



Guidelines to achieve 2020 by 2020

Why 2020 by 2020?

2020 by 2020 was an idea brought up in a strategic planning committee meeting a few years ago. The fall of 2014, saw a subcommittee formed to finally begin marketing two-thousand twenty members by the year 2020. The committee will work with the President and her membership team to promote 2020 by 2020 and plan training and events to generate enthusiasm from the membership.

The 2020 by 2020 committee's first goal is, of course, to reach 2020 members by the year 2020. The key is how are we going to get there? Our current implementations are as follows:

1. Pledge forms
2. Chapters to implement ROAR
3. Key Messaging
4. Training

More implementations will be added as the year(s) go on. We are going to try and keep this campaign fresh and exciting for members to continue to strive to reach this goal.

With an increase in membership comes other things our organization needs to thrive such as; an increase in revenue, more member participation in projects, events, and socials, retention, leadership opportunities on all levels of the organization, new ideas, talent, sustainability and longevity, and to meet more needs for our communities.

Full participation is needed and is key to 2020 by 2020 being a success. We ALL need to take ownership in our 2020 by 2020 campaign and make this vision a reality. Not all people are membership people and we understand that. But there are other options that you can assist with to bring prospective members to the table. Talk to people you know- the person who cuts your hair, church, daycare, work, etc. You know the places. Invite them to help with a project or to a social. Personal Enrichment courses or other trainings are a good approach to tell them about your chapter and the Minnesota Women of Today. Someone else can ask the age old question, "Would you like to join us?"

The two things we need to focus on are recruitment and retention. These are two powerful words and very important in our organization. Without orientation and activation in the middle, they will not always successful. Thus ROAR should be a priority in our chapters. More information on ROAR to follow.

Tools to achieve 2020 by 2020

Pledge Form

- ❖ Pledge form should be completed on a yearly basis to start May 1, 2015 and end April 30, 2020.
- ❖ There are two options each year:
 - Pledge to sign a new member
 - Pledge to re-activate a member who has been inactive and they renew
- ❖ More than one pledge form can be done by one member for either option
- ❖ Deadline for trimester pledge forms for recognition at MNWT conventions are September 1, December 1, and May 1.

How do you pledge?

- ❖ Initial pledge form and scan/email to mmc-2020@mnwt.org or email us your name and what you are pledging and we can complete the form for you.
- ❖ Once you have completed your pledge, you can complete your form in full and scan/email to mmc-2020@mnwt.org or email us your information and we can complete the form for you.

Example-Initial Pledge

The image shows two identical initial pledge forms side-by-side. Each form has a decorative border and a small circular logo at the top center. The left form is for signing a new member, and the right form is for re-activating a current member. Both forms have blank lines for member name, date, and chapter.

Left Form (New Member):

I Joanne Larson
pledge to sign one new member
for the Minnesota Women of
Today for the year 2015-2016.
This member can be for my
chapter or for any chapter in the
State of Minnesota.

Member Signed
Name: _____
Date Signed _____
Chapter: _____

mmc-2020@mnwt.org
2015-2016

Right Form (Member Reactivated):

I _____
pledge to reactivate one current
member for the Minnesota
Women of Today for the year
2015-2016. This member
renewed their membership due
to my assistance. This member
can be from my chapter or any
chapter in the State of
Minnesota.

Member Reactivated
Name: _____
Trimester renewed _____
Chapter: _____

mmc-2020@mnwt.org
2015-2016

Example completed pledge

The image shows two identical completed pledge forms side-by-side. Each form has a decorative border and a small circular logo at the top center. The left form is for signing a new member, and the right form is for re-activating a current member. Both forms have filled-in member names, dates, and chapters.

Left Form (New Member):

I Joanne Larson
pledge to sign one new member
for the Minnesota Women of
Today for the year 2015-2016.
This member can be for my
chapter or for any chapter in the
State of Minnesota.

Member Signed
Name: Jean Member
Date Signed June 15, 2015
Chapter: Fridley

mmc-2020@mnwt.org
2015-2016

Right Form (Member Reactivated):

I Joanne Larson
pledge to reactivate one current
member for the Minnesota
Women of Today for the year
2015-2016. This member
renewed their membership due
to my assistance. This member
can be from my chapter or any
chapter in the State of
Minnesota.

Member Reactivated
Name: Mary Renewal
Trimester renewed 2nd
Chapter: Fridley

mmc-2020@mnwt.org
2015-2016

ROAR – Recruitment, Orientation, Activation, and Retention

ROAR is an essential piece to being successful in the Minnesota Women of Today and represents the four main areas of membership. We need new members so we RECRUIT. Our members need to know what we are about and who we are so we need to ORIENT them. Our members join for a reason so we need to ACTIVATE them and get them involved within the organization for which they joined. We need to survive as an organization so RETENTION is key.

So what does all this all mean? A few ideas from ROAR on the MNWT website.

Recruitment

- ❖ Prospective list
- ❖ Membership events – every chapter event should be a membership event
- ❖ Don't stop if they don't attend the first thing you invite them to
- ❖ Ask – they can't say yes if you don't ask.

Orientation

- ❖ New member orientation should be held within a month of them joining.
- ❖ A second and more detailed orientation should be held after 3-4 months.
- ❖ Invite members to chapter board meetings
- ❖ Attend one or more of the committee meetings

Activation

- ❖ Get them involved. Whether it is activating a new member or a seasoned member.
- ❖ It is vital to keep all members involved at some level.
- ❖ Certifications
- ❖ Active current members, set good examples to new members

Retention

- ❖ The three key pieces above lead to retention.
- ❖ Don't wait until they are up for renewal, if they have not been active.
- ❖ Ask every member to renew. Just because they have not been active, does not mean they don't want to renew.
- ❖ Ensure they know all levels of activity are welcome.
- ❖ Plan a special retention project. Invite all inactive members to attend.

Visit ROAR on the MNWT website for more great ideas.

Key Messaging – How to Talk about Women of Today

“Key Messaging” can help serve as a framework to communicate the mission of the Women of Today. Some members find it hard to explain exactly what and who we are. Follow this link, http://mnwt.org/pdfs/otherPDFs/membership_tools/membership_KeyMessaging-2015.pdf and you will find helpful tips and steps to write up your answer to – “So what is Women of Today?” This exercise could be done as a chapter activity. Once you have your key message completed, practice on a neutral party or other members if doing it as a chapter. You can then feel comfortable explaining who and what Women of Today is.

2020 by 2020 Tips

- ❖ Ensure you have the conversation with each member about 2020 by 2020
- ❖ First and foremost at orientation inform new members of 2020 by 2020
- ❖ At each meeting remind members to complete and turn in their pledges
- ❖ Recognition completed pledges at chapter and district level
- ❖ You can use the USWT individual recruiter form to keep track of your new members if you choose.
- ❖ Your signed member does not need to be for your chapter only, it can be for any chapter
- ❖ Create Women of Today testimony (Key messaging-How to talk about Women of Today.)
- ❖ Talk about 2020 by 2020 and use pledge form for renewal ceremonies.
- ❖ Utilize in your Chapter Brochure
- ❖ Use your Plan of Actions - (Chapter Presidents, District Directors, State Program Managers, and Staff) – use and promote 2020 by 2020 in your Plan of Actions at the beginning of the year.

Our Passion is to obtain Two Thousand Twenty members by the year Two Thousand Twenty. We ARE, Service Growth and Fellowship! By increasing our membership, we hope to have a strong organization for our children to follow in our footsteps to volunteer and become leaders in our communities.