



# Mapping the Route to Marketing

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## WINTER STATE 2017

Thanks to everyone that attended the State Committee meetings on December 10<sup>th</sup> in Eden Prairie. A lot of great discussions took place. Thank you to the Marketing subcommittee chairs for volunteering to serve: Web Development Subcommittee – Daina Mirsch - Wenner and Bonnie Olmanson; Social Media Review Subcommittee – Shellie Mathes; Statewide Buckets of Sunshine Project; Sue Ellen Toppings. If you are interested in serving on the Marketing Committee, please contact me at [marketing@mnwt.org](mailto:marketing@mnwt.org). I am still looking for someone to serve as a chair for the Expo Coordinator, Promotional and Branding Subcommittees for the remainder of this year.

**3rd Trimester State Committee Meeting**  
**Saturday, March 18th**  
**Resurrection Lutheran Church**  
**9640 Goodrich Ave NE, Monticello**  
**10 am Registration & Refreshments**  
**10:30am Marketing**  
**11:30 am Membership Management**  
**12:30 pm Lunch**  
**1 pm Future Directions**

### Important Dates to Remember:

Jane's Birthday	Jan 23
Impact Membership Monday	Jan 30
Hands On Twin Cities	Feb 18
Out and About Night	Mar 14
State Committee Meetings	Mar 18
Area 2 Meeting	Mar 31
Area 1 Meeting	Apr 1
Area 3 Meeting	Apr 7
Area 4 Meeting	Apr 8
National Volunteer Week	April
Week 9 <sup>th</sup> – 15 <sup>th</sup>	

### Special Point of Interest

There will be a special presentation this weekend at the Business meeting for the Statewide Buckets of Sunshine Project for 2016-2017 'The Firefly Sisterhood'

Do you know of a charitable or non-profit organization that could benefit from an alliance with the Minnesota Women of Today? The Marketing Committee is seeking applications for the 2017-2018 Buckets of Sunshine program. These are to be submitted by March 1<sup>st</sup>, 2017. Applicants are required to attend the March 18<sup>th</sup> Marketing Committee meeting. It is also recommended to have a representative from the proposed beneficiary organization in attendance. The Statewide Buckets of Sunshine project will be selected at that meeting. I have put a copy of the form on the backside of my CIP, it is also available as an online entry form on the MNWT website.

Volunteers needed:

### **Hands On Twin Cities Volunteer Expo**

When: Saturday 2/18/17 10am to 3pm

Where: Mall of America

See you there!

