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## Two & Under Chapters, Presidents, State Delegates...

*Special points of interest:*

- 2nd Trimester Challenge
- Donations needed for Annual Convention Lucky Buck Baskets
- Funding for Extensions
- Extensions Chat Room
- "Tear off" phone script
- Phone Calling made easy



How well did your garden grow this summer? Our WT garden grew enormously! WhooHoo! It's not too early to be thinking ahead and planning for more growth. Will you plant the seeds of Service, Growth and Fellowship? Will you extend that hand of FRIENDSHIP? Let's continue growing.

The Hermantown and Breckenridge extensions are still in progress. YOU can help our garden grow by forwarding the names of any prospective members. It's that easy!

Don't forget to let me know if you can help in any way with the extensions in progress. It may be as simple as a phone call!

Check out my sample phone script in this CIP. Those who went to Fall State received an actual sample "phone calling script" card in their welcome bags. It's a great "tool" to plant your membership garden!



Happy Gardening!  
 Sue

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**Who wants money from the foundation?  
 What would you do if your chapter wanted to do an extension?**

**Keep Reading.....!**

## Extensions Chat Room October 26th, 2009

We have found success in chatting with those who have previously completed an extension!

Chat room? Are you thinking about doing an extension?

Or, have you already signed the intent and you're stuck?

Are you not finding all the support you think you need within your chapter?

Just need a little help?

Start with a chat room and see how that can help! I personally know of one extension that was completed after chatting with the ex-

perts!

Send me an email letting me know you are interested! I'll send you the information necessary prior to the 26th.

[extensions@mnwt.org](mailto:extensions@mnwt.org)

## You want money? Foundation Funding will continue...

The Minnesota Women of Today Foundation will continue to help chapters with funding to extend our organization to other communities!

There are many ways Extensions can help with the financials of an extension. One is the "Partnership Agreement" which is an agreement the chapter signs agreeing to hold four M-events

*Ask me about the many ways Extensions can help your chapter fund your extension adventure!*

every month for 3 consecutive months in their targeted community.

In return, they receive: Extension Starter kit, \$25 gas card, Book of forever postage stamps, \$10 phone card or \$10 coffee shop card or \$10 Walmart or \$10 Target gift card. These incentives are in addition to amounts ap-

proved for expense reimbursements after the extension is complete (\$150), matching grant funds (\$200) and no interest loan (\$150).

Confusing? I know it can be, but that's why I'm here. I will gladly help with all of this paperwork! ☺

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## Lucky Buck Basket at Annual Convention

Donations are needed for the Foundation's Extension "Lucky Buck" baskets to be raffled at Annual convention.

There will be two baskets. (Or more if we have enough donations) One will have the "Beauty" theme and one will be a "Relaxation" theme. I will have most of

the goodies for the beauty themed basket, but I could use some help from the Mary Kay consultants with some of their products.

The relaxation theme will be a fun one! Endless ideas! How do you like to relax? Wine? Book? Bubble Bath? Message? Oh yes, I can hear you thinking already!

If you can help with monetary donations to purchase items, or if you can donate items from yourself or your chapter, Please email me, your Friendly Extensions Director!



[extensions@mnwt.org](mailto:extensions@mnwt.org)

## 2nd TRIMESTER CHALLENGES

### CHALLENGE FOR 2 & UNDER CHAPTERS:

1. Hold an M-Night/ and or Social in your chapter. (send me a picture)
2. Send me a copy of your meeting agenda. (Any month, just one agenda)
3. Send me a copy of your minutes. (Any month, just one meetings' minutes)
4. Participate in Women of Today Week, Sept 20-26.

Complete these challenges in the 2nd Trimester and I'll have something very special for you at Winter Convention!

Send me this information by Jan 15th, 2010.



### CHALLENGE FOR EVERYONE!

Anyone filing a new Intent to Extend wins a gift basket from me, Your Friendly Extensions Director! Curious about the contents? Ask any District 1 member who has seen my baskets! ☺

Chapters in District 1 are Red Lake Falls, Thief River Falls, Mahnomon, Detroit Lakes, Crookston, & Hawley.

The rewards of the extension will be priceless!

## Phone Calling 101

### Identify-Building a Prospective List

1. Ask your members for contact information of their friends, colleagues and family that may be interested in membership in the new extension community. Make it fun, offer incentives, etc.
2. Review any existing prospective lists or names forwarded to you. If you can verify they have been contacted at least 5 times without attending an

event or returning a phone call, it may be time to drop them from the list.

3. Explore networking opportunities in the new community. Look up the community calendar online, contact the Chamber of Commerce or the Parks and Recreation Department. Explain what you are doing and ask for networking opportunities. Our organization is non-political and non-denominational; no one should object to your call seeking information.

Reach out to your district for assistance in seeking names. Consider a page on "Facebook" to make online connections.

4. Reverse your brain power: When posting flyers on public bulletin boards look at the other materials. Write down contact information for MOMS clubs, book clubs, small business owners, etc.

More Phone Calling on Page 4

## 2nd Trimester Success Bonus Points

### Second Trimester Success Bonus Points

**100 points** (must do both)

Sign 3 members in November – verified by MVP/Chapter Service Center

Hold a M-event on Mystical Monday (November 30<sup>th</sup>) – verified through minutes

**OR**

**50 points** for submitting nomination for Women Who Impact (verified by LL SPM) **or** Outstanding Young Adult (verified by YT SPM) **or** Outstanding Person with Developmental Challenges Award (verified by CC SPM)

**OR**

**50 points** for making a donation to Shriner's Hospital

Minimum of \$50 or items that are valued

at \$50 or more.

A transmittal **MUST** be submitted (verified by transmittal submission).

**Note: There is 100 point maximum on Presidential Bonus Points**

## What would you do if your chapter wanted to do an extension?

Back flips? Run? Jump up and down clapping your hands?

Seriously, If your chapter is committed about an extension, congratulations! It is an opportunity with challenge! Ann Landers said, "Opportunities are usually disguised as hard work, so most people don't recognize them!"

Get that letter of intent signed and sent to your DD, Extensions Director and State President. Contact the city hall and/or chamber for information about the



community size, other community groups, places to hold meetings, name of the local paper and how to get information into it. Do they have expo's? Or any large business that employ a large number of people? Get a prospective list from these. Is there a town bulletin board? What's on it? Get some more names.

Pull off that "Sample Phone Script" attached to this CIP and get busy calling some prospective members! Get them excited, they will call their friends too! Get information out on Facebook. Remember that ripple effect? While you are trying to form a new chapter in a

neighboring community, you will more than likely add to your chapter's membership as well.

Don't forget that your Friendly Extensions Director will be one of your greatest supporters.

Once you've signed that "letter of intent", information from the Extensions Director will be given to your chapter. There is a strong support system within our organization! It is one of the many unique aspects of Women of Today.

I'd certainly do a cartwheel at convention if you sent me a letter of intent! ☺

## What would you do if YOU wanted to do an extension, but your chapter wasn't in support of one?

This is where the extensions team would come in to play. There are many WT members throughout the state who would love to help with an extension in some capacity. Distance is always a deterrent, but with a motivated member who is the neighbor and can

hopefully do some of the traveling, nothing is impossible!

It also may be that once the extension is in progress, your chapter would have a change of heart and be more than willing to aid in this awesome adventure! You will never know unless you try.

Commitment leads to action.  
Action brings your dream closer.

Marcia Wieder, dream coach

## More phone calling 101...before you pick up the phone

1. Scan your new list and select the top 5 you think will result in success. It's easier to stay motivated if you have success early on.

2. Set an objective for your results. If you have 20 names to call, consider rewarding yourself at intervals for 2, 5, or 10 "yes" responses. As you move through your list, it will motivate you to keep going.

3. Craft your message. Decide how you are going to "sell" Women of Today. Get your key talking points handy!

4. Be prepared for negatives. These are not a reflection on you or your chapter! They are a natural part of making business or prospective phone calls.

Get your phone script ready!

Do it! Be warm and friendly. Relax.

Listen to what the other person is saying.

Don't forget to keep a log of your phone calls. If you get a firm "no" take that person off your list.

Remember to share with your extensions team the names and any other information you may have gotten during the phone call.

## Sample Phone Script

Hello. Is this \_\_\_\_\_? / Hello. May I speak to \_\_\_\_\_?

Hi. My name is \_\_\_\_\_ from \_\_\_\_\_. Do you have a few minutes to talk about the Women of Today? You had previously requested more information at the \_\_\_\_\_.

Thanks. We're a non-profit, civic organization promoting local community service and fellowship opportunities for over 1600 members statewide. I've been a member of the \_\_\_\_\_ chapter since \_\_\_\_\_ and have a lot of fun working on our chapter projects such as (talk about your specific chapter projects here). It's a great way to meet people in your community that share similar interests.

We're starting a new chapter in your community and will hold an information night on \_\_\_\_\_ from \_\_\_\_\_ at the \_\_\_\_\_. Can you stop by anytime during that timeframe to learn more about what we have to offer in your community? Great! I look forward to meeting you.

Thank you for your time. See you on \_\_\_\_\_.

### HANDLING THE NEGATIVES

#### **Why do we need a new organization? There are enough in this town already.**

Women of today can complement other organizations by partnering with them on local service projects and fundraising efforts. WT is unique because of its focus on community service, personal and professional growth and fellowship. Essentially you will "Build a Better You" from your involvement. The friendships you will make will last a lifetime.

#### **I'm a very busy person. I can't do all of this.**

Everyone leads a busy life but it's also important to take time for YOU! WT programming supports many personal enrichment programs on time and stress management, women's wellness, etc. You choose your level of involvement based on your schedule and interest. Many activities will include your family so it doesn't need to always be a time away. The message of "giving back" is an important one for children to see in action.

#### **I can't afford \$45 for dues.**

It's about the same price as a monthly gym membership or self-improvement class. Over a year, it breaks down to less than a dollar a week. You're worth it. Membership in WT is truly a gift you give yourself and it returns dividends 10 times over.

#### **I already volunteer at church/school/other non-profit organization.**

Great! You already know the value of giving back. Women of Today can compliment other volunteer activities. Most of our members share their non-profit work with others and the results are increased interest, fundraising and service hours for a cause you believe in. Every year we choose a new "Buckets of Sunshine" project that is submitted by local members. This year that project is the Shriner's Hospitals. Statewide we will do things for the Shiner's Hospitals. For example, we made (#) fleece blankets at our Fall State Convention. We had so much fun getting together with members from all of the chapters in the State of Minnesota. The truly remarkable thing about WT is our strength in numbers and how quickly small efforts by many can pay large rewards.

#### **Where does the money for the dues go?**

Every organization incurs some costs related to communication, supplies and training. Members can rely on our Chapter Service Center to answer questions, coordinate the details for trimester conventions and chapter mailings. Members also receive training information from trimester CIPs, a NEWSLET four times a year and monthly chapter mailings.