



Minnesota Women of Today
FALL STATE CIP 2022-2023
 Membership Vice President
 "Membership Begins with Me"

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Membership Begins with ME

Welcome to 2nd Trimester!

The MNWT chapters have really worked hard Tri 1 as evidenced by our continued growth and retention. Thank you to all who participated in Membership Week by inviting me to your events and sending me pictures.

Thank you for joining me in welcoming our new members on Facebook and interacting with the posts and challenges. It was so fun to attend District meetings and socials and hear of all the fun recruiting events that you have held in your communities. Our organization added 71 new members and achieved 84% retention. Remarkable work, everybody!!! Read this CIP and follow Facebook for additional challenges and opportunities to win some fabulous prizes at Winter State convention.

For me, changes in season are always a great time to just REFOCUS on the big picture... but also find ways to just stop and delight in daily life. Each season brings little nuances and special things about it to treasure; be it different types of food, routines, the weather or whatever else.

The season's change is also a natural time to just check in with myself too. To remind myself of my big values in life, my intentions, and goals, and how I want to feel and show up daily in my life. So here is my list. I'm sharing it with you in confidence and in the hope that it inspires you to try some of these things or come up with your own! Journal, find some new seasonal recipes, make a seasonal bucket list, detox your environment, tweak your self-care routine, or make a new list.

Together with the membership team, CMVP Linda and Extensions Director Glorie, we will continue to work with struggling chapters, offer brainstorming sessions for ideas on ideas on recruiting, activation, and retention.

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Membership Calendar

- Sep 18-24 Women of Today Week
- Oct 7-8 USWT Mid-Year Convention
- Oct 9-15 MNWT Membership Week
- Oct 15..... State Policy and Bylaw Review
- Oct 22..... Make A Difference Day
- Oct 26..... MNWT Trimester II Webinar
- Nov 15 2nd Tri Early Bird Renewal Due
- Nov 19State Committee Meetings
- Dec 152nd Tri Dues Deadline
- Dec 30Deadline for all 2nd Tri dues
- Dec 302nd Tri Closeout
- Dec. 30 2nd Tri MVP Challenge Due
- Jan 27-29..MNWT Winter State Convention
- Mar 5-11MNWT 3rd Tri Membership Week

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

Thank you!

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

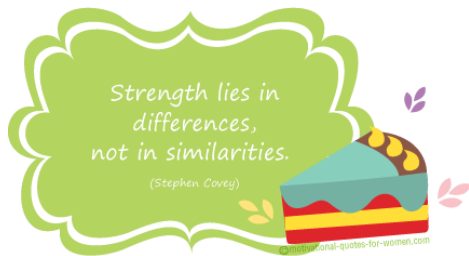
- New Hope
- Staples/Motley
- Melrose
- Sauk Rapids
- Roseau
- Warroad
- Rice
- Burnsville
- Maple Grove
- Byron
- Avon
- Albany
- Coon Rapids
- St. Cloud
- Anoka
- St. Michael/Albertville
- Monticello

CHAPTER GROWTH PLAN TAKE TWO

Did your chapter create a growth plan?

*If **Yes**, it is time to take it out and re-evaluate.*

*If **No**, it 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 on the MNJOTS CIP.*



1st Trimester membership results:

- Chapters with 100% retention and recipients of \$10 from MNWT Foundation: Albany, Anoka, Avon, Benson, Big Lake, Blooming Prairie, Champlin, Eastern Carver County, Greenbush, Longville, Madelia, Melrose Area, Morris Area, New Ulm, Red Lake Falls, Rice, St. James, St. Joseph, Windom.
- Chapters with 75% or more retention: Aitkin, Brainerd Lakes Area, Brooklyn Park, Burnsville, Byron, Coon Rapids, Duluth, Fairmont, Glenville, Hanska, Hutchinson, Monticello, New Hope, Sauk Rapids, Slayton, St. Cloud, St. Michael/Albertville, Warroad Area, White Bear Lake.
- Chapters with at least 3 new members and recipients of \$15 from MNWT Foundation: Albany, Anoka, Brainerd Lakes Area, Burnsville, Fridley, Hanska, Lake of the Woods, Longville, New Hope, Rice, Rogers/Otsego/Dayton, Warroad Area.
- Chapters with an in-chapter extension (4 new members in one month): Albany, Longville and Rice.
- Chapters in the one-a-month club (a new member in June, July and August and one more): Rice.
- Chapters with growth: Albany, Anoka, Avon, Blooming Prairie, Brainerd Lakes Area, Burnsville, Fridley, Greenbush, Hanska, Lake of the Woods, Longville, New Hope, Rice, Rogers-Otsego-Dayton, Warroad Area.
- Chapter with highest percent of growth: Rice
- District with highest percent of growth: District 5
- District with highest percent of retention: District 4

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.
- Trimester Retention: 100% = 50 pts
- Trimester Growth: 50 pts
- Conduct a local membership orientation (not limited to new members): 25 pts
- 10 pts/member for completin I-IV certifications

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



** Refer to President Jenise's CIP for SUCCESS Bonus points your chapter can earn.

*** ** Taking Action *** **

Activation

Start by asking your new member (s) these questions

- 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 that we do 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?

How can we make activation easier? It is very 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. Let's work together to find a solution that works for your chapter.

The first step is to have a Participation Tracking System for your chapter. [This is a spreadsheet to have members check off events participated in.]

- 1) Track which members have not done anything in 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) Track which members participate 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 simple, 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 comfort of the known and the ability to make change we need to recognize and support.
- 3) Track which members chair projects monthly. 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.

The second step is to ask all your members about participation. This should be done yearly and can be anonymous. After receiving the responses evaluate your projects and events. Make adjustments to fit the current needs of your chapter. Sometime this means replacing current projects and events with new ones. It's not always easy, but it is needed.

A few other ideas for activating members are:

- Call and invite them to meetings or events
- Ask them to co-chair a project with someone
- Ask them to partner with someone to bring refreshments to a chapter meeting
- Spotlight them in chapter newsletter or on social media
- Create a GET TO KNOW YOU book about all of 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

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.

Suggested topics include:

- Organization Structure
- History of the local chapter
- Local Officers
- Awards
- Programming
- Publications – timing, how to submit
- State, Area, 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

Get To Know You

Members come and go from chapters every trimester and while we may do a good job introducing the new members, we often forget to introduce the existing members.

So here is a chance to get to know all of your members! I invite you to have ALL of your members fill out a "Get To Know You" form. You can use the one at the end of this CIP or make up your own and share with your members. When you have collected them, you can share out as chapter directory, put some in your newsletter each month or share throughout the year with your chapter. You can even make a game or give an incentive tied to it. Keep a copy in a binder to have at meetings too.

And you can use this information to help with ideas for the year...causes, skills, incentives. The possibilities are endless!

R--Recruitment

O--Orientation

A--Activation

R--Retention

2nd Trimester Membership Challenge

- 1) Hold a membership (recruiting or social) event during Membership Week ((October 9 through 15), invite myself (MVP) and the State President, Jenise AND
- 2) Achieve at least 75% retention for 2nd trimester AND
- 3) Add at least one new member at your M-event AND
- 4) And your chapter's name will be put in a drawing to win a FUN box at Winter State convention in January, 2023.

INSPIRATION FROM SUCCESSFUL CHAPTERS

Have you ever been at convention and heard it announced..." Chapter has 6 new members this trimester!" And then after clapping graciously said to yourself, "How did they get 6 new members??"

It can be done AND we, the Membership team are going to share this with you! Each trimester, we will share these stories on Facebook, in NEWSLET, monthly newsletter and in future CIPs. We will be reaching out when we see the New Member Adds come into the Chapter Service Center to hear your stories and spread the secret so that others can be inspired.

Have a great idea to share? Send an email or FB message to MVP Shellie at mvp@mnwt.org or the MNWT Membership page. And invite me to your events. You never know who will show up!





~ ~ ~ Reward Yourself! ~ ~ ~

MNWT Membership 2nd Trimester Recognition

Retention: All chapters that achieve a 100% retention rate will be recognized at Winter State & receive a **\$10 state store gift card** courtesy of the MNWT Foundation.

New Member Adds: With **3 or more new members**, the chapter will be recognized at Winter State and receive a **\$15 rebate** courtesy of the MNWT Foundation. Add **4 or more new members in one month** and be recognized at Winter State convention with an in-chapter extension.

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.

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

Membership Week: Hold a membership event October 9-15 - see my 2nd Trimester challenge on page 4.

USWT Add & Change Form

New last year is an **online** Add & Change form. Even though this is a USWT form, the information will also be sent to the Minnesota Chapter Service Center.

When to use:

- Adding a New Member
- Changing a member's contact information (address, phone, email, etc)
- A late renewal (renewing 1 or 2 trimesters after the trimester they were due)

When not to use:

- Trimester renewals
- Chapters still must send in payment per deadlines to CSC and are welcome to send in New Members or Changes directly to the CSC.
- The link to the form can be found on MVP homepage on mnwt.org.

New Chapter Service Center Address:

**MNWT
Chapter Service Center
PO Box 216
Albany, MN 56037
320-845-2250
csc@mnwt.org**

More Resources for Membership

MNWT Membership Web Page – mnwt.org

Resources & links to membership related materials, fast starts, forms and ceremonies

MNWT Membership Facebook Page

Check here for ideas, motivations, recognitions, events and announcements. Also found on MVP web page.

USWT Membership Web Page - sites.google.com/view/uswt

Check here for additional ideas, motivations, recognitions, and Add/Change Form.

Chapter Management Vice President cmvp@mnwt.org

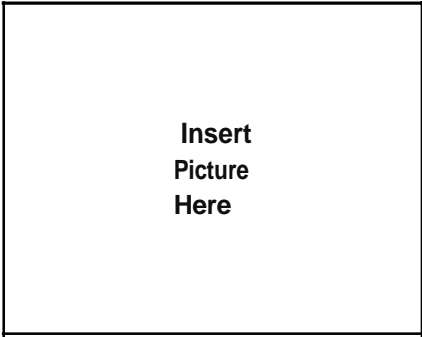
This VP focuses on chapters needing support, especially around low membership and healthy traits. Contact if you need support in operations areas like meetings.

Membership Management Committee mmc@mnwt.org

Supports the membership team through tool/asset development for chapter use focused on generating excitement and meeting membership goals.



Get To Know You



Name: _____	Spouse/Partner: _____
Address: _____	
Phone: _____ H/C _____	Phone: _____ H/C Text Y/N _____
Birthdate: _____	Anniversary: _____
Children: (names, ages & birthdates) _____	
Occupation: _____	Spouse/Partner's: _____
Preferred Communications: Email Text Phone Face book Instagram Other	
Favorites	
Hobbies:	
Color: _____	Drinks: _____
Restaurants: _____	Stores: _____
Are you a member of other organizations? _____ If so, please list them? _____	
How long have you lived in the community? _____	
What special interest areas do you have? (<i>specific community projects, youth, senior citizens, personal development, education or fund raising for a specific area, etc.</i>) _____	
What do you look forward to in Women of Today? (<i>meeting people, community service, getting out of the house, etc.</i>) _____	
What projects have you heard about that you would be interested in working on?	
Anything else you would like to share about yourself? _____	

Thank you for this information that helps us get to know you better!