



Minnesota Women of Today 2021-2022 Plan of Action

Marketing VP
Let's Make Some Magic

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Goals & Implementation

1. Promote utilizing new technology and Social Media

- a. Present a webinar or training/session at convention.
 - i. Explain the differences of the different Social Media platforms.
 1. Walk through how to schedule and share Facebook posts and events.
 2. Outline the differences and uses for the different social media platforms.
 3. Promote the use of MNWT hashtags.
- b. Share the process to use Google Drive for storage and archiving.
- c. Promote Great Nonprofits to encourage members to share their stories on the MNWT page to boost our presence.
- d. Promote Great Nonprofits as another social media app to share their chapters story. Show the chapter how to locate, build and share the chapter's story.
- e. Encourage members to continue sharing their "Why" for the MNWT testimonial webpage.

2. Work on Marketing portions of the Strategic Plan

- a. Develop MNWT Branding
 - i. Review, refine and approve our MNWT Brand with team.
 - ii. Create a timeline and training for chapters to begin using the Brand kit.
 - iii. Review MNWT logo and create a new logo that has a fresh, clean look.
 - iv. Create timeline to begin using the new logo.
 - v. Create and introduce the MNWT membership pin.
 - vi. Create new signage that will be used at convention.
 - vii. Look at the process for submitting press releases prior to MNWT conventions.
- b. Streamline MNWT Marketing
 - i. Train chapters/members to use Marketing effectively.
 - ii. Promote member use of the update PR Kit available on the MNWT webpage:
<http://www.mnwt.org/fellowship/news.php>
 - iii. Work with chapters to set up Facebook page and chapter website using free website programs.
 - iv. Introduce chapters to Google Sites along with a template for chapter use.
 - v. Partner with the MVP and MMC to promote membership drives and recognition.
 - vi. Develop Rack Cards for the different program areas that chapters can use on Membership nights.

3. Create an "idea" think tank to develop concepts and training that chapters would like to have access to

- a. Set up a monthly virtual meeting, all members are welcome to attend for an idea session.
- b. At convention set up a time to gather in person and work on ideas in progress or offer training.