



## MNJOTS CIP 2011-2012

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### Hello Minnesota Women of Today!

My name is Stacy Pearson and I have been a member since 2003. In 2010, I transferred to the new Savage Area Chapter. I have served a variety of roles in the chapter, district and state organization.

I have been married for 10 years to my husband Brent. We have two great kids, Sydney (age 6) and Evan (almost 3). I have worked at General Mills in the Information Systems department for almost 12 years. In my spare time, I enjoy spending time with my family, reading, walking, drinking wine, and watching movies.

I am looking forward to serving as your Marketing Committee Chair this year! I am here to help chapters and members market this awesome organization! Watch my CIPs for ideas and events!

Please let me know if you have any questions, ideas, or comments! My inbox is always open!

Thanks!

*Stacy*

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.

### 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! Watch your e-mail for a project in a bag to make sharing that secret as easy as coffee! The dates for this year are August 11, October 18 and April 17.

And this year, 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.



**GREENSNEAKERS**  
Winning Steps to a Greener Tomorrow



## Marketing Goals – 2011–2012

Here is an overview of my goals as your Marketing Committee Chair:

1. Increase MNWT social networking presence on Facebook and Twitter.
2. Continue Ladies Night Out by promoting three of these events during the year.
3. Participate in the Hands On Twin Cities Expo at the Mall of America and explore other expos around the state

## Ideas to Market Your Chapter

- Project Idea: Re-package powdered laundry detergent into 5 load zip top bags. Donate some to the food shelf and leave some at local Laundromats (don't forget to attach a brochure).
- Participate in a local expo. MNWT has recently updated display boards that are available to chapters for a security deposit.
- Utilize press releases for awards your chapter or members receive. If you need assistance with writing a press release, please myself or the PR State Program Manager.
- If your chapter doesn't have a Facebook page – get one today! Learn more about how to create and use a Facebook page for your chapter, visit [www.mnwt.org/membership/resources.html](http://www.mnwt.org/membership/resources.html).
- If your chapter doesn't have a brochure – get one today! Download a template to get you started here: [www.mnwt.org/pdfs/committees/mktg\\_chapterbrochure.doc](http://www.mnwt.org/pdfs/committees/mktg_chapterbrochure.doc). You can also purchase professional MNWT brochures from the state store.
- Buy yard signs that say “A Women of Today member lives here” to display during Women of Today week in September – or anytime!

## Seeking New Marketing Committee Members!

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!

**Summer Meeting: July 30**

**Winter Meeting: December 3**

**Spring Meeting: March 24**

All committee meetings will be held at Billy's in Anoka (214 Jackson Street, Anoka) – visit Marketing, Membership Management, and Future Directions all in one day!

## Did you know?

There is a Media page at [www.mnwt.org/media.html](http://www.mnwt.org/media.html)? Send your chapter articles to [csc@mnwt.org](mailto:csc@mnwt.org) for consideration for posting.

There is a Chapter list on the MNWT website at [www.mnwt.org/SpryAssets/chapters.html](http://www.mnwt.org/SpryAssets/chapters.html). Check this each year to verify that all your links are included and accurate!

