



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

Shellie Matthes
3675 St. Regis Dr.
White Bear Lk, MN 55110
651-340-7165
MKVP@mnwt.org
www.mnwt.org



Hello MNWT Membership, Chapters and District Directors!

Welcome to the Inaugural year of the Marketing VP staff position! I am honored to have been selected and serving as the very first Marketing VP.

I have been a member of the White Bear Lake WT chapter for 10 years. I have held several chapter and district officer roles and just recently completed my year at the District 7 Director. Each role has provided me with knowledge about the MNWT organization and allowed me to grow as a person.

I live in White Bear Lake with my husband Steve aka: Chick Magnet and we have been married for 33 years. Steve is self-employed and has owned his trucking business since he was 18. I have one daughter Amanda who lives in St. Paul and works at 3M. We have 6 nieces and nephews and 2 grand puppies Thomas and Tillie. I am celebrating my 20th year with the company I work for, MJ Marketing and my profession will assist me in my role as Marketing VP. I have worked with companies such as Ardell International Industries, Joseph Enterprises, Inc., Convenience Kits, Spectrum Brands and more. I work directly with the buyers and marketing teams at Target to place and promote their product.

A few years ago, I was the Marketing Committee Chair and asked the membership to tell us their "Why". Now I want to ask you to dig a little deeper into your "Why" to find out what makes you continue as a member. Why do you volunteer your time to our organization versus another? What is your vision for our organization? A friend of mine who is a life coach asked me these questions when I told her I was taking on a bigger role within the MNWT organization. I took a few days to think about this and shared with her that the "Why" I continue to be a member and volunteer is: I see the potential this organization has to make a positive impact in the communities across Minnesota and in the lives of women in our state and I want to be a part of that. That is my "Why" and would love to have you share your big picture "Why".

Magic, by definition, cannot be explained. It's a sequence of events that, even when followed with a close eye, still leaves audiences mystified and mesmerized. I have spent time in my profession studying magic and not the "abracadabra" type. The kind of magic that happens when an organization does something so special, and goes so far beyond expectations, their members have no choice but to deem it magic. So, what's the secret? Innovation and Creativity. Many organizations recognize the benefits of Innovation and Creativity, but now, they are essential for survival.

We're in the middle of the most disruptive time in recent history, with organizations being outpaced and made obsolete not in a matter of years, but a matter of months. To survive and thrive, we need to understand how to innovate and solve challenges creatively. And that is what the Marketing team would like to help our organization find, some of this innovative and creative magic. This is also my theme for the year: "Let's make some magic".

Shellie Matthes



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

Shellie Matthes
3675 St. Regis Dr.
White Bear Lk, MN 55110
651-340-7165
MKVP@mnwt.org
www.mnwt.org



What are the next steps for our organization?

1. If you want to be different, you have to think different. This includes the “Why” and “What if” creative thinking processes. This is the “thing” that inspires us and those around us. We will be starting here to build our framework or defining our “Brand” upon which we can build and inspire our members. Our team will be working through a brand tool kit that I have assembled and if you are interested in being a part of this process, please send me an email.
2. Innovation is not something that happens by chance. It's the result of building an environment in which it can thrive. I will be holding virtual 'Idea Sessions' each month (2nd Wednesday @ 6:30 each month) to listen and collect thoughts, dreams, impressions and concepts from the membership. We will take the list and go one step farther, “What else” that will take the ideas and find innovative and creative ways to utilize and possibly implement.
3. In this age of artificial intelligence and rapid technology innovation, how can we stay ahead of the curve? Simple. Be bold. Be memorable. Be brave. And be creative. This is where our team will partner with chapters and District Directors to work on new apps available, website design, Facebook postings and help with any challenges you may have. Please send an email with ideas, suggestions, requests for trainings and we will work on getting this information out to the membership.
4. Our team will be reviewing the MNWT logo and creating a new logo that has a fresh, clean look. This will be presented to the membership for approval. We will create a timeline to begin using the new logo.
5. Our team will be creating and introducing the MNWT membership pin.

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

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.

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.



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

Shellie Matthes
3675 St. Regis Dr.
White Bear Lk, MN 55110
651-340-7165
MKVP@mnwt.org
www.mnwt.org



Trimester 1 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 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. An example of a proclamation is attached to this CIP.

Statewide Buckets of Sunshine

The Statewide Buckets of Sunshine Project used to allow a non-profit organization to bid for one-year commitment from MNWT to collaborate with them on promoting their cause. In return, the awarded organization will promise to promote MNWT to its members and contributors. This is the MNWT version of the United States Women of Today's Buckets of Sunshine.

As of November 2019, the Marketing Committee voted to use the MNWT Priority Area as its Statewide Buckets of Sunshine Project going forward. The Priority Area SPM and the Marketing Committee will work together to ensure this is successful starting in 2021-2022!

This year's Priority Area/Bucket of Sunshine organization is Crescent Cove.

NEWSLET

Greetings MNWT!

I am Jessica Schultz from the Coon Rapids Chapter. I joined MNWT as a founding member of the Coon Rapids Chapter in 2016. I am our chapter's president, newsletter editor, and website guru. At the State level, I am the NEWSLET Editor, write your Digi-Sense articles, and have been sitting on the MNWT Marketing Committee since 2017. I also sit as the Endowment Chair of the Foundation.

I have been interested in marketing and communications since I was very young. In high school, I took coding classes, developed websites, was an active speech participant, and was an international DECA contestant. I received an Associate of Arts degree in Business Management in 2004 and maintained continuing education in technology, business management and administration, marketing, and teaching technology seminars until enrolling in a Communication B.S. at the University of Minnesota in 2018. I am a member of the Central States Communication Association and Care Providers of Minnesota. I have worked for the State of Minnesota for fourteen years both in higher education and in health-related licensure, and now employed at Hennepin Technical College as the Executive Assistant to the College President.

My five-year goal includes completion of a Masters to Doctoral degree with an intention to eventually teach and possibly write a book or two on symbolism, language, and learning styles. My hobbies include photography, crocheting, various forms of art, and spending time in the wild.



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

Shellie Matthes
3675 St. Regis Dr.
White Bear Lk, MN 55110
651-340-7165
MKVP@mnwt.org
www.mnwt.org



I am extremely proud to be on the Marketing Committee, to edit the NEWSLET and to write Digi-Sense articles. I absolutely love getting emails at NEWSLET@mnwt.org with updates and photos from the chapters from across the state. It is amazing to see all the good you sew among your communities! You are inspiring to me! My goal this year is for you to show all of MNWT what you do, not only in the NEWSLET, but on our social media outlets and our blog! If you have photos, articles, or would simply like to send a shout out about something you've seen on the website, social media channels, or in the NEWSLET, send me an email by the 15th of each month! The hard deadline for NEWSLET articles is May 15 (Annual), September 15 (Fall State), January 15 (Winter State), and February 15 (Elections Edition). We love to hear about your Project of Trimester submission, Pin or Medallion Nominees, Adopt-a-Highway or Park projects, Priority Area (Crescent Cove) projects, socials, and new members.

We all learn differently and enjoy consuming media in different ways. Some people love getting their information from social media and text messages via their phones, others appreciate the availability of information from websites and email. Many still prefer the personalized feeling of a letter or newspaper in their mailbox. I believe that it is very important to honor and deliver communication in the best way possible for the person consuming it. I'm dedicated to making each experience with MNWT Communications as valuable as possible for each member. To create that experience, we rely on you, the member, to share your experiences.

Thank you all for your part in making this organization great! I look forward to hearing from you!
In Service,
Jessica Schultz
CRWT/MNWT NEWSLET Editor

Public Relations Assistant

The Marketing Team is thrilled that Jeny Ohr has decided to remain the PR Assistant for the 2021-2022 MNWT year! Jeny has been doing a terrific job with our MNWT Blog and Facebook posts.

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.

Let's show what our organization is all about.



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

Shellie Matthes
3675 St. Regis Dr.
White Bear Lk, MN 55110
651-340-7165
MKVP@mnwt.org
www.mnwt.org



SAMPLE FOUNDERS DAY 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 1300 members in over 66 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: Can Do Canines, Isaac's Journey Foundation, 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 IN (your city).

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

Our next meeting is Saturday July 17, 2021

Location TBD

In Person

10:00am MMC
11:00am Marketing
12:00pm FDC

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

Important Dates

- June 10-13 USWT Convention
- June 23 MNWT Trimester Webinar
- July 1 Founders Day
- July 17 Statewide Committee Meetings
- Aug 7 President/State Delegate Retreat
- Aug 15-21 Kids Week
- Aug 22-28 MNWT Membership week
- Sept 5 NEWSLET articles due for post Fall State
- Sept 17-19 Fall State Convention
- Sept 19-25 Women of Today Week
- Sept 19 NEWSLET Personals due

MNWT Webinar Tri 1

June 23 at 6:00 pm

½ hour each session

- 6:00PM Plan of Action/handbooks
- 6:30PM Project of the Tri purpose & write up
- 7:00PM Program Manager Nominations
- 7:30PM Key Woman



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

Shellie Matthes
3675 St. Regis Dr.
White Bear Lk, MN 55110
651-340-7165
MKVP@mnwt.org
www.mnwt.org



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 screenshot shows the Great Nonprofits website interface. At the top, there is a search bar with 'MINNESOTA WOMEN OF TODAY' entered. Below the search bar, a dropdown menu lists several chapters with their locations: Vadnais Hts, MN; Eden Prairie, MN; Montevideo, MN; Champlin, MN; and Sauk Rapids, MN. To the left of the search results, there are navigation options like 'HOME' and 'TOP-RATED NONPROFITS', and a 'Nearby Cities' list including Saint Paul, Stillwater, Minneapolis, Forest Lake, and Mendota. Below that is a 'Filter By Issue' section with categories like AIDS, Animals, Anti-Fracking, Anti-Hate, and Arts & Culture. On the right side of the page, there is a 'Featured Review' for the 'Puertorican Institute For Arts And Advocacy Inc' with a 5-star rating and a review by Lydia Perez. At the bottom of the search results, there is a video thumbnail titled 'Volunteer and Vice President Overview' with 'Watch later' and 'Share' buttons.

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.

See next page.



Minnesota Women of Today 2021-2022 CIP- MNJOTS

Marketing VP,
Let's Make Some Magic

Shellie Matthes
3675 St. Regis Dr.
White Bear Lk, MN 55110
651-340-7165
MKVP@mnwt.org
www.mnwt.org



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.



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.

The screenshot shows the GreatNonprofits profile for Minnesota Women of Today. At the top left is the organization's logo. The header includes the name "Minnesota Women Of Today" and a "Share Your Story" button. Below the header, it shows the location "Minnesota > Eden Prairie" and "309 PAGEVIEWS". There are social media icons for email, Facebook, and Twitter. The "Nonprofit Overview" section contains the mission and programs. The "Community Stories" section shows 9 stories from volunteers, donors, and supporters, with a filter set to "Volunteer". A teal call-to-action box says "Share experience with this nonprofit today" and "Share Your Story". A review from marykeisenschenk is displayed, dated 10/29/2020, with a 5-star rating and a thumbs-up icon. The right sidebar includes a "Claim This Nonprofit" button, contact information (EIN 41-6046795, phone (952) 406-8578, address Po Box 44242, Eden Prairie, MN 55344 USA), the website www.mnwt.org, and an "Add to Favorites" button. At the bottom right, there is a "Promote This Nonprofit" button.