



**Minnesota Women of Today**  
**Fall State CIP 2023-2024**  
 Membership Vice President  
 “Believe In Your Vision”

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**Welcome to 2<sup>nd</sup> Trimester!**

**Hello Fellow MVPs!**

**We are all MVPs! No matter what title you have in your chapter, you are a Membership Vice President (MVP). Or as I like to say a Most Valuable Player.** We all talk to friends, family and acquaintances about Women of Today on a regular basis. Whenever you do that you are an MVP. The Membership Team which includes myself, Chapter Management (CMVP) Tevyan, Extensions Director Andrea, and Michelle Cloutier who is doing a lot of the background work, want everyone to read this Chapter Information Packet (CIP). We hope that the ideas in this packet will help you with **Recruiting**, **Orientation**, **Activation** and **Retention** (R.O.A.R.). This year as a team we would especially like to focus on Orientation, Activation and Retention yet we are always Recruiting. Every time we do a service project or get together for an event, we have an opportunity to make ourselves known outside the chapter or give our members positive experiences to share with others. Make the most of each opportunity!

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**MVPs are important to this organization. You are important to MNWT!**

To help you in working with your chapter membership, the challenge this trimester is based around four ideas for engaging and activating their participation. Every time your chapter completes one of these activities, email the MVP at [mvp@mnwt.org](mailto:mvp@mnwt.org). When you email me, your chapter will be entered for a chance at an incentive given out at Fall State. Do these as much as you want!

Looking for more ideas to engage your members or attract prospective members? We have an open Membership Roundtable at each convention that all are invited to. Please make plans to join us at Winter State! This trimester, there is also a Membership Roundtable as part of the MNWT webinar on October 25<sup>th</sup>. I know there will be great ideas shared by all!

Resources for service and social projects are available on the MNWT website as well. And if you are still looking for help or need support in execution, contact myself or anyone on the Membership team and we will figure out how best to support you.

Lastly, we again have incentives provided by the MNWT Foundation. This trimester they are focusing on chapter growth (recruiting & retention) and new member activation. Thank you to the Foundation for your ongoing support of the chapters and the Membership Team!

Remember everyone is an MVP. You are all welcome to all membership activities.

Thank you,  
 Glorie Balfanz (MVP)

**Membership Calendar**

<b>Sep 24-30</b>	Women of Today Week
<b>Oct 6-7</b>	USWT Mid-Year Convention
<b>Oct 8-14</b>	MNWT Membership Week
<b>Oct 21</b>	State Bylaw & Policy Review
<b>Oct 28</b>	Make A Difference Day
<b>Oct 25</b>	MNWT Trimester II Webinar
<b>Nov 15</b>	2 <sup>nd</sup> Tri Early Bird Renewal Due
<b>Dec 2</b>	State Committee Meetings
<b>Dec 15</b>	2 <sup>nd</sup> Tri Dues Deadline
<b>Dec 28</b>	2 <sup>nd</sup> Tri Closeout
<b>Dec 30</b>	Deadline for all 2 <sup>nd</sup> Tri dues
<b>Dec. 30</b>	2 <sup>nd</sup> Tri MVP Challenge Due
<b>Jan 26-27</b>	MNWT Winter State Convention

Please consult the MNWT official calendar at [www.mnwt.org](http://www.mnwt.org), under Events to ensure that other key dates are not missed.

\* \* \* \* \* **THANK YOU** \* \* \* \* \*

Thank you to the following Chapter & District Membership VPs who submitted your Fast Starts

Leslie Goble, Aitkin  
Jeanne Wolbeck, Albany  
Erin Terrazas, Anoka  
Melissa Bueckers, Avon  
Haylee Cloutier, Burnsville  
Amy Denoyer Hickey, Fridley  
Janell Hoffman, Melrose

Rhonda Eckhart, Monticello  
Rita Johnson, New Hope  
Sara Midas, Rice  
Susan Smith, ROD  
Sandy Trossen, Sauk Rapids  
Amber Schramel, St Cloud  
Frances Nelson, St Joseph

Jan Cera, STMA  
Christine Sibilleau, District 2  
Shelly DeCamp, District 3  
Sue Lemke, District 5  
Barb Boeck, District 6  
Michelle Cloutier, District 8

\* \* \* \* \* **AND THE RESULTS ARE IN** \* \* \* \* \*

**1<sup>st</sup> Trimester Membership Results**

**100% Retention – Receive a \$10 State Store Gift Card from MNWT**

**Foundation:** Red Lake Falls, Aitkin, Benson, Albany, Sauk Rapids, St Joseph, Monticello, Anoka, Champlin, Coon Rapids, White Bear Lake, Blooming Prairie, Burnsville, Eastern Carver County, Fairmont, Hanska, Madelia, Windom

**75% or more Retention:** Duluth, Longville, Avon, Melrose Area, St Cloud, Big Lake, Elk River Area, Hutchinson Area, STMA, Maple Grove, Byron, Slayton

**Chapters with at least 3 New Members – Receive \$15 from MNWT**

**Foundation:** Warroad (6), St Cloud (5), Rogers-Otsego-Dayton(5), Longville (3), Avon (3), Burnsville (3)

**Chapters with Growth:** Aitkin, Albany, Anoka, Avon, Blooming Prairie, Burnsville, Champlin, Eastern Carver County, Fairmont, Hawley, Rogers-Otsego-Dayton, Sauk Rapids, St Cloud, Warroad Area, White Bear Lake, Windom

**Early Bird Recognition:** Aitkin, Albany, Avon, Big Lake, Blooming Prairie, Brainerd Lakes Area, Brooklyn Park, Burnsville, Byron, Champlin, Coon Rapids, Duluth, Fairmont, Glenville, Lake of the Woods, Longville, Madelia, Maple Grove, Melrose Area, Monticello, New Hope, Rice, Sauk Rapids, Slayton, St Cloud, St Joseph, STMA, Staples-Motley Area, Warroad Area, White Bear Lake, Windom

**Chapter with Highest %  
Growth  
WARROAD AREA**

**District with Highest %  
Growth  
DISTRICT 5**

**District with Highest %  
Retention  
DISTRICT 8**

**One-A-Month Club...so far  
(NMA in June, July, Aug +1 more)  
ROGERS OTSEGO  
DAYTON**

**CHAPTER GROWTH PLAN**

*Did your chapter create a growth plan?*

*If **Yes**, it is time to take it out and review the progress made. Adjust if needed.*

*If **No**, now is time to create one. Having this visual for yourself and your chapter is an excellent way to stay focused on the overall health of your chapter in a non-intimidating way. The simplified MNWT growth plan can be found in the MNJOTS MVP CIP.*

**2<sup>nd</sup> Trimester Membership Success Points**

- New Member Adds: 10 pts each
- Helping extend a chapter: 50 pts each
- Renewals paid by early bird deadline: 25 pts
- Trimester Retention: 75%+ = 25 pts or 100% = 50 pts
- Trimester Growth: 50 pts
- Conduct a local membership orientation (not limited to new members): 25 pts
- 10 pts/member for completing STEP I-IV certifications
- Don't forget to check President Amy's CIP for Bonus Points!

*Encourage your members to wear their membership pin to chapter meetings, chapter socials, M-nights, District meetings, Area meetings and Conventions. Great Conversation starter!*



# \* \* \* \* \* Taking Action \* \* \* \* \*

## Activation

It can be frustrating when members join and then become inactive. It can also take away from your chapter's positive energy. Try not to focus too much on the negative but work on finding ways to engage your members and encourage participation.

One step you can take is to **track member participation** in chapter events. This is done for the sake of understanding issues, not to be punitive when members cannot attend everything. Keep it simple by tracking in a spreadsheet which members participate in each activity. Then review this information to drive actions such as:

- 1) Members inactive for 6 weeks or more. Give them a call and personally invite them to the next event. Don't let several months go by without any personal one-on-one contact!
- 2) Members participating in 2 or more activities in a month, but do not chair events. You have a list in front of you that says what they enjoy. Invite them to co-chair a project. Start them off simply, give them the easy tasks. At the same time, ask them if there is something they would like to change or do differently from similar projects your chapter has done. Allowing members to express themselves and make changes to existing projects helps increase the willingness to participate. This is true even for newer chapters who have only just begun to create patterns in projects. There is a balance between the comfort of the known and the ability to make change we need to recognize and support.
- 3) Members that chair projects frequently. Recognize them at general meetings. When you see one member doing everything, remind them that chapter burnout is real and they should make sure they are taking time to enjoy themselves and not just doing projects because no one else will.

Another step is to **ask all your members about participation**. This can be done yearly as needed and can be anonymous. After receiving the responses evaluate your projects and events. Adjust to fit the current needs of your chapter. Sometimes this means replacing current projects and events with new ones. It's not always easy, but it can make a real difference in member engagement. Some questions you might ask members to understand their engagement and participation better are:

- 1) On average how many meetings, events and projects do you participate in?
- 2) Are there things you are not interested in? Describe.
- 3) Which projects offer the most value to our community? Do you participate in these projects? Why or why not?
- 4) What would you like to see our chapter do more of?
- 5) What is your preferred way to receive chapter communications?

## MINI-Orientations

Mini-orientations can be used as a "refresher course" for the entire chapter on a variety of topics. You can devote a few minutes at your business meeting or put an article in the local newsletter as a way of informing new members as well as updating others on a particular area. Local officers or LPMs could do this for their areas.

### Possible topics include:

- Organization Structure
- History of the local chapter
- Local Officer Positions
- Awards
- Programming Areas
- Publications – timing, how to submit
- State, Regional, & District meetings
- Acronyms
- Plan of Action & Goals
- Bylaws & Policies
- Sign-Ups – what types to use, when
- Definition & types of non-profit organizations
- Reporting at a meeting
- Certifications & STEP
- Success System

### A few other ideas for activating members are:

- Call and invite members to meetings or events
- Ask them personally with specifics to co-chair a project with someone
- Ask them to partner with someone to bring snacks to a meeting
- Spotlight them in chapter newsletter or on social media
- Create a GET TO KNOW YOU book about all the chapter members
- Find out what is keeping them away...can you make it easier?
- Break down commitments to small steps that are more manageable that they can say "Yes"



# \* \* \* \* \* KEEP ON R-O-A-R-ING \* \* \* \* \*

## The 5 Traits of a Healthy Chapter

- 1. Having an Active Committed Board:** Planning, organizing, providing direction, consistency
- 2. Mix of service projects, socials and membership events:** provide connection and community impact
- 3. Active in Recruitment AND Retention:** Need a balance of adding members and retaining/activating existing members
- 4. Have Engaged members:** Communication and Activity have huge impacts on engagement
- 5. Have POSITIVE energy:** Be a place that people want to show up to

## 2<sup>nd</sup> Trimester Membership Challenge

To be included in a chance for a prize at the Winter State Convention from the Membership Vice President (MVP), do any of the following & email [mvp@mnwt.org](mailto:mvp@mnwt.org). The more activities your chapter does (and emails the MVP with the information) the more chances your chapter has to win.

- 1. Review “The 5 Traits of a Healthy Chapter”** (included in this CIP) and go over it with your chapter or board. Ask yourselves what one area you could improve on and pick one action to take to make a difference this Trimester. Tell me what you are doing differently in the chapter.
- 2. Hold a Renewal Ceremony** to make members feel important and special. This could be for all your members or for those who renewed in the last trimester. A copy of the Renewal Ceremony is included in this CIP.
- 3. Hold an orientation** for all members, even those who have been a member for a while. We all have a lot to learn. For example, go through your Bylaws and Policies and talk about why you have them. Or go through the different positions in MNWT and what they do and why we have them. These are just examples; you may have better ideas that fit your chapter.
- 4. Hold a Membership Event** (M Event for recruiting) **or Social** (focused on existing members for retention). Make it fun for everyone. It can be as easy as meeting for coffee out in the community or holding an event for the community to learn something new or join you in a project. For an M-Event, make sure you welcome the community and have information to take home about your chapter. This should include where & when you meet as well as how to get in touch with you in the future. Take the contact information of any guests so you can follow up with them and invite them to something else. **Make sure you have time to have fun with your fellow members. It does not have to be all work**



## \* \* \* \* \* Reward Yourself! \* \* \* \* \*

### MNWT Membership 2nd Trimester Recognition

**Activation:** For each STEP I or STEP II completed in Tri 2 by a member who joined MNWT in 2023, the chapter will receive a **\$5 state store gift card** courtesy of the MNWT Foundation.

**Growth:** With chapter growth by **3 or 4 members**, the chapter will be recognized at Winter State and receive a **\$30 rebate** courtesy of the MNWT Foundation. Grow by **5 or more members** and receive a **\$50 rebate**.

**One-a-month club:** Add one member in September, one in October, one in November and one in December and your chapter will be recognized at Winter State convention. **\*\*Must have had one-a-month in Tri 1 to be eligible in Tri 2.**

**Early Bird Recognition:** All chapters that submit 75% or more of their overall total renewals by the deadline (November 15<sup>th</sup>) will be recognized at Winter State convention.

**Membership Week:** Hold a membership event October 8<sup>th</sup> to 14<sup>th</sup> and be recognized at Winter State convention. Email [mvp@mnwt.org](mailto:mvp@mnwt.org) with details of your event.



## Membership Week

October 8-14

Look for your Chapter Vision Pack for ideas on how to celebrate including International Beer & Pizza Day



## RENEWAL CEREMONY

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The rose I give you is a symbol of your beliefs and ideas, as stated in our beautiful creed. Let the shape of the rose, with its petals growing from a common source, remind you of the friendship that will bloom from each of us. May the stem remind you of the enthusiastic support you give this organization, the soil from which our organization takes root, grows and prospers. Let the thorns be a reminder of the needs of our community, which we must meet through the use of your talents, ideas, labors and contributions. The color red symbolizes our commitment of heart and assistance of the unfortunate. Let the color green be reminiscent of the life and hope that we give as individuals and as an organization through our generous service to our community and our fellow Women of Today members. Please remember that you must always care, through dedication and action, for this delicate flower of service that could not live and beautify the earth if it were not for you, as a member of the (YOUR CHAPTER) Women of Today.

Renewing your membership in the (YOUR CHAPTER) Women of Today is a time for celebration. It is your choice to continue to be an involved member of our community, and to do your part to make the world a better place. It is my hope that you will continue to grow as individuals, develop meaningful friendships and realize each of your potentials as leaders throughout your membership with the (YOUR CHAPTER) Women of Today.

Raise your right hand and repeat after me: "I (MEMBER'S NAME) will continue to uphold the ideals of the (YOUR CHAPTER) Women of Today, and will, to the best of my ability, serve my community, strengthen my individual talents, extend a hand of friendship to others and become an even more valuable member of this organization."