



## Fall State CIP 2011-2012

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### Hello Minnesota Women of Today!

Please give this CIP to your PR Local Program Manager or State Delegate. Thanks to the 4 chapters (Anoka, Burnsville, Maple Grove and Savage Area) who held a Ladies Night Out event on August 11 and sent me a photo – you are each entered in the drawing! If you held an event but haven't sent me a photo...please send it my way to be entered. The next two Ladies Night Out events are set for October 18 and April 17.

The Marketing committee created two new sub-committees – one to create a MNWT Blog and another to create Social Media Policies for MNWT. Watch for more details. Please let me know if you have any questions, ideas, or comments! My inbox is always open!

Thanks!

*Stacy*

### Seeking Bids for Buckets of Sunshine Project for 2012–2013

Each year MNWT partners with one non-profit organization for the Buckets of Sunshine project. One (or more) member chairs the project to promote the project and coordinate with the marketing committee chair. If you are interested in promoting a non-profit or are interested in becoming a leader in our organization, please contact me at [marketing@mnwt.org](mailto:marketing@mnwt.org) with your questions. A bid form must be submitted and the organization needs to present to the Marketing committee on March 24.



Bid Form: [http://mnwt.org/pdfs/committees/mktg\\_statewideproject-bid.pdf](http://mnwt.org/pdfs/committees/mktg_statewideproject-bid.pdf)

### Facebook Tips

For chapters already on Facebook, here are a few tips to help you improve your page!

- Use a logo or photo for your chapter profile picture.
- Add all your events to your Facebook page as an event.
- Include a logo or picture for each event.
- Post a recap of events in your status page.
- Upload photos of your chapter members and events.
- Share stories of how your chapter made a difference.
- For more ideas...watch the MNWT Facebook page for marketing tips to be posted!



### Ladies Night Out continues for 2011–2012!

This year's theme is "Share the Secret" – Women of Today is the best kept secret, so share it! If you haven't seen the Ladies Night Out Handbook – please e-mail me at [marketing@mnwt.org](mailto:marketing@mnwt.org) to get your own copy! The remaining Ladies Night Out dates for this year are October 18 and April 17.

Remember, if you participate in 1 Ladies Night Out, you will get 1 entry in a drawing. If you participate in 2, you get 3 entries in a drawing. If you participate in all 3, you get 5 entries in a drawing! To ensure your entry, simply e-mail a photo of your chapter holding a Ladies Night Out event to [marketing@mnwt.org](mailto:marketing@mnwt.org). Drawing will be held at Annual Convention 2012.

## Marketing Goals – 2011–2012

Here is an update of our progress toward my goals as your Marketing Committee Chair:

1. Increase MNWT social networking presence on Facebook and Twitter.  
We now have over 1000 followers on Twitter! Keep spreading the word!
2. Continue Ladies Night Out by promoting three of these events during the year.  
First event was a great time! Please mark your calendar for October 18 and April 17.
3. Participate in the Hands On Twin Cities Expo at the Mall of America and explore other expos around the state. The Hands On Twin Cities Expo is February 18, 2012 – please let me know if you are able to volunteer.

## Ideas to Market Your Chapter

- Create chapter bookmarks and bring them to the local library. Consider asking the library if you can leave a stack at the front desk or slip them into books of interest to women. See the resources page of MNWT.org for a template you can use!
- Consider purchasing a booth at a local craft show – members can make items to sell and you can also share the secret of Women of Today!

The **Buckets of Sunshine Project** for 2011–2012 is Green Sneakers! We are collecting new and used tennis shoes. Check out the Buckets of Sunshine CIP for additional information and project ideas!

Learn more about Green Sneakers at their website: [www.greensneakers.org](http://www.greensneakers.org) or on the Buckets of Sunshine page at mnwt.org.

This project is also a fundraiser! Green Sneakers will pay MNWT 50 cents per pound of sneakers donated. All funds raised will be donated to the Convention Service Project fund to continue funding service projects at conventions. What a great opportunity to make a difference!

Look for more resources in the Buckets of Sunshine CIP.



## Guests are always welcome at Committee Meetings!!

Any MNWT member is welcome to attend a Marketing Committee meeting. We are seeking new members, so please visit our meetings and request to join our awesome committee!

**Winter Meeting: December 3 at Billy's in Anoka (214 Jackson Street)**

Membership Management @ 10 AM, Marketing @ 11:30 AM, Future Directions @ 1 PM

**Spring Meeting: March 24 at McCann's in St Cloud (3308 3rd Street)**

Marketing @ 10 AM, Membership Management @ 11:30 AM, Future Directions @ 1 PM

Visit Marketing, Membership Management, and Future Directions all in one day!