

Minnesota Women of Today
Membership Week: Trimester 3
“Learn About Butterflies”

**Now that you know what is it. The benefits of why we should participate;
And ideas of what we can do, home stretch for Tri 3!**

Here we go! Tri 3 is upon us, and this is our final membership week of the 2023-2024 year. We hope that you have found these packets useful and to give ideas on how to bring your members together, create excitement and bring in those prospectives. Continue to share and celebrate your chapter members' unique gifts and talents and invite prospective members to join you. When you focus on membership at an event, you increase your visibility in your community.

Trimester 3 Membership Week: March 10th - March 16th

How to participate? We have a few ideas on this sheet to get you started. Why should your chapter participate in Membership Week? Our members are our foundation! Let's celebrate with one another and invite others to join in. Together we can do so much!

Do you need some ideas on what you can do?

- President Amy's Choice: March 14th is National Learn About Butterflies Day! Butterflies are near and dear to her heart. This is a great reason to gather your members and learn more about butterflies. There are crafts that can be done, you can learn about what flowers to plant to help butterflies.
- March 10th is National I am Day! The second Sunday in March celebrates National I AM Day as a reminder to set time aside for daily positive affirmation and self-care. You can create a virtual event or Facebook post where you encourage members to share how they are taking care of themselves. And as a reminder, taking care of yourself does not always mean going it alone. Some of the best self-care is when we gather and support others. 😊
- March 13th is Good Samaritan Day! You could gather members and help at a local food shelf or shelter. Make up some goody bags to bring to the food shelf. One of the easiest is the Birthday Bags. Simple box of cake mix, can of soda, candles, plates, frosting. Why a can of soda? In many instances of food insecurity, they won't have the extra eggs and oil but soda can replace that in many cake mixes.

Need a couple other activities during the trimester?

Meet up for coffee/breakfast or lunch

Snowshoeing

How to Invite

The key to attendance is sharing your event early! The earlier you can tell members and prospective members you have something happening and would love to have them there they can put in their calendar. If you put it together right before, tell a few people or do a single post about it - not going to have the impact and attendance you are hoping for. Even if you don't have all the details figured out but you know date/time/location, get a Save The Date event out there.

Once you have your date/time/location, create an event on your chapters Facebook page. Don't create it and forget about it. Share it, talk about it. Make sure members know and share too.

Create an Evite to send to your chapter members. You want to know who is coming.

How to spread the word and market your event?

While most every chapter has a Facebook page, simply creating an event and letting it be does not work. Did you know that if your chapter is not posting several times a week, sharing and liking on your page, you just get lost or may not even show up on people's feeds. You (our members) are the engine that propels the attendance and excitement for your event. Share, like, comment! Once you do that you will see more of the exposure you are looking for!

- Facebook posts/add an event (chapter or personal)
- Community Facebook or app such as "What's Happening in {your town}"
- Electronic or public bulletin boards
- Chapter website
- Here are some popular social networking apps that you could try out:
 - Twitter
 - Instagram
 - Nextdoor (private)