



**Embrace The New Day**

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# **Chapter Management Vice President (CMVP) MNJOTS CIP 2017-2018**

Dear Chapter Presidents,

Welcome to a new and exciting Women of Today year. Congratulations on being a leader in your chapter! Chapter president can be such a fun and rewarding position. Your chapter, under your leadership, can achieve great things!

I am here to help you “Embrace the New Day.” YOU and your members can embrace the new day, each and every day. Through the use of chapter management tools, you can help your chapter be a healthy chapter – one that has members that are activated and motivated to help with your projects. Successful chapters don’t just happen. It takes planning, using training tools, and seeking out advice from others.

Start out by putting together a plan of action. Plan meetings, membership and programming for a good balance that fits the needs of your chapter. Keep in mind that every chapter is different, so don’t compare your year as president to previous years. To help plan your year, I’ve included a President’s Fast Start in this CIP and it is also available on the MNWT website.

Please take advantage of the training and educational material offered to you. I hope you had the opportunity to attend LOTS. This year, plan to attend your district officer training, attend the President/State Delegate Retreat (July 22<sup>nd</sup>) and President roundtables at conventions. There are also manuals available online or through the State Store and the SUCCESS System is a wonderful tool for your chapter to utilize.

Your job as chapter president will excite you, scare you, frustrate you and fill you with pride. Some days it will make you smile and some days it will make you want to scream or cry! It’s important to remember that you’re not in it alone! You have your chapter board to discuss things with, your district director to look to for guidance and, of course, me. Don’t feel that a problem or concern isn’t important enough to contact me.

Please feel free to call, email, or text me at any time with your concerns or questions. I’m here to help you make your chapter a healthy, successful one!

*Heidi*

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### **ANNUAL CALENDAR**

The annual Minnesota Women of Today calendar is a very useful tool for keeping up with happenings in the organization and also will help you stay on top of deadlines. A copy of this calendar is included in the MNJOTS CIP packets. The calendar is also published in the State Plan of Action which comes out in August.

Refer to it often. Publish the dates in your newsletter and stick to the deadlines. It is there for your use.

The calendar is also available online at [mnwt.org](http://mnwt.org) – both the printed and online versions.

*Don't aim for success if you want it; just do what you love and believe in, and it will come naturally.*

*~ David Frost*



### Wine, anyone?

Would you like to have your name in a drawing for a wine basket at Fall State Convention? Complete your President Fast Start and submit it to your District Director by **July 15<sup>th</sup>** and your name will go into a drawing for a wine and chocolate basket!

## 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}

and/or

Hold a M-event during SHINE week (July 23rd -29th ), post event on Facebook, tagging State MVP Cindy Umland. Also, host a Kid's Week event (Aug 13th -19th ), post event on Facebook, tagging State EVP Barb Zeroth. Also, add four new members during the months of July and/or Aug. {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:

1. Sales and Use Tax Permit
2. Articles of Incorporation
3. Proof of Annual Registration filing for 2016 (copy of email confirmation from the MN Sec. of State)
4. Proof of insurance for the current year
5. 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

## JUNE IS CHAPTER MANAGEMENT EMPHASIS MONTH

Five ways to celebrate:

1. Orientate chapter members
2. Hold a chapter social
3. Create a plan for the Success system
4. Complete your Fast Start
5. Call your CMVP with a question

*The most important single ingredient in the formula of success is knowing how to get along with people.*

*~ Theodore Roosevelt*

### Meet Your Chapter Management Vice President:

- My name is Heidi Westerlund, and I have been a member of the Aitkin Women of Today for 18 years
- I have served the Aitkin Women of Today and District 3 in various officer, LPM and DPM positions
- I have served on Exec Council/Staff positions which includes: DD, Can Do Canines SPM, PA, EVP, CMVP, and AVP. I am now adding another CMVP.
- My husband, Mark, and I have 2 two children, Darrel (34) and Dallas (33)
- I am an outside salesperson that sells lumber and engineered crating, so I have the opportunity to travel around the state and visit your chapters.
- I am really looking forward to working with each of the chapters and members throughout the state, traveling and providing training

This is my second year as CMVP. That is how important I think this position is. Please call me if you need any help with your chapter! I am here to help! AND, I WILL HELP!

## The Phoenix Award



The Phoenix...”A bird in Egyptian mythology that lived in the desert for 500 years and then consumed itself by fire, later to rise renewed from its ashes.”

Does your chapter struggle with membership? Is your chapter experiencing internal conflict or lack of organization or commitment? Do you feel like you have been out in the desert for 500 years, and are about to die out? The good news is that, like the Phoenix, your chapter can rise back to life and prosper once again.

Good chapter management will provide the members with the tools to resolve issues and keep members coming back. Happy members will invite friends and participate in Women of Today meetings, and events will increase because the members are enjoying themselves. I have always believed that if we as a chapter look like we are having fun, others in our community are going to want to be a part of our fun.

There are three criteria a chapter must meet to be considered for the Phoenix Award:

- A chapter with less than 10 members for at least one trimester increases its membership and shows signs of good chapter management.
- A chapter experiencing serious problems and showing dramatic improvement in resolving issues that can prevent a chapter from being healthy and vital.
- Recommendations by the district director, a Gold Team member or myself from what I have seen in dealing with the chapter.

Examples of “good” chapter management include holding regular membership meetings, using an agenda, utilizing the Success system, participating in STEP, consistent attempts at recruiting, etc.

## **The Gold Team Needs YOU!**

*Embrace the New Day in Women of Today by becoming a member of the Gold Team! Share your knowledge of chapter management, membership recruitment, and programming with others. Do you have a special talent? Are websites your forte', Facebook or LinkedIn? It could be that M-Event planning is your favorite Women of Today activity...or fundraising...your assistance is needed and appreciated!*

*Join the team that is ready to meet challenges head on ~ we can make this world a better place through successful Women of Today chapters!*

*Become a Gold Team Member by completing the application found on the MNWT website under “Staff” and “CMVP”.*

### **Could your chapter benefit from the help of the Gold Team ?**

*The gold team will help you find the right path so that your chapter can overcome struggles and navigate more smoothly. Some chapters may need more assistance than others. Asking for help is a step in the right direction. It is NOT a sign of weakness, but rather the sign of a strong leader with positive foresight for her chapter.*

*Do you need help with recruiting? Or perhaps creating your ‘on-line’ presence? Do you need assistance with a community project, fundraiser or M-Event? Whether it is a short-term commitment or longer—the Gold Team is here to help you! Contact me as soon as possible to discuss your Gold Team needs and will work together to formulate a plan that works for your chapter.*

## **Participate in Success System!**

I am a firm believer that the best chapter management tool we have available is the Success form! Even if you don't plan on filling it out and submitting it to the RR SPM—you can still use it to plan activities and programming for your chapter. Consider it a *reminder* of everything this organization offers, and try to increase your chapter's level of participation from month to month. Keep the form handy so you can see a list of the things you can do to have a healthy chapter!

And since you are already using the form, go ahead and fill it out and submit it! You can fill it out online and attach your substantiating items to the email! It couldn't be easier!!



# Lead Your Chapter to a **Successful Year!**

1. Get off to a *FAST START!* Put together your plan of Action, fill the LPM positions and complete your Fast Start.
2. Train your Board and Local Program Managers so they'll feel confident in their roles and support you as Chapter President.
3. Set your chapter calendar at the beginning of the year and schedule a minimum of one M-Event per trimester.
4. Participate in the programming areas! Depending on the size and interests of your chapter, pick two, three, or all that Internal and External programming has to offer—doing so will guarantee a wealth of learning and opportunities for members
5. Run efficient chapter meetings: prepare an agenda, start on time, use parliamentary procedure to ensure every member has a voice, save committee work for a separate meeting, and limit side chatter.
6. Make your meetings interesting with a speaker or mini-forum, AND work some fun into it too!
7. Allow time and energy for social gatherings; fun fosters fellowship and aids in building and maintaining a healthy chapter.
8. Get to know the other women in your district. Attend district training, socials and meetings ~ there is a lot you can learn from sharing with other chapters and chapter Presidents
9. Face challenges head-on but seek help if necessary! Your Exec Council team is here to assist you! Remember: hidden in every challenge is the opportunity to learn and grow.
10. Soar with **SUCCESS!!!** I know of no better Chapter Management tool than the Success System. Even if you don't plan on submitting it to the R&R SPM...share it with your chapter board; the more areas you participate in, the healthier and well-rounded your chapter will be.
11. One more...**RECRUIT ~ RECRUIT ~ RECRUIT!** Share what you love about this organization with everyone you meet because there is strength in numbers.

## **ATTENTION!!!** **Membership** **Rebates!!**

*Thank you to the Foundation!*

- 1) Any Chapter signing a member in at least 3 of the 4 months will go into a drawing for \$50.00!
- 2) The Chapter with the highest percent of retention (at least 80%) and the most New members (must be showing growth), will receive \$50.00! In case of a tie, a drawing will take place!

## Keeping Your Chapter Healthy

What defines a healthy chapter? Listed below are some items to consider if your chapter is healthy.

- Diverse age group
- Frequent and continual recruitment of new members
- A full board in place
- A variety of activities (projects, socials, m-events, programming, PEP courses, etc.)
- PR and communication with the community
- New leadership
- New projects
- Attendance at district and state meetings
- Financially stable
- Hold regular board and/or general meetings
- Recognition given to members
- Ability to resolve conflict
- High retention rate (70% and above)
- Communication with district and state
- Membership number (number of members)
- Do you have fun?



*It's a NEW DAWN. It's a NEW DAY.* at the 25th Annual Chapter President & State Delegate Retreat July 22nd, 2017, Resurrection Lutheran Church, 9300 Jason Ave. NE, Monticello, MN 55362

For Information

Heidi Westerlund (651) 303-5964 or [cmvp@mnwt.org](mailto:cmvp@mnwt.org), or Katie Castro (952)406-8578 or [esc@mnwt.org](mailto:esc@mnwt.org)

**Tentative Schedule:**

- 9:30 - 9:45 Registration
- 9:45 - 10:00 Welcome
- 10:00- 12:00 Training
- 12:00 - 12:30 Lunch
- 12:30 - 2:00 Enrichment & Team Building
- 2:00 - 4:00 Training and Hopes (below)
- 4:00 - 4:30 Evaluation, Closing & Pictures

**Local Hotels:**

- Best Western, 89 Chelsea Road, Monticello, MN, (763)271-8880 (\$120—internet)
- Super8, 1114 Cedar St, Monticello, MN, (763) 295-5900 (\$93—internet)
- Days Inn, 200 Oakwood Dr. East, Monticello, MN, (763) 295-1111 (\$59—internet)

**GOAL: Our goal for you is to attend this training in one day.**

**“Eat the Frog First”  
A Guide to Prioritizing!  
(Who Needs This!?!)**

**Registration  
Postmark Deadline:  
July 14, 2017**

**President/State Delegate Registration Form**

\_\_\_\_\_ \$12.00 Registration (Late registration \$15.00, after July 14, 2017)  
Includes continental breakfast, lunch and training materials

Name \_\_\_\_\_ Chapter \_\_\_\_\_ District \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_  
\_\_\_\_\_ President \_\_\_\_\_ State Delegate

List two things you hope to gain from this weekend. Session is based around these answers:

1. \_\_\_\_\_
2. \_\_\_\_\_



Make checks payable to **Minnesota Women of Today**  
Mail to: **Heidi Westerlund, 44475 – 334th Lane, Aitkin, MN 56431**



# **CHAPTER PRESIDENT FAST START**

## **DUE JULY 15**

1. Attend or hold a local officer's training in your chapter. (Provide a brief description of information covered.)
2. Attend LOTS or district orientation. (Two or more officers required to attend.)
3. Hold a training session for local program managers.
  - a. Plan how the chapter will promote programming area(s) this year. (Include internal and external areas)
  - b. Send name/address of each local program manager to district director.
1. Describe three membership ideas (from the membership manual or m-events found on the mnwt.org website) you will try this year. (Send to district director).
5. Establish measurable goals in the following areas and write how you will achieve them.
  - a. Membership (consider recruitment, activation, and retention)
  - b. Programming (consider SUCCESS participation, fundraising, and certifications)
  - c. Meetings (consider increasing attendance, adding fun, improving efficiency)
5. Develop a yearly calendar of events planning for projects in the following areas.
  - a. Ways and Means
  - b. Membership Growth
  - c. Community
  - d. Fellowship/Gathering/Socials
5. Compile a chapter handbook (sometimes called a POA) to be handed out to each member. This book should include:
  - a. List of chapter officers and their goals
  - b. Local program managers
  - c. Membership roster with names, addresses and phone numbers
  - d. Yearly chapter calendar of projects and events
  - e. Names and addresses of district director, district officers and district program managers
  - f. Names and addresses of state staff and state program managers
  - g. Current chapter bylaws and policies
  - h. Chapter budget
  - i. Other information your chapter prefers
5. Work with other chapter officers to develop a chapter budget. (Review Treasurer Manual for helpful hints)
9. Use a printed agenda at meetings. (Send copy to district director.)
10. Publish a monthly chapter newsletter. (Send copy to district director.)
11. Submit first trimester dues postmarked by July 15<sup>th</sup>. This is the EARLY BIRD DEADLINE.
12. Hold, or have scheduled, an M-Event any time first trimester. (Provide the date and an agenda or invitation. If it is scheduled after July 15, provide the agenda or invitation being sent out to prospective members.)
13. Submit June and July monthly reports to the district director by the due date. (District director will verify.)

### **ALL VERIFICATION IS TO BE SENT TO YOUR DISTRICT DIRECTOR BY JULY 15**

Copies of all information that verifies completion must be included. All items must be DATED. Your district director will verify attendance at district meeting/orientation. LOTS chairperson will verify LOTS attendance.