and national organization. These organizations provide training, monthly mailings and updates, organizational newsletters, service by officers, and a great deal of programming information.

**Q: What if I do not have the money right now?**

A: The cost of joining is comparable to a magazine subscription, basic cable for a month, or one self-help class. We believe that it is money well spent and believe you too will agree as soon as you join and become involved with community projects.

*Consider offering a payment plan and add them as a new member once all installments have been received.*

*Speak with your chapter board if this is an option in your chapter.*

**Q: Why do you need to have a separate organization - there are enough organizations in this town already?**

A: Women of Today can complement those other organizations. We can jointly work on projects and fundraising. At the same time, we are providing opportunities for young women to support and encourage each other's development as leaders.

**Q: How can I find time; I'm a very busy person?**

A: You do not need to do more than you wish. You pick the projects or fun nights that fit with your interests and your schedule. We value your contributions whatever they are. Also the more members who join, the more the workload is shared. It may seem busy at first, as there are such things as organizational paperwork and items to complete. As you grow, you are more able to choose what involvement you want. Most of our members are employed, have children and partners. We have found that our members are involved in a number of areas within their communities, and we encourage that. Busy people know how to get things done and manage their time. We encourage chapter members to do what they are interested in and committed to doing. We also

realize that there are times when you cannot be as active; at those times we suggest you step back and take a break so you won't get burnt out.

**Q: How could I possibly fit this in; I'm already involved with too many things as it is?**

A: Then you already are an active volunteer. What other groups are you involved with?

[WORK RELATED] Many of our members have joined Women of Today because it offers the chance to network with a large and diverse group of people. There are many who are looking for friendships and contacts beyond work or office friendships, and have found that variety within Women of Today.

[PERSONAL] Are you finding them to be enjoyable? Sometimes our community involvements lose their interest just as other things within our life often change. Do you find that there are sometimes not enough volunteers to get a project or activity accomplished? If that happens, I hope you will consider calling the Women of Today - we often partner with other projects and groups within the area. Many people find the educational activities and fundraising that we are a part of to be very rewarding. What is the focus of the other activities you are in?

[IF THE FOCUS IS PURELY GIVING] one of the best features of Women of Today are the personal enrichment, focus on women, educational, and informational activities in which we participate.

[IF THE FOCUS IS PURELY ON DOING] Women of Today features many fundraising and community service projects. We are a fun group, you should visit a meeting sometime

**Q: What are the benefits or rewards of membership?**

A: There are opportunities to work on projects that make your community a better place to live. There are also opportunities to work with other women toward one common good. Other rewards include: lifelong friendships, networking opportunities, a sense of accomplishment when you serve the community you live in, leadership training opportunities, learning new skills in a safe and supportive environment, opportunities to build your resume, etc.

## Sample Flyer One - Before the Event



# What If.....

**You had an organization in your neighborhood devoted to:**

- ✓ Making your community a better place by working together
- ✓ Personal enrichment and professional development opportunities
- ✓ Building lifelong friendships among women of all ages

# You DO!

The **CITY** Women of Today is a chapter of the Minnesota Women of Today. Examples of local projects include **packing laundry detergent for the food shelf, collecting wish list items for teachers, collecting used purses for Clutch for Cause, various training courses, making blankets, member socials.....and so much more!**

We invite you to check out this dynamic organization by attending any of our upcoming events! Check our Facebook page or website for our most recent list of upcoming events!

All events are **FREE!** Bring a **FRIEND!**  
You have nothing to lose and so much to **GAIN!**

*For more information, please contact **NAME** at **PHONE NUMBER**,  
e-mail [AnytownWT@gmail.com](mailto:AnytownWT@gmail.com),  
or visit us on Facebook [www.facebook.com/MNWomenofToday](http://www.facebook.com/MNWomenofToday),  
or our website [www.AnytownWT.com](http://www.AnytownWT.com)*

**Visit us at **LOCATION** on **DATE/TIME** for an  
informational night!**

CITY Women of Today  
[AnytownWT@gmail.com](mailto:AnytownWT@gmail.com)  
123-456-7890  
[Facebook.com/AnyTownWT](http://Facebook.com/AnyTownWT)

Sample Flyer Two – Before the Event



# Learn A' Latte About Women of Today

The **CITY** Women of Today invite you to an  
informational meeting

Location:

Time:

Date:

Contact Name:

Contact Phone AND Email:

Women of Today is a dynamic and diverse women's organization interested in the bettering our community, ourselves and having fun. We are not politically or religiously affiliated. We are women from various backgrounds, communities, life experiences, working women, homemakers, mothers, married and single women. We are women who want to make our communities a better place for all of us to live. We hope you join us to find out more!

### Sample Flyer Three - At the Event

Use this flyer at the event location on the night of the event. Post it on the door and in the women's bathroom. Ask for permission prior to posting.



# Learn A' Latte

About **CITY** Women of Today

The **CITY** Women of Today are holding an informational night here tonight!

Join us to find out how this exciting organization fits into your life and meet a few members over a cup of coffee.

The Women of Today is a dynamic and diverse women's organization interested in bettering our community, ourselves and having fun. We are not politically or religiously affiliated.

We are women from various backgrounds, communities, life experiences, working women, homemakers, mothers, married and single women. We are women who want to make our communities a better place for all of us to live. We hope you join us to find out more!

Look for the table with the sign to find us!

Sample Sign

**CITY**

**Women of Today**



**Meeting Here  
Tonight**



## Sample Membership Application

# City Women of Today

<b>Name</b>		<b>Today's Date</b>	
<b>Address</b>			
<b>Phone</b>	<b>Home</b>	<b>Other (work or cell)</b>	
<b>Birthdate m/d/yyyy</b>			
<b>Email</b>			
<b>Dues</b>	<input type="checkbox"/> Cash <input type="checkbox"/> Check (Payable to <b>City Women of Today</b> )		

### Service • Growth • Friendship

The accomplishments of organized women are truly great. By selecting the Women of Today as your organization, you will see what you and your chapter can do for the community, your family and for yourself.

We feature a wide variety of programming areas, some of which are Women's Wellness, Living & Learning, Youth of Today, and Community Connections. We raise money for research and education for many foundations such as Project Linus, March of Dimes, the Autism Society of MN, and many more. In addition to all this, we offer friendship and FUN!

Our yearly dues are **\$50**, which pays for your membership in the local, state and national organization for one year. It pays for your subscription to the local and state newsletters, a Plan of Action (the local orientation manual) and one year of liability insurance.

#### General Meetings

We meet on the **2<sup>nd</sup> Thursday** of each month at **7 PM** at the **MEETING LOCATION**.

#### Minnesota Women of Today Creed

We, the Women of Today are service, growth and fellowship. We believe that through us great lessons can be learned, worthy deeds performed, and a hand of fellowship extended to millions of women everywhere. May we leave the world a better place because we lived and served within it.

**CITY Women of Today, PO Box 123, City, MN 55555**

## Sample Invitations

The **CITY** Women of Today invites you to “Learn A Latte” about Women of Today. Find out how this great organization fits into your life and meet members over a cup of coffee.

Date:  
Time:  
Location:  
RSVP to:



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## Sample Handout

### What is Women of Today?

- Women of Today is about people.
- Women of Today is about community service.
- Women of Today is about fostering friendships and developing relationships within your community.
- Women of Today is about making a difference, making a friend and having an impact on your community through the community service efforts.
- Women of Today is about leadership training and development.

Women of Today may look a little different in each community because each community is unique.

*That's what Women of Today is all about*

Women of Today's web sites  
[www.mnwt.org](http://www.mnwt.org) or [www.uswt.org](http://www.uswt.org)

*Our Women of Today Chapter  
Meets on:*

*At:*

*For more information, contact:*

*NAME  
PHONE  
E-MAIL*

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