



Minnesota Women of Today
2022-2023 Fall State CIP
Marketing VP

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Wow, where did summer go?? I can't believe we are already approaching sweatshirt and bonfire weather. As quickly as the weather changes, so does the world around us. If we as an organization want to be seen as a vibrant, modern group that amongst our strong roots we continue to make new branches, we have to make our mark across the state. I am enjoying the challenges this position is giving me, as truthfully, I really had no idea what "marketing" necessarily was all about. I remember saying that and someone said, "Well, you really just need to know how to talk, and we all know you know how to do that." So, I've been talking MNWT, I've been dreaming MNWT, I've been planning MNWT, and I over the next two trimesters I will be Marketing MNWT some more. The Promoting MNWT subcommittee and I will be working on creating a new brochure as well as business cards for the state. I would like to invite chapters to look at their current brochures or information sheets and see if they need some updating. If you don't have a brochure, now is a great time to work on one. I'd be happy work on the project with you as well as connect you with people who have skills in this area and are willing to help. See my trimester challenge for an opportunity to be entered into a drawing. Let's see what we can do.....Let's make MNWT a Minnesota Great!!!

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Presidential Bonus Points and Success

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

Marketing Challenge of the Trimester

Chapters or members will be entered into a drawing each time they complete an item below. There is no limit on number of entries and drawing will take place at Winter State.

- Take "Jenise on a Stick" along with you to a community event or public location and send me a picture (via Facebook, email, text, snail mail, passenger pigeon, whatever). Bonus entry for every time you use it as a marketing tool to tell someone about MNWT and President Jenise.
- Review, Update, or create and provide me with a copy of your chapter brochure/handout that is used for providing info to potential members.
- Advertise your monthly meetings and/or events in at least one new way this trimester and let me know how. (Facebook, Nextdoor, Meetup, Newspaper, Flyers posted on community boards, etc.)

Important Dates:

October—

- 7-8, USWT Mid-Year Convention
- 15, Make a Difference Day
- 25, 2nd Trimester Webinar

November—

- 1, Outstanding Awards nominations due
- 19, State Committee meetings

December—

- 30, 2nd Trimester Closeout
- 31, 2nd Tri H.E.A.R.T award submissions due

January—

- 27-28, Winter State convention @
Crowne Plaza, Plymouth

Please consult the MNWT official calendar at www.mnwt.org, under Events to ensure that other key dates are not missed.

MEETUP

Meetup.com is a social networking platform that is used all over the world. According to the website, “people use it to meet new people, learn new things, find support, get out of their comfort zones, and pursue their passion together”. Sounds a lot like Women of Today. There are a few chapters in the state that are currently using or have used Meetup in the past to promote meetings and other chapter activities. I am wondering if this is something that we may want to consider on a state level. If we joined under a Meetup Pro account, we could have unlimited groups, allowing each chapter, district, and the state to have a separate group. I will be looking for individuals to explore this marketing tool.

Statewide Committee Meetings

Saturday November 19, 2022

Location: TBD

9:30 Registration

10:00am MMC

11:00am Marketing

12:30pm Lunch

1:00pm FDC

MNWT Webinar
2nd Trimester

October 26, 2022

6:00pm: Looking at Program Reporting a Different Way by Shirley.

6:30pm: How to Keep the Excitement Going by Shellie and Glorie

7:00pm: Conflict Resolution by Mercedes Turner of Monticello

A Piece of “Jenise on a Stick”



“Hey, look at those ladies over there, they are posing with a head on a stick!! What the heck is that all about??”

“I’m not sure, but they sure are having a blast and WE NEED to find out why!!”

What can be easier to get people interested in MNWT than to have them question why you are taking pictures around the community during chapter events or even your everyday activities with a HEAD on a STICK? And the State Fair is not the only thing in Minnesota that should be famous for things on a stick, why not make President Jenise famous for it too. Every chapter has their own A Piece of “Jenise on a Stick” so President Jenise can have a wonderful time exploring all around our great state. Of course, she wants to attend all the chapter and district meetings, but she also wants to have fun at the socials and volunteer activities. President Jenise would even like to spend time with our families and friends enjoying all the things our great state has to offer. So, let’s take her EVERYWHERE. Take pictures and tell her story to those who ask, as well as those who don’t. With President Jenise’s help, you can tell the story of the mark our organization makes on the communities all around our great state through service, growth, and fellowship. Plus, every time you take President Jenise on an adventure, send me a photo via email, text, or Facebook and you will be entered into a drawing for one of multiple prizes. Drawings will occur at both Winter and Annual conventions.

Let's Bring Two MN Greats Together— MNWT and The State Fair!!!!



There are a few things that Minnesota is known for... the 10,000 Lakes, the MN Twins, MN Wild, Prince, the Vikings (yes my eyes are rolling as I type that GO PACK GO), and of course, the Great Minnesota Get Together: Minnesota State Fair. As we work together, marketing our mark, what a better place to recognize our organization than at our very own State Fair with a Recognition Bench. My goal this year, as Marketing VP, is to raise funds in order for MNWT to add our story of service, growth, and fellowship to the State Fair. Of course, considering a simple corn dog will set you back \$8 or so inside the fairgrounds, the bench comes with a hefty contribution of \$2,500. The donation is made to the Minnesota State Fair Foundation that preserves and improves the historic Minnesota State Fairgrounds, and supports State Fair agricultural, scientific, and educational programs. So not only will we be able to share our name with millions of visitors, we will be able to help with one of our state's most loved summer activities.

State Fair Bench Fundraisers

“Jenise on a Stick”

Original Stick for \$5, which includes 1 chance in the drawing

Or

Designer Stick for \$10, which includes 3 chances in the drawing

**Same rules apply with individually purchased sticks as chapter sticks for drawings.

“Paint-a-Phrase Party Kit”

Choose from a several uplifting and funny phrases. Kit will come with stencil and 12” square wooden board for \$25. Written or video directions will be provided. Depending on date and location of event, Marketing VP may be able to attend and “teach” project.