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## 2023-24 PLAN OF ACTION - DISTRICT 2 DIRECTOR

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### I. GOALS

#### A. Membership

1. **Above 75% retention, each trimester and year-end**
2. **Growth by 20 NMAs by end of year**
3. **Evaluate needs of chapter**
4. **Plan or host at least one district social and/or m-night**

#### B. Chapter Participation in District and State Meetings

1. **80% chapters represented at all district meetings (4/5)**
2. **60% chapters represented at two state conventions (3/5)**

#### C. District 2 Chapter Relations

1. **Members from 80% chapters participate/attend another chapter meeting and/or event (4/5)**

### II. IMPLEMENTATION

#### A. Membership

1. Provide chapters resources and ideas for retention and membership growth/plan
  - a) Send out renewal notices/postcards to each chapter
  - b) Remind Chapter Presidents prior to early bird deadline for renewals
2. Offer assistance to Chapter Presidents for recruiting members
3. Maintain a shareable district-wide calendar of chapter/district events and meetings
4. Highlight chapter events, meetings and achievements to the MNWT District 2 Facebook page
5. Encourage attendance and participation in a district social
  - a) Extend invitation to prospective members
6. Ask members to complete an evaluation at the beginning and end of the year to determine members needs and how to support them, and again at the end of the year to evaluate what was accomplished or what to work on in 2024-25

#### B. Chapter Participation in District and State Meetings

1. Remind members of dates through State Delegates and regular reminders
  - a) Chapter visits, phone calls, emails, MNWT District 2 Facebook event invites
2. Keep district meetings short, informative and fun
3. Offer incentives to those in attendance
  - a) Provide or coordinate car-pooling to district meetings and state conventions
  - b) book rooms for state conventions

#### C. District 2 Chapter Relations

1. Share chapter events/meetings by email to all District 2 chapters and to the MNWT District 2 Facebook page
2. Hold drawing each trimester for members who attended another chapter's meeting/event and posted on social media
  - a) Members should use hashtags #D2DreamOn #mnwt #District2
3. Offer year-end incentives to those who make attaining the above-mentioned goal happen
4. Provide/facilitate at least one opportunity for chapters to collaborate on an event/project

### III. COMMUNICATION

#### A. Reach out to chapter presidents, state delegates, and district council each trimester

1. Celebrate successes
2. Offer solutions, assistance and support if wanted/needed
3. Ask about upcoming projects/events from each chapter, and inquire about them afterwards

#### B. Answer all questions within 2 days by phone or email

1. Be available as possible, check messages regularly, reply promptly

#### C. Recognize district members with a note or card whenever possible

1. Notes of encouragement, congratulations, birthday, thank you