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MNJOTS 2017

Hello Membership Vice Presidents,

I am so excited to be working with you this year. Together we will make it “Our Time to Shine” in Women of Today through training, new m-events, traveling M-Events and a lot of fun. I am here to assist all members with membership recruitment, orientation, activation and retention.

My goal is to have 80% retention and to grow by 7 members. With your help and support, I know that the Minnesota Women of Today can grow this year.

I live in Sauk Rapids but I work and am a member of the St. Cloud Chapter and have been for 19 years, I recently have become involved with Global United Pageants where I volunteer to bring awareness to Children’s Cancer research. In my spare time going to visit my parents and other family and friends.

See this CIP and my Facebook page for highlights for First Trimester:

- President Shelli’s Birthday Challenge
- Membership Rebate (Money) to your chapter
- Growth/Retention Goals
- Galaxy Club and Starburst Awards
- Challenges
- Shine Week

The first thing you can do to get started, is filling out your fast start and to be recognized at Fall State.

Thank You,

Cindy Umland

Cindy Umland

Calendar

June 21	President Shelli’s Birthday
July 1	Founders Day
July 15	Renewals Due – Early Bird
July 15	Fast Start Due
July 23-29	Shine Week
Aug. 6	Friendship Day
Aug. 15	Renewals Due
Aug. 31	First Trimester Close Out
Sept. 22-24	Fall State Convention in Hinkley

Membership Due Dates

Early Bird renewals postmarked by the following days in the 2017-18 year to earn 25 success points:

July 15 – 1st Trimester
Nov. 15 – 2nd Trimester
March 15 – 3rd Trimester

Dues need to be postmarked by the following dates in the 2017-18 year to avoid a \$10 late fee:
August 15 – 1st Trimester
December 15 – 2nd Trimester
April 16 – 3rd Trimester

**Everyone is a star
and deserves a
chance to shine.**

The Prospective List

What is a Prospective List?

- A list of women in your community that you want to extend an invitation to join Women of Today. This isn't just your best friends but people in the community that you know, maybe only casually. Extend the hand of fellowship to everyone – you never know who hasn't heard of Women of Today or is interested but has not been asked.
- Keep this list handy, update often and use to invite women to your events.
- Everything your chapter does is a membership opportunity – invite prospectives to everything. You never know what will spark their interest and this will give them a better idea of what your chapter is all about.
- Remember...keep asking, calling and contacting your prospectives. Invite them to join – it means a lot to get a special invite to be a part of something exciting!

How Do We Start/Maintain a Prospective List?

- Review any existing prospective list or names that you chapter currently has. If you can verify that they have been contacted at least 15 times without attending an event or returning a phone call, it may be time to drop them from the list.
- Get a list of the day care providers in your town and include the day care providers.
- Add chamber director and city directors to your list.
- Ask members to list out people they know. Here are some ideas:

Your child(s) school teacher

People you attend church with

Librarian

Sunday school teachers

Boy/Girl Scout/4-H leaders

Convenience store clerk

Your day care provider

Coaches

Moms of your child's friends

Women you or spouse work with

Neighbors

Nurses/aids at clinic/hospital

Wives of coworkers

Person that cuts your hair

Postal delivery person

Insurance agent

Dental hygienist or Dentist

ECFE/ECSE teachers/parents

Tellers/Bankers at your bank

- Reverse your brain power: when posting flyers on public bulletin boards look at the other materials there. Write down contact info for MOMS clubs, book clubs, small business owners etc.
- Remember the names you put on this list have the option to join; you are offering that opportunity.

How To Use the Prospective List to sign members:

- Keep a log of all communication (invitations, emails, phone calls) for each contact on your prospective list. If you left a message, note the date. If you got a firm "no", take that person off the list.
- Share the names and other information with your chapter. They will be able to greet this person at the m-event and perhaps begin a discussion making the prospective member feel welcome. Someone in your chapter may know this person from church or school and volunteer to be their "buddy" for the evening, making them feel welcome.
- Update the list after each event and set aside time on your calendar for communication before the next event.

Membership is Everyone's Responsibility!

- Don't forget to ask your chapter for help! From making invitations to phone calls, they should be included in any membership effort.
- When you have prospectives at an event, make them feel welcome. Ask them open ended questions about what interests them. By identifying their interests, you will be able to get them excited about what Women of Today offers to them in particular. For instance, maybe they are interested in kids' activities – talk to them about what you already do and ask them for ideas for future activities.
- Don't forget to ask them to join – as many times as it takes. Don't give up – most people don't join on the first phone call or invite! Keep asking!

How to Hold a Successful Orientation for New Members

- Consider having the orientation separate from your meeting – a relaxed place, like meeting for coffee or a latte. Meet with new members in small groups so that it doesn't feel so overwhelming.
- Consider a 1:1 orientation with 1 or 2 new members and 1 or 2 chapter members.
- Check out the orientation materials on the web site: www.mnwt.org/members/resources scroll down to chapter help/orientation.
- Use the power point presentation compiled by the Membership Management Committee. Look for a link coming soon on my web page at mnwt.org or by emailing me at mvp@mnwt.org.

Activation! The Key to Success

Activation of members means getting them involved. Whether it is activation of new members or reactivating seasoned members, it is vital for your chapter to have involved members. This is part of what makes your chapter healthy. With enthusiastic, activated members, your chapter will be able to run a variety of projects, create lasting friendships and increase retention. Having active members in your chapter sets a good example for new members to join and become active themselves. New members join because they want to be active, so be sure to give them the resources they need to become involved!

- Schedule an Orientation as soon as possible with new members.
- Chapter Socials – schedule at least 1 chapter social per trimester. Consider playing a fun game or have a mixer activity for members to get to know each other.
 - ~ Set the same night each month (like 3rd Friday Night of the Month) for a chapter fun night. Have members volunteer to plan a month. Ideas could be a new restaurant, a movie, watching a movie at a member's house, a bonfire, just having a BBQ on someone's patio – the ideas can be inexpensive and fun.
 - ~ Do a mystery day or night. One member will make the arrangements and tell the members when and where to meet, how much money they will need and what kind of clothes to wear. The rest is a mystery until you get to the destination.
- Spotlight in the Newsletter - request your Newslet LPM interview all new members for a regular feature in the chapter newsletter.
- STEP (Success Through Enthusiastic Participation) is a USWT programming area designed to get and keep members active by completing requirements of the program (there are 4 levels depending on how long you have been a member: STEP I, STEP II, STEP III and STEP IV.) It gives members positive feedback about their involvement. Forms are available online at www.mnwt.org.
- Big Sis/Little Sis Encourage your more seasoned chapter members to participate in membership by “adopting” a new member as a “Little Sis” for personal contact like invitations to co-chair projects, offers to carpool to events and personal invitations to hold LPM or board positions.
- Participation Sheet - This is a simple spreadsheet with the member name on the left rows and each chapter event at the columns on the top. Circulate the spreadsheet at meetings and members rotate what events they have participated in. If it's been several weeks since you last saw a newer member, give them a call and personally invite them to the next event. Don't let several months go by without any contact!

New Members and renewal information to go:
MN Women of Today Chapter Service Center
PO Box 44242
Eden Prairie, MN 55344
952-406-8578
csc@mnwt.org

Shine Week



Shine Weeks will be happening throughout the year on a variety of different weeks. This is a time when we put a special effort in on membership and is encouraged with incentives. The following weeks will be the Shine Weeks for 2017-2018 Women of Today Year. I encourage you to try to work them into your growth plan and yearly calendar.

July 23-29 September 24-30 November 12-18
February 11-17 and March 18-24

Chapters holding events and/or signing members during Shine Week will be put in a drawing for an incentive at the next convention. To be eligible you must notify me that you had an event and/or signed a member. You can do this by sending me an invite, email or inviting me through a Facebook event. If you sign a member it must be called, emailed or sent into the chapter service center during those dates.

STARBURST AWARDS

Ruby Red Stars will participate in a SPECIAL Activity at the following convention.





Happy Birthday to President Shelli

President Shelli's Birthday is June 21st and she will be 52.

A celebration that huge cannot be held in one month alone. We will be celebrating the entire Trimester – the celebration doesn't end until Fall State convention in September!

- All chapters that sign members will be invited to a Birthday Celebration at Fall State.
- The chapter that signs the 52nd New member this Women of Today year, will enjoy a Shine Party, brought to your chapter and provided by the Membership Team and Past President Sharon Robinson
- Get ready to party at fall state convention!

Chapter/District Growth Plan

Plan for Membership Growth with this important chapter management tool! Set the number of members you would like to have at the end of the year and begin. See the worksheet at the end of this CIP and begin:

- Step 1: Your May base (# of members on the chapter roster at the beginning of May).
- Step 2: Look at your chapter roster and count the number of members due each trimester.
- Step 3: Look at that chapter roster again and consider what members will be renewing each trimester.
- Step 4: Calculate your total renewals for the year.

How did you do? Subtract your total renewals for the year from your goal. Now consider how you will make up any gap by looking at the chapter calendar. Are there months or trimesters that work better for a concentrated recruiting effort? Write that into the plan by filling in the New Member Add information by trimester to make your goals at the end of the year! Share the Growth Plan with your chapter/district members and let them know what it is that is needed (“We need to sign 4 new members in Trimester 2 to reach our goal.”)

Send me your CHAPTER GROWTH PLAN BY August 1, to get in a drawing for an incentive at Fall State

Foundation Cash Rebates



**THANK YOU TO THE MINNESOTA
WOMEN OF TODAY FOUNDATION FOR
SPONSORING A FOUNDATION REBATE
AGAIN THIS TRIMESTER.**

#1 Any chapter signing a member in at least 3 of the 4 months will go into a drawing for \$50.

And/or

#2 The chapter with the Highest Percent of Retention (at least 80%) and the most New member and showing Growth, will receive \$50, in case of a tie a drawing will take place.

First Trimester Success Bonus Points

- ★ \$50 donation to the State Plan of Action (POA) {50 Points}
- ★ and/or
- ★ Celebrate Founder's Day by holding an M-event (utilizing PR) and submit the USWT Founder's Day Participation form found in the PR CIP {50 Points}
- ★ and/or
- ★ Complete the **NEW** trimester programming report form {50 points}
- ★ or
- ★ Hold an M-event during SHINE week (July 23rd-29th), post event on Facebook, tagging State MVP Cindy Umland. Also, host a Kids Week event (August 13th-19th), Post event of Facebook, tagging State EVP Barb Zeroth along with adding **four** new members during the months of July and/or August. {100 Points}

Maximum of 100 Bonus Points

There will be an additional **100 Presidential Bonanza Bonus Points awarded** IF ALL FIVE copies of the following are included:

- ★ Sales and Use Tax Permit
- ★ Articles of Incorporation
- ★ Proof of Annual Registration filing for 2016 (copy of email confirmation from the MN Secretary of State)
- ★ Proof of insurance for the current year
- ★ Proof of 990 filing for fiscal year June 1, 2016 - May 31, 2017 (copy of email confirmation from IRS dated after
 - June 1, 2017)

Maximum of 100 Presidential Bonanza Bonus Points

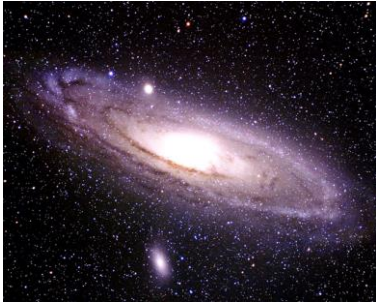


USWT FIRST TRIMESTER MEMBERSHIP PROMOTIONS

GOLD CHAPTER--- Have 75% Retention and sign 4 new members during the Trimester

FRIENDSHIP DAY—This is celebrated the First Sunday in August, but you can participate by doing any type of social (none m-night or meeting) anytime in August. Let me know and I'll let the USWT MVP know, you will be recognized at Mid-year National.

ONE A MONTH CLUB—This is a very special club, you need to sign one new member in June, July and August plus one additional in any of the months of the trimester. These must be reported to the Chapter Service Center before midnight of the last day of the month to be counted.



Galaxy Club

Chapters

To join this elite club your chapter needs to sign 5 new members in the year. You may join multiple times by signing 10 or 15 new members.

Districts

To join this club your district needs to sign at least 10 new members each trimester.

First Trimester – Milky Way Galaxy

Second Trimester- Sombrea Galaxy

Third Trimester – Pinwheel Galaxy

Districts joining all three trimesters will join the Universe Club

M-Event Kits Available on the Web Site or from MVP

**All kits come with instructions, invitation template –
all you need to run a successful M-event!**

Brand New M-Event Kits

Fiddle Faddle Farkle (Farkle is an easy dice game)

Poppin' In the Park – (serve pop, popcorn, pop rocks, and have fun with poppers)

Backwards BBQ – (life is so uncertain, eat dessert first)

Taste of Chicago – (serve Chicago style hot dogs)

Featured M-Event of the

Summer

State Fair on a Stick – bring any finger foods that can go on a stick and be dipped in chocolate!

Great Ideas for Summer/Fall

Growing with WT

State Fair On a stick

Food shelf scavenger hunt/ Reverse

Trick or Treat

Amazing Race

Anytime

Are you Smarter than a 5th Grader

Getting Green (Earth Day or anytime)

Go Go bananas

Learn a Latte about WT

Pamper Yourself

Purse Scavenger Hunt

Unbirthday Party

WT Takes the Cake

Using Programming to Spark Your Summer Membership Events

- Public Relations – Founders Day, July 1st is a great time to use the Backwards BBQ, Poppin' in the Park, Take of Chicago or just meet for Margaritas on a member's deck.
- Youth of Today – Kid's week, August 15-21st is a great time to hold a kid's carnival, Teddy Bear Picnic or play time at the park for kids and moms!
- Relay for Life – Get your name out in the community while raising money for a great cause and chapter fun.
- Day at the Diamond – September 3rd
- Community Connections – plan to participate in your local communities' summer festival with a parade unit or other activity.

First Trimester Renewals Check List

- **The dues billings should be mailed to you in June.**
- **Check the members up for renewal.**
 - **Make a list of the members that may require a little more attention and invitation to renew their membership.**
 - **As a board, come up with a plan to contact all your members up for renewal. Consider personal phone calls to invite them to an upcoming meeting or activity. Think about which projects or activities they are interested in and make sure you talk to them about those events. Maybe one of the projects coming up is of special interest – she may be on the committee or co-chair.**
- **Ask all members to renew. Keep calling them until you talk to them and not their voice mail. Do not assume a member is not going to renew. A personal invitation to renew her membership is a must!**
- **Remind members that all levels of participation are welcome. She can come to socials or just work on one project if that is what is right for her. Remember to respect each member's choice for her level of involvement. Don't make members feel guilty for not participating more.**
- **Highlight the members that are up for renewal in your chapter newsletter with a "warm fuzzy". That will help them remember to get their checks sent in.**
- **EARLY BIRD renewal is due postmarked July 15th**
- **ALL RENEWALS are due postmarked August 15th to avoid a \$10 late fee.**
- **If you received a dues billings but do not have anyone renewing, you still need to send the billing in marked no renewals**



Membership Fast Starts

Chapter Membership Vice President Fast Starts

are due to mvp@mnwt.org by July 15th.

Complete the following to ensure a successful year:

1. Complete a chapter Growth Plan (forward a copy).
2. Plan an M-event AND a chapter social for 1st Trimester. Forward dates and details of both events.
3. Meet 1st Trimester Early Bird deadline for renewals (rec'd by July 15th at Chapter Service Center).
4. Forward a prospective list (or outline a plan on how you will build one).
5. Describe your plan for using a prospective list this year (ex: set aside 1 hour a week for phone calls)

Include your name, chapter, phone & contact information with submission. If you want to forward by snail mail, the address is 400 River Ave South #211, Sauk Rapids, MN 56379

Questions? mvp@mnwt.org

District Membership Vice President Fast Starts

are due to mvp@mnwt.org by July 15th.

Complete the following to ensure a successful year:

1. Complete a district Growth Plan (forward a copy).
2. Plan a district social sometime during the 2017-18 year. Forward a tentative date & details.
3. Plan membership training for a district meeting this year. Forward proposed meeting & training topic.
4. Submit an idea for training or m-event information you would like to see on the web site.

Include your name, chapter, phone & contact information with submission. If you want to forward by snail mail, the address is 400 River Ave S #211, Sauk Rapids, MN 56379 Questions?

mvp@mnwt.org