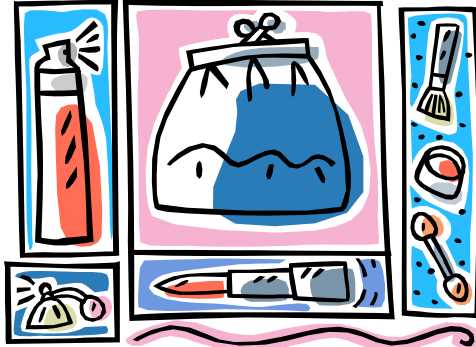


IT'S ALL IN THE BAG!



Amy Schoch - Membership Vice-President

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FALL STATE CIP 2009

Greetings Chapter & District Membership Vice-Presidents!

What an amazing 1st Trimester it was! Because of your efforts at the chapter and district level, we were able to achieve something truly special: **GROWTH + 40!!!!!!** Growth happens when we retain our existing members but also recruit new members.

So can we do it again 2nd Trimester?! I know we can! Inside this CIP are important tools for recruitment and retention. Key Messaging will help you (and members in your chapter or district) form talking points about their membership experience. It will help anyone become more confident when talking on the phone or in person with potential new members. Internal Public Relations is something every chapter should consider when working to bolster their retention rates!

Our traveling m-night returns 2nd Trimester. I had a blast in Avon, a winner of a 1st Trimester m-night. The chapter did an excellent job of getting their recruits to the event (State Fair on a Stick, a membership event kit you can find at www.mnwt.org) by mailing invitations but also following-up with phone calls. The end result was 9 new members signed (and growth for the chapter and the district).

Something else pretty incredible happens in November—President Jen turns 40!!!!!! To celebrate, let's start planning right now to celebrate 1969 and "present" her with 69 new members in November.

As a special incentive to get those new members signed our 2nd Trimester Rebate is pretty special:

Sign 6-9 new members, **Get One Free!** Sign 10 or more new members, **Get Two Free!!**

In Friendship,

Amy

Calendar

Sept 20-26	Women of Today Week
Oct 24-25	Pres/State Delegate Retreat
Nov 8	Membership Mgmt Committee Mtg
Nov 15	Early Bird Renewals Due
Dec 15	All Renewals Due
Dec 30	Trimester Close-out
Jan 29-31	Winter State Convention

Yahoo Groups for Membership!! Just Click:
Fellowship→Executive Council→Staff→MVP and look for the Yahoo

Why Internal Public Relations? =====>

Public Relations may be publicity & promotions designed to shape public opinion about our organization....but what is Internal Public Relations?

Internal PR is the perception members have about our organization and it is very necessary for retention. Think about the individual members you have within your chapter. Do they attend every meeting, every project, every social? Probably not. What is the message they receive about the chapter and what are the communication tools they rely on for information about the chapter? Tools like the chapter newsletter, chapter emails and the chapter website are vital for keeping members connected and informed.

Using Internal Public Relations will help your chapter focus on the positives within your group and foster goodwill among members. Members have many demands on their time and need to feel good about their time spent volunteering with or for the chapter. They need to feel like they have an impact and can make a difference. Happy members are renewing members.

Early Bird – New Trimester Dates!

Early Bird renewals are due in hand to the Chapter Service Center on the following days in the 2009-2010 year to earn 25 Success Points:

November 15 – 2nd Trimester

March 15 – 3rd Trimester

Deadlines – New Trimester Dates!

Dues need to be into the Chapter Service Center by the following dates in the 2009-2010 year to avoid a \$10 late fee:

December 15 – 2nd Trimester

April 15 – 3rd Trimester



Join in the fun!

New Yahoo Groups for Membership!

Want to connect with dozens of members around the state to share ideas and information related to membership? Would you like to receive a weekly email offering suggestions for recruitment & retention and spotlighting an m-event?

Sign-up today by emailing membershipwt@yahoo.com.

You will receive an email link to get on board!

Internal Public Relations



So, how do you use Internal Public Relations? Women of Today programming is very broad and encompassing. There are already several tools in place to ensure internal PR is promoted in your chapter!

Newslet (or newsletter): Use before a project to provide information to members (What? When? Where?); generate excitement, enthusiasm and involvement. Ask for an RSVP by a certain date so members know when their commitment is needed. Use after a project to share good news (funds raised, volunteer hours, goals met), offer thanks to members participating, share something funny that happened at the event, etc. Don't overlook ongoing, smaller chapter projects like the regular collection for the food shelf at the general business meeting. Consider keeping a running tally in the newsletter with updates. Small contributions can have a big impact when tracked over several months. Does your chapter newsletter have a good and welfare section? Consider using it to offer congratulations to award winners, those certifying or to project chairs on a job well done. Don't overlook the district and state newslet/newsletters—share your chapter highlights!

Ways & Means: Consider shopping the State Store for incentives for member certifications, member awards and other recognition. Shop online at www.mnwt.org Quarterly promotional items are good for monthly awards, lucky buck items, etc. Women of Today apparel items help build team loyalty. Members could be encouraged to wear them to events with incentives or rewards.

Public Relations: Does your chapter maintain a scrapbook or collection of media clips? If not, start now! It's a great recruitment tool. It's also great to share at the general business meeting for members that may have missed seeing your chapter news in the local paper. Nametags help new members make connections and get to know existing members. Consider small rewards for members wearing nametags to local projects or the general business meeting.

Records & Recognition: Anyone can nominate a member for award recognition! Just visit the “Book of Forms” online at www.mnwt.org. Chapter Presidents and State Delegates are eligible for Presidential Medallions; all other members are eligible for Presidential Pins. Contact your District Director regarding quarterly district awards. Success is a chapter management tool that tells you how balanced your chapter is. Consider a submission—the top 10 chapters receive their picture in the State Newsletter.

**Many other opportunities for member and chapter recognition exist at the district and state level with project of the trimester, Women Who Impact and Community Connection awards.



Your chapter may not have LPMs for all of these programming areas. Does that mean you can overlook them? Of course not! Consider individual member skills and invite others to participate. Chances are you have members that like to scrapbook or are good at writing or enjoy sending cards or supportive notes. Involve them in chapter Internal PR and help build their satisfaction in their own membership!

One-A-Month Club!! #1!!

Two chapters continue in the One-A-Month Club 2nd Trimester for signing a member a month 1st Trimester!! Congratulations Eden Prairie and Brainerd Lakes Area!!!!

We're Hitting the Road! *Traveling m-events!*

Two more chapters will win a traveling m-event at the Fall State convention. They will sit back while members of Executive Council take care of all the details. Avon was able to sign 9 new members at their State-Fair-On-A-Stick m-event in August. Will your chapter be next?

Mystical Mondays!!



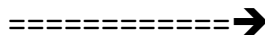
Mystical Mondays are the 5th Monday of the month where a special effort on membership is encouraged with incentives.

November 30

March 29

Chapters holding events and/or signing members on a “Mystical Monday” can expect a small gift to help support “future” M-events! Can you help sign 69 new members in November with your own Mystical Monday on November 30th? If so, you will be rewarded:

**Earn 100
Success
Bonus
Points!!!**



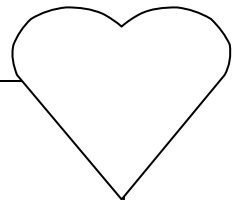
Sign 3 new members in November

AND
**Hold an m-event on Mystical
Monday (November 30)**

☆ Any chapter signing a new member in November will also go into a drawing for a margarita party basket to be awarded at Winter State!!!!!!

USWT Membership VP Brenda Schramm has a special incentive for chapters signing new members in September—for any new member signed (and received at the Chapter Service Center by September 30), goes into a drawing for an m-event goodie basket to be awarded at Mid-Year in Nebraska. Get those new members in!

USWT
LOVES NEW
MEMBERS!



Show me the Money!

\$

10 chapters earned cash back for their membership accomplishments 1st Trimester as part of the MNWT Rebate Program. Checks will be sent from the MNWT Foundation within the next month. For 2nd Trimester, chapters can earn FREE member dues!!! How?

Sign 6-9 new members = GET ONE FREE!!!!!!

Sign 10+ new members = GET TWO FREE!!!!!!

Get those membership events on the calendar early – 2nd Trimester ends December 30th!

Fast Start!! ***You Go Girl!***

The following have completed their Fast Start and are well on their way to membership success this year!

Steph Oland, Red Lake Falls

Pam Medvec, New Hope

Julie Davis, STMA

Jeni Asaba, Brooklyn Park

Tracy Shaffer, District 9

Kathy Ehlenz-Matson, Fridley

Arlis Thielke, Monticello

Sarah Gafkjen, Richfield

Laurel Ahsmacher, Monticello

Naomi Smith, Blooming Prairie



Join the High rollers club! Sign 5 or more members 2nd

Trimester to try your luck by rolling the giant dice for cash prizes at Winter State! Join Yahoo Groups for Membership for more information!!