

Minnesota Women of Today District 5

*Hutchinson Area, Monticello, Rice,
Rogers-Otsego-Dayton, Sauk Rapids,
St. Cloud & St. Joseph*

*Shirley Viesselman
District Director*

2020 - 2021

Mission Statement of the Minnesota Women of Today

The mission of the Minnesota Women of Today is to help women improve their own lives and the lives of the people in the communities around them. The organization shall be a place in which young women are actively encouraged to become involved and hold positions of leadership.

The organization shall provide opportunities for members to contribute to their communities by raising funds for worthy causes and by providing services or education to benefit community members.

To develop and to foster skills and talents related to becoming successful individuals. Interacting well with other people and becoming capable leaders.

To develop friendships.



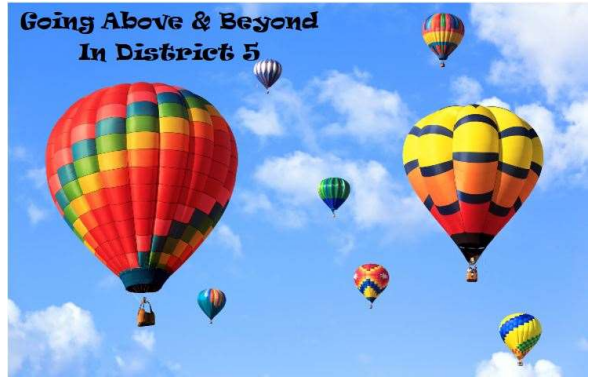
Minnesota Women of Today Creed

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.



United States Women of Today Creed

We, the United States Women of Today, are dedicated to serving our community and nation, are committed to strengthening our individual talents and stand united by friendships and belief in the future.



District 5 Women of Today,

Thank you for the opportunity to serve as your District Director for the 2020-2021 year. I have to say that I'm excited and a little bit nervous too. I know that together we will have a successful year and a lot of fun along the way.

In 2016 the Hutchinson Area Chapter was chartered and I was excited to be a part of that. It has been so much fun getting involved in different aspects of the Minnesota Women of Today, meeting new people and making friendships along the way. It is amazing to me to see the impact that all the chapters are having in their communities.

For those of you that I have not had the opportunity to meet yet, I will tell you a little bit about myself. I was born and raised in Hutchinson, MN. My husband Kane and I will be married 24 years in November. I have 2 grown stepsons, Casey and Cole. I worked in the accounting field for over 25 years and just kind of got burnt out. So, I told my husband I was going to go to 3M and put tape in a box.... it didn't quite work that way. I've been at 3M Hutchinson for 10 years now, the last 5 as a Technology Trainer in the Office Stationery Products Division. I've found working with so many different people and helping them be successful in their jobs to be very rewarding.

I'm looking forward to sharing this year with you and your chapters as together we go "Above & Beyond". I'm a huge advocate for Random Acts of Kindness. Those little things that don't seem like much, but make a big difference in someone's life. You'll be hearing more about this throughout the year!

Shirley Viesselman,
District 5 Director
"Going Above & Beyond"



*2020-2021 District 5 Board
"Going Above & Beyond"*

Shirley Viesselman, District Director

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District 5
2020 - 2021 Dates to Remember
"Going Above & Beyond"

1st Trimester (May - August)

District Orientation	Zoom Mtg	Thursday, June 25, 2020	7:00 pm
District By-Law Review	Zoom Mtg - Mary	Wednesday, July 15, 2020	7:00 pm
District Board Meeting	Zoom Mtg	Wednesday, August 5, 2020	7:00 pm
District 5 Meeting	Monticello	Saturday, August 25, 2020	TBD - morning

2nd Trimester (September - December)

Fall State Convention	Arrowwood, Brainerd	September 18-20, 2020	
District Board Meeting	Zoom Mtg	Wed, November 18, 2020	7:00 pm
District 5 Meeting	St. Cloud	Tue, December 1, 2020	6-8:00 pm

3rd Trimester (January - April)

Winter State	TBD	January 29-31, 2021	
District Board Meeting	Zoom Mtg	Wednesday, March 3, 2021	7:00 pm
District 5 Meeting	Hutchinson	Thursday, April 22, 2021	6-8:00 pm

1st Trimester (May, 2021)

LOTS	TBD	Saturday, May 1, 2021	
Annual Convention	Arrowwood, Alexandria	May 14-16, 2021	

District 5 “Going Above & Beyond”
2020 - 2021 Goals and Implementation



I. Goals

- A. Membership
 - 1. 85% Retention for the year
 - 2. Sign 30 new members in the district
 - 3. All 7 chapters end the year with 12+ members
- B. Chapter Management
 - 1. Have 100% Chapters represented at District Meetings
 - 2. 87% (6 out of 7) chapters represented at State Convention
 - 3. Work with District Programming VP to assist Chapter VP's
 - 4. Encourage completion of certifications and PEP courses
 - 5. Have 75% of Chapter Presidents and State Delegates complete a Mid-Year and Year-End Evaluation
 - 6. 87% (6 out of 7) chapters participate in SUCCESS each trimester
- C. Communication
 - 1. Communicate monthly w/Chapter Presidents and State Delegates
 - 2. Submit Monthly District Director report timely
 - 3. All 7 chapters end the year with 12+ members
 - 4. Provide a district newsletter
 - 5. Get Chapter CIP's to chapters within five days of receiving them

I. Implementation

- A. Membership
 - 1. Assist with all aspects of chapter membership, encourage “Getting to Know” your current members.
 - 2. Send “welcome” cards to new members in District 5
 - 3. Use the District 5 Facebook page to promote membership events, chapter meetings and recruitment.
 - 4. Communicate with state staff
- B. Chapter Management
 - 1. Promote District and State events through Facebook and District Newsletter
 - 2. Encourage district carpooling and room sharing at conventions or meetings
 - 3. Work with District Programming VP to assist Chapter Vp's
 - 4. Hold a district PEP Course
 - 5. Hold a Zoom meeting to talk about and work through SUCCESS
 - 6. Offer incentives to both chapters and individuals
- C. Communication
 - 1. Promote District and State events through Facebook and District newsletter
 - 2. Respond to any emails/texts/phone calls within 48 hours
 - 3. Hand out CIP's at convention; or get to them during the week following convention.



Growth Plan

I. **Set your goals:** How many members would you like your chapter to have at the end of the year? Write your number here. 155 (This should match the third trimester goal)

II. **Where are you starting from?**

1. Write down your May Base. 147
2. Look at your district roster or Activation/Retention Checklist. Count up the number of members due each trimester and write those numbers below.

Due Tri 1 31 Due Tri 2 62 Due Tri 3 54

3. Now look at the names. Count up how many you know will renew.

Renew Tri 1 26 Renew Tri 2 53 Renew Tri 3 46

4. Total the Renew Trimester numbers. 125

III. **Look at the impact of renewals on your goal.**

1. Subtract the Renew Trimester Total from your Goal. 30
This is how many new members your district will need to meet your goal. You can lower this number if you renew (reactivate) more of your current members.
2. Estimate when you will get those new members. Spread them out over the 3 trimesters. (note: NMA = new member add)

NMAs Tri 1 5 NMAs Tri 2 15 NMAs Tri 3 10

IV. **Set some trimester goals – check your progress every trimester!**

First Trimester	
May Base	<u>147</u>
Minus Due Tri 1	<u>31</u>
Plus Renew Tri 1	<u>26</u>
Plus NMAs Tri 1	<u>5</u>

Equals Tri 1 Goal	<u>147</u>

First Trimester	
Tri Ending Base	<u>147</u>
Minus Due Tri 2	<u>62</u>
Plus Renew Tri 2	<u>53</u>
Plus NMAs Tri 2	<u>15</u>

Equals Tri 2 Goal	<u>153</u>

First Trimester	
Tri 2 Ending Base	<u>153</u>
Minus Due Tri 3	<u>54</u>
Plus Renew Tri 3	<u>46</u>
Plus NMAs Tri 3	<u>10</u>

Equals Tri 3 Goal	<u>155</u>