

Impacting Our Future  
One Member at a Time



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Membership Vice President  
2016-2017  
Winter State CIP

Hello Membership Vice Presidents,

I would like to thank everyone who worked hard Trimester 2 on membership. Second trimester membership didn't turn out as we had hoped, but we all can continue to go out and do more and we will show growth in third trimester!

Thank you members, chapters and districts for all your hard work during second trimester. The challenge definitely put some excitement in a few chapters. It was fun to see the growth in those chapters. We achieved 73 + retention % and have added 148 new members this year so far. Let's strive for 80% retention and growth +10 for the year, for the state.

I truly believe that by retaining our members, making stronger chapters and adding extensions we will continue to build a better organization of Minnesota Women of Today

My challenge to all members is "how can you" make an "Impact" in your chapter this trimester!

Julie Marchand  
Membership Vice President 2016-17

**MISSION STATEMENT FOR MINNESOTA  
WOMEN OF TODAY** (excerpt from)

The mission of the Minnesota Women of Today is to help women improve their own lives and the lives of the people in the communities around them. This organization shall be a place in which young women are actively encouraged to become involved and hold positions of leadership.

**Membership Due Dates**

**EARLY BIRD renewal is due postmarked March 15**

**ALL RENEWALS are due postmarked April 15 to avoid a \$10 late fee.**

**If you received a dues billing but do not have anyone renewing, you still need to send the billing in, marked no renewals.**

# IMPACT INFO!

**Membership Rebates** provided by MNWT Foundation for Third Trimester are:

One lucky chapter will receive a \$100 membership rebate and all you need to do is have 80% retention and show growth to be eligible.

Every chapter completing this challenge will receive a state store gift certificate and one lucky chapter name will be drawn to receive the \$100.

Extension Rebates:

\$200.00 will be granted to the new chapter if extension is completed by Feb. 28

\$100.00 will be granted to the new chapter if extension is completed by April 1

## Membership Promotion for 3rd Trimester

**FEEL THE LOVE!!**



**Show President Jane the Love**

***Let's Celebrate President Jane's January 23<sup>rd</sup> Birthday by signing 28 members in February – a whole month of membership.***

***And let's have a little friendly challenge between the Areas – whichever Area signs the most new members in the month of February will get a surprise from President Jane at their area meeting. AND if we sign 28 members or more, the surprise will be memorable.***

**Help your chapter achieve 80% retention plus growth in 3rd trimester and attend Annual Convention for some additional fun.**

## Calling All Chapters to....Impact Our Future

**Challenge:** 80% Retention for Third Trimester Plus Growth

**Result:** Participate in a Lumberjack competition against President Jane and the membership team at Annual Convention in Bemidji. Home of Paul Bunyan and Babe!!



What can each of you do to help your chapter achieve this goal:

- We are all part of the same team – we need your help to achieve this goal
- Focus on retention in your chapter:
  1. Look now at the members up for renewal and begin to reach out to any members that have not been active in the last few months.
  2. Don't wait until March 15<sup>th</sup> to ask for their dues
  3. Call them – invite them to a meeting or event
  4. Encourage members to begin paying on their dues – offer to take payments from members so that by April their dues money has been paid to the chapter
  5. If you have the funds in your chapter, consider a program to help with dues. For each activity a member works at, they would get some money off their dues.
- Plan now to reach out to new members:
  1. Plan m-events and personally invite perspectives.
  2. Challenge your members to sign new members
  3. If you have funds in your chapter, consider some membership incentives – either for the new members or for the current members signing new members.
- Ask for help
  1. Contact your district director for help. She understands your chapter/district very well and may have good insight into what would work for you.
  2. Contact your membership team for assistance at any time.

***We grew first Trimester – We can grow in third Trimester too.  
We want to bring the gift of membership in this  
great organization to more women!***



### **Dates that IMPACT**

Feb. 28	NMAs due in hand to CSC
March 11	March Planning
March 14	Out and About Night
March 15	Early Bird renewals due POSTMARKED to CSC
March 31	NMAs due in hand to CSC
April 9-15	National Volunteer Week
April 15	All renewals due POSTMARKED to CSC
April 22	MNWT Foundation meeting
April 30	NMAs due in hand to CSC 3rd Trimester and Year-end Closeout
May 6	LOTS held in Rice
May 19-21	Annual convention held in Bemidji
June 2-3	MNJOTS
June 8-11	USWT National Annual Convention

### **M-Event Ideas for Winter**

Food Shelf scavenger hunt  
Warm Up with WT  
Walking in a Winter Wonderland  
Chicken Soup for a Women's Soul  
Sledding with Family members  
Ice Skating  
Swimming at community center

### **Presidential Success Bonus Points**

Purchases of at least \$200 for state ways and means in any combination of state store, third trimester promotional, and Nice Spice convention fundraisers. (50 points)

and/or

Participate in USWT President Barb's Blizzard Challenge. (50 points)

and/or

Submit a nomination for one of the Community Connections Awards. (50 points)

and/or

Show Chapter Growth for third trimester. (50 points)

OR

Attain 80% member retention and growth +2 for third trimester. (100 points)

Maximum of 100 Bonus Points

### ***Complete a STEP Certification***

*STEP stands for Success Through Enthusiastic Participation. STEP is a member activation and retention tool used to assist in maintaining interest and continued involvement for all chapter members. STEP I should be completed within the first 120 days of membership, however, if you are reactivating a member, it should be completed within 30 days of reactivation. It helps the member to familiarize themselves with local, district and state activities.*

**What is 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.

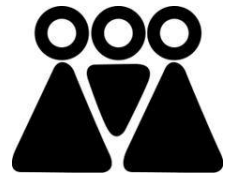
Do they attend every meeting, every project, every social? Probably not. What is the message they receive about the chapter and what are the communication tools they rely on for information about the chapter? Tools like the chapter newsletter, chapter emails, chapter Facebook page and the chapter website 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.

**Become a Sustaining member of the MN Women of Today Foundation!**

For an annual \$25 donation you, your chapter, district or all of the above, can become sustaining members of the Foundation. Funds are used at the board’s discretion to support the mission of the MNWT. Funds have been used for the membership rebate program, for PE courses, to pay for speakers at convention, to support the President/State Delegate retreat and many more programs. The foundation is in need of donations – please consider a personal or chapter donation!



**Congratulations to chapters** receiving rebates in 2<sup>nd</sup> Trimester:

\$25 Rebate: Aitkin, Albany, Morris Area and Burnsville

\$50 Rebate: Monticello, Mora, Woodbury, Redwood Falls and Byron

Thank you to the following chapters for submitting your revised Growth Plans this trimester:

- Byron
- Burnsville
- Coon Rapids
- Monticello
- New Hope
- STMA
- St. Cloud
- White Bear Lake

Heart of the Community  
**National Volunteer Week**  
**April 9-15, 2017**

National Volunteer Week, a program established by Points of Light in 1974, is about inspiring, recognizing and encouraging people to seek out imaginative ways to engage in their communities. It's about demonstrating to the nation that by working together, we have the fortitude to meet our challenges and accomplish our goals.

National Volunteer Week is about taking action and encouraging individuals and their respective communities to be at the center of social change - discovering and actively demonstrating their collective power to make a difference.

