



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

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www.mnwt.org



Hello MNWT Membership and District Directors!

It sounds cliché, however I am still going to say it – Trimester 1 has flown by! Seems like summer just started and summer activities returned. But alas the State Fair will have come and gone by the time this CIP is posted and we start heading into Fall. I love everything about Fall and look forward to the return of football, apple orchards, pumpkin patch, haunted hayrides along with the return of fun chapter projects.

Our marketing team has been hard at work and if you were at Fall Convention you experienced first hand some of the fun updates we made. I hope you enjoyed seeing the Staff, Past Presidents, SPM's and District Directors let their hair down and let their silly side out on Saturday! We also had several "selfie spots" for you to take photos with chapter members or with MNWT friends!

We have so many fun ideas for Winter State, that I hope you mark your calendars and plan to join us as we continue to create "magic" and share our innovative concepts with the membership.

In friendship ~

*******ANYONE CAN BE A PART OF THE MARKETING TEAM! JOIN US!*******

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Minnesota Women of Today week (September 19-25) celebrations:

Our team has put together some exciting ways to share our MNWT pride with the following landmarks lighting it up blue.

- The I35W bridge will be lit blue on September 19 to honor our MNWT organization. The bridge will be lit blue 30 minutes before sunset and will be blue until 30 minutes before sunrise.
- The Lowry Bridge will be lit blue to honor MNWT week. The bridge will be lit at 6pm on September 19 and will remain blue through the night until sunrise.
- The Enger Tower in Duluth will be lit blue September 19-22! The tower will be blue each night!
- The local establishment in White Bear Lake, Rudy's Redeye Grill will be hosting a Bear Drop at Wednesday, September 22 at 6:30 and the mayor will be presenting a proclamation declaring MNWT week in White Bear Lake.

FACEBOOK GUIDEBOOK

On August 22, Jeny with extensions sent an email to all chapter email addresses. If you did not receive this information, please let us know by email.

"As the Extensions Director this year part of my POA is to help the Marketing team develop ways to not only help extending chapters have a presence on Facebook but to help all of our chapters. Chapters have reached out asking for help about Facebook and where to start. I am excited to introduce a "How to Facebook Guide." This promotional packet will have a "how to guide" which shows how to schedule posts and create events. Every three months you will receive a packet (Vol.) for your chapter. Follow the simple directions and you will have a dynamic Facebook account with only 20 minutes worth of effort. It is highly recommended you schedule all three months of posts at one time. This is the most efficient way to manage your Facebook page, as it allows for seamless posting without the concern of missing a post and at the same time saves hours of work.

The promotional packet also includes three sets of posts that your chapter can just copy and paste. The highlighted areas is where your chapter can personalize items. Set 1 is posts for Sundays, Set 2 for Wednesdays and Set 3 for Fridays. These posts are just suggestions to help you get started. Feel free to use them or create your own".

Questions or if you need assistance, please send an email to: extensions@mnwt.org or mkvp@mnwt.org



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Complete a Testimonial

I would like to encourage all members to log onto the MNWT website and click on the Fellowship Icon. On this page is a link to the Testimonial page. Once on the Testimonial Page there is a link to the online form to complete. We want to know your “Why” – why you joined Women of Today and why you continue to remain a member. The completed testimonials scroll across the bottom of the MNWT website homepage, providing visitors to our site a preview of our organizations membership.

If you have already completed a Testimonial - THANK YOU!!

Membership Pins

We presented you with this emblem, in the shape of the state of Minnesota and the letters WT. This emblem will become an integral part of MNWT organization beginning in September 2021. The letters WT on a field of MNWT blue means Women of Today, but also connects members as we **W**ork **T**ogether to make our communities stronger, lift one another up and cherish our friendships.

Wear your pin proudly! You may trust and honor the women who wear this emblem for **W**e're **T**ogether and so happy to have you as a member. When you joined MNWT you became part of an unending circle of loving friends. May your emblem always be a reminder of this abiding friendship, reflecting the character of an MNWT member.

Sponsorship Opportunities

Chapters sponsor a letter M, N, W, T and show your pride in Minnesota Women of Today! \$20 will get you a personalized 3x3 decal on the display frame for all to see. Only 3 chapters per letter will be accepted. Display with letters was located in the hotel lobby by the fireplace.

But wait. . . for an additional \$10 you can sponsor your letter through Tri 3!

Sponsor a directional sign for the 2nd trimester convention featuring an image of your chapter. Cost \$25.00 and you will need to submit a photo to use. After convention your chapter can take the sign home. We have 6 directional signs: Registration, Banquet, Connect, State Store, Luncheon and Business Meeting. Examples were used at Fall Convention.



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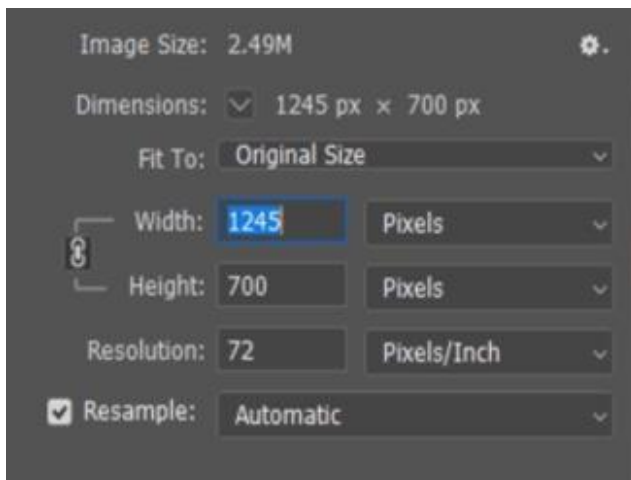


SMILE!

World Smile Day is on October 1, 2021. It is a day devoted to smiles and acts of kindness. This day seeks to reclaim the intent to encourage people to act kindly and make a person smile.

Using Smile Day as the prompt for this request, the Marketing team is asking chapters to submit new chapter images with “smiles” to be used on the MNWT website. We would like to have images of chapter members working at a project, social or membership night. Send to: mkvp@mnwt.org. Here are the image specifications needed to have a phenomenal image in the carousel that scrolls on the landing page of the website.

The Resolution is 72dpi as that is all that is needed for an image on the internet. However, if chapters can send an image at (or above) 300dpi, the resolution will appear better online. We would prefer that the image be some type of event shot...good examples are Aitkin, Benson, Warroad, White Bear Lake, and Maple Grove.



NEWSLET

Thank you for your continued support of the NEWSLET. Please submit chapter socials, projects or milestone events to newslet@mnwt.org.

Jessica appreciates if your submission includes an image.



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Public Relations Assistant

Has your chapter done an amazing project or event that you think will inspire or encourage other chapters or districts? Please send Jeny a write up and some pictures to email: pr@mnwt.org.

Jeny will post to the MNWT blog and Facebook page.

Let's show what our organization is all about.

Trimester 2 Challenge

How many cities we can get to send in a proclamation for either July 1st as Minnesota Women of Today day in their city or for MN Women of Today week? Send a photo of your chapter accepting the proclamation from your city's mayor or city council member or photo of the proclamation to MKVP@mnwt.org and your chapter will be placed into a drawing for a gift basket at Winter State. Photos need to be submitted by January 1, 2022. An example of a proclamation is attached to this CIP.

Marketing SUCCESS System Points

- Publish a Chapter newsletter: 25 pts
- Participate in an organized public relations program: 25 pts

For Presidential Bonus Points, see President or CMVP CIP. For more information about SUCCESS see CMVP CIP or mnwt.org under CMVP, Success Coordinator.

**Our next meeting is
Saturday November 20,
2021**

Location Star Bank in
Eden Prairie

In Person

10:00am MMC
11:00am Marketing
1:00pm FDC

Your chapter earns
Success points for
attending a Statewide
Committee meeting.

Important Dates

- Sept 19-25 MNWT Week
- Oct 1-2 USWT Convention
- Oct 23 Make a Difference Day
- Oct 27 MNWT Tri 2 Webinar
- Nov 20 State Committee Meetings
- Aug 15-21 Kids Week
- Nov 28 – Dec 4 MNWT Membership week
- Dec 30 Trimester 2 Closeout
- Jan 5, 2022 NEWSLET articles due for Post Winter State Issue to Editor
- Jan 29 NEWSLET Personals due for Post Winter State Issue to Editor
- Jan 27-29 Winter State Convention

MNWT Webinar Tri 2

October 27 at 6:00 pm

½ hour each session, except
Intro to Goggle Websites

- 6:00PM The Value in Board Meetings.
- 6:30PM Activation, How to Inspire Members to Get Involved
- 7:00PM Using the MNWT Google Website Template



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Reminder to get your Chapter set up on the New Social Media App

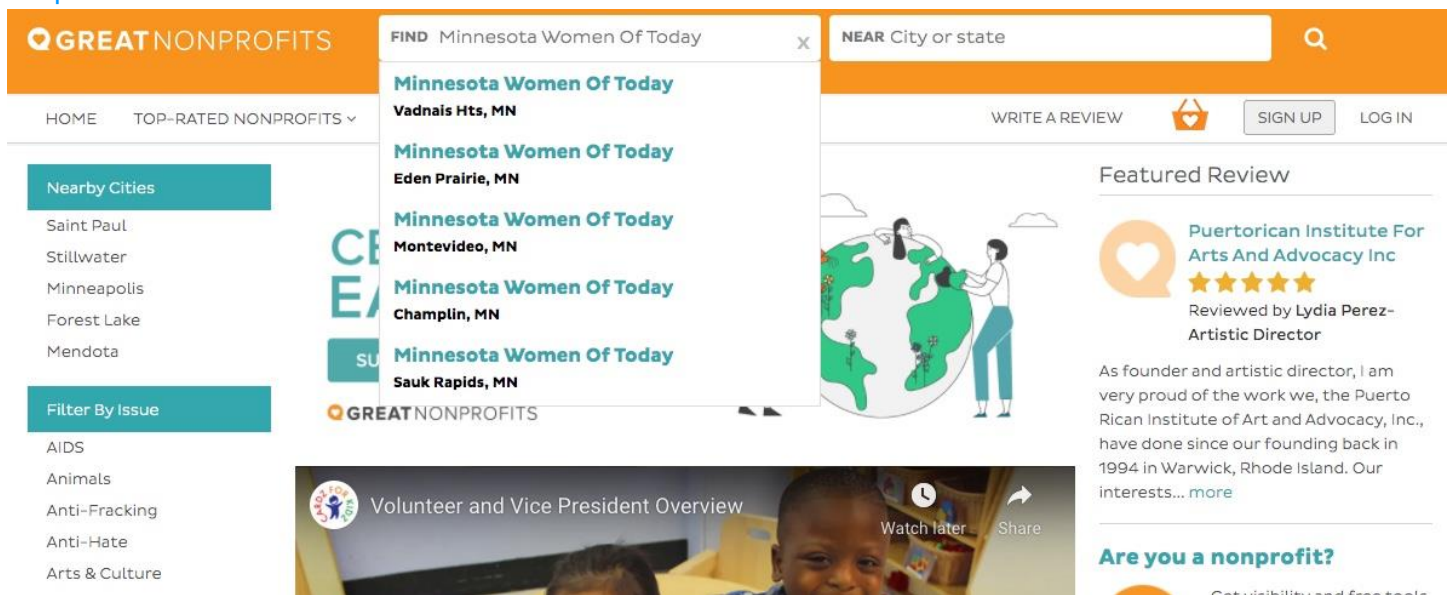
Great Nonprofits is a new social media app that is free to non-profits and the step-by-step instructions are attached for your records. The app is user friendly, gives chapters another social media format that can be tied to chapters website or email. The app offers chapters a “badge” that can be added to the chapter’s current social media.

Below are step by step instructions on how to get started:

Great Nonprofits – step by step directions:

Log onto the Great Nonprofits site: <https://greatnonprofits.org>

Enter in the FIND box: Minnesota Women of Today and a listing will appear of the chapters set up. Select your chapter.



The site will take you to the page that is set up for your chapter. Select a city that is close to your city and you can update/correct the pages name.

You will need to click on Claim this Nonprofit and set up a user name and password. The site will walk you through how to add your chapters story, pictures, and community reviews. Chapter members or chapter volunteers or community supporters can Click on Share Your Story to write a review. Chapters that receive 10 reviews will receive a Top-Rated Award that will be added to your Great Nonprofits page and can be added to your chapters website and used in your recruiting material.



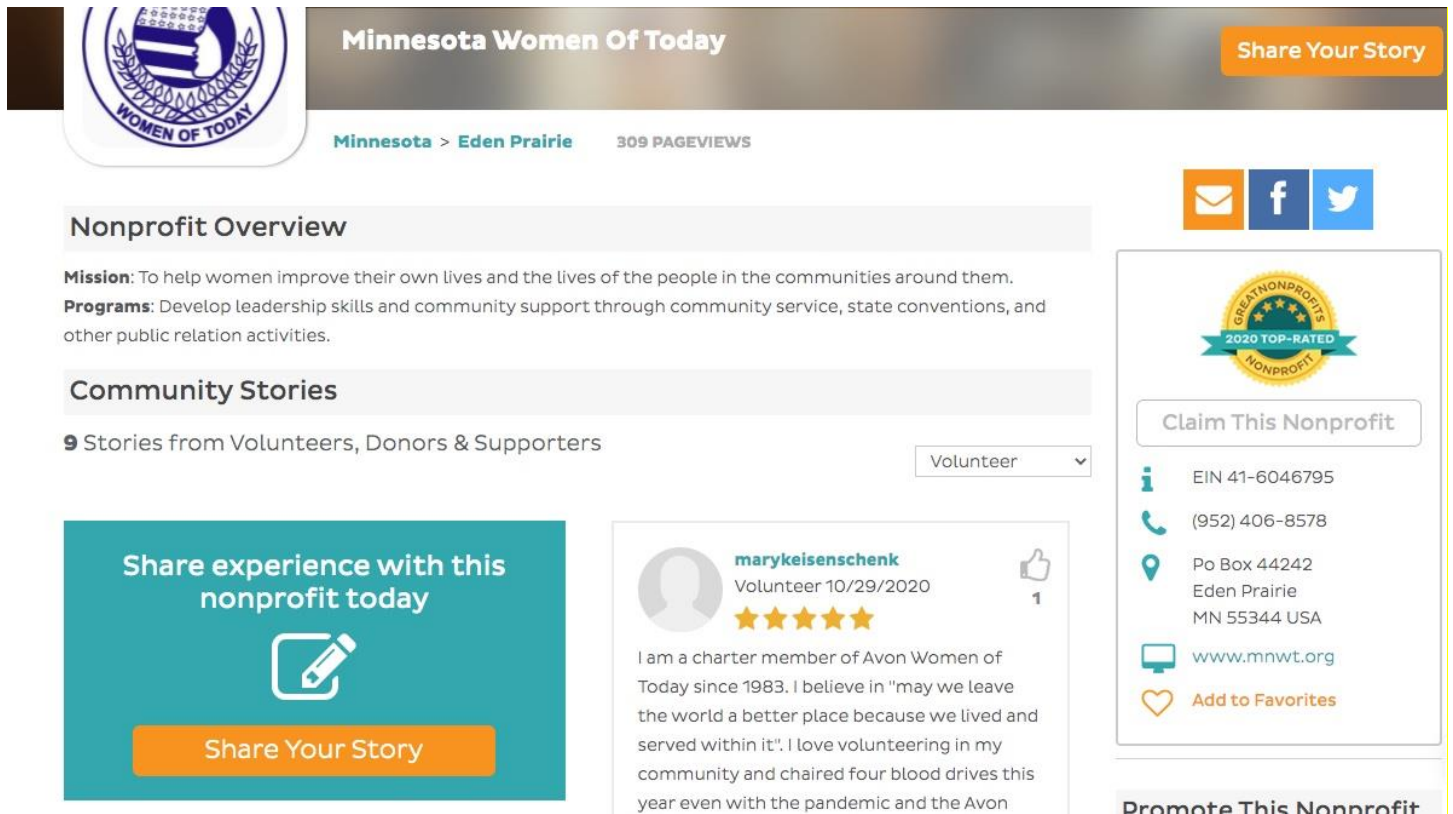
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The Great Nonprofits also gives you the choice to add a badge to your website that when clicked on will bring the site viewer to the Great Nonprofits site.



Minnesota Women Of Today [Share Your Story](#)

Minnesota > Eden Prairie 309 PAGEVIEWS

Nonprofit Overview

Mission: To help women improve their own lives and the lives of the people in the communities around them.
Programs: Develop leadership skills and community support through community service, state conventions, and other public relation activities.

Community Stories

9 Stories from Volunteers, Donors & Supporters Volunteer

Share experience with this nonprofit today

[Share Your Story](#)

marykeisenschenk
Volunteer 10/29/2020 1

★★★★★

I am a charter member of Avon Women of Today since 1983. I believe in "may we leave the world a better place because we lived and served within it". I love volunteering in my community and chaired four blood drives this year even with the pandemic and the Avon

Claim This Nonprofit

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📍 Po Box 44242
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💻 www.mnwt.org
📖 [Add to Favorites](#)

Promote This Nonprofit



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SAMPLE FOUNDERS DAY or WOMEN of TODAY WEEK PROCLAMATION

PROCLAMATION WOMEN OF TODAY FOUNDERS DAY

Whereas: The Minnesota Women of Today and the (city) Women of Today have set aside July 1 to recognize the many community activities of dedicated Women of Today across the state; and

Whereas: The Minnesota Women of Today is an organization of over 864 members in over 49 communities; and

Whereas: The Minnesota Women of Today and the (city) Women of Today are dedicated to actively promoting such public awareness and service programs as: Sweet Dreams for Kids, Minnesota Milk Bank, True Friends/Camp Friendship, and the March of Dimes; as well as (list local projects); and

Whereas: The Minnesota Women of Today and the (city) Women of Today provide personal enrichment and leadership training for members of all ages; and

Whereas: The Women of Today believe that "Through us Great Lessons Can Be Learned, Worthy Deeds Performed, and a Hand of Fellowship Extended to Millions of Women Everywhere";

I DO HEREBY PROCLAIM JULY 1, 20__ TO BE MINNESOTA WOMEN OF TODAY FOUNDERS DAY/WOMEN OF TODAY WEEK IN (your city).

(Signed) _____ (Date) _____ Mayor's Signature