



Extensions Director
Winter State CIP
2018-2019

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Find Your Way

Hello Everyone,

There is so much that has happened this second trimester!!!

Bemidji has been working hard to get the last members needed to be a chapter, *St. Joseph* sent in an “Intent to Extend”, and *Woodbury* is working very hard to remain a chapter in good standing with the Minnesota Women of Today.

In addition, *Willmar* is working hard to make their 2 and under chapter successful.

How can you help?!?

- 1) Turn in names of people you know in these areas. We will make the calls!!
- 2) Donate your time to help with an event. If you cannot physically be at an event, how about donating your services to make a flyer, design a new brochure, or informational poster. Use the internet, and they can print them off.
- 3) Ideas and Encouragement!! Cool M-Nights, Simple Projects, Phone Call before an event to make sure they have everything they need. It is the little things that make this all work.

Thanks for a great first trimester!

“Find Your Way”

Heidi

3rd Trimester SUCCESS Presidential Bonus Points

Submit a Nomination for a Community Connections Year End Award (50 points)

and/or

Hold an M Event and Sign 3 New Members for 3rd Trimester (50 points)

and/or

Reach 85% Retention for 3rd Trimester (50 points)

and/or

Submit a Chapter Article to the NEWSLET (25 points)

and/or

Have 2 Members of your Chapter Attend the February State Wide Webinar (25 points)

and/or

Donate \$25 or more to the US Women of Today Ways and Means (25 points)

and/or

Donate \$25 or more to MN Programming Area: Wishes and More (25 points)

Maximum of 100 Bonus Points

Extension Incentive from MN Foundation

- 1) Any new chapter that completes their extension before February 28th will receive \$200 from the Foundation payable to the new chapter. OR, any new chapter that completes their extension before March 31st will receive \$100 to the new chapter. Verification by end of April, 2019, and payout will be at Annual Convention.
- 2) Any new filed intent to extend that has completed two informational events will receive \$100 from the Foundation payable to the extending team or chapter. Verification by end of April, 2019, and payout will be at Annual Convention.

Foundation Incentive!

KEY MESSAGING

How to Talk about Women of Today

The good news is Women of Today supports a broad base of programming to offer something for everyone. The bad news is that can make it difficult to summarize when someone poses the question at a membership event or during a phone call. So, how do you talk about Women of Today? "Key Messaging" can help serve as a framework to communicate the mission of the Women of Today.

Step 1:

Consider the following questions and come up with 3-5 answers for each one.

What makes your chapter different from other community organizations?

If you are unsure, consider Women of Today programming. Chances are you have not been a member of another organization that promotes the combination of community service, professional and personal growth in addition to fellowship. List your favorite chapter projects or programming areas. Like most members, there will probably be great variety. Could you get that anywhere else?

Who are your community partners?

Does your chapter do a project in conjunction with another volunteer group? Does your chapter support the local school district with fundraising? Does your chapter adopt a family from a homeless shelter or social service agency? Does your chapter adopt a highway or park? Does your chapter do an annual project every year as part of the city calendar?

What do you like best about your chapter?

The answers should be personal and reflect your own experiences within your chapter.

Step 2:

Review your lists under each question. Select your #1 under each area. If you have just jotted down a word or two, put them in a sentence that includes the question.

Example: *"Women of Today is a civic organization promoting community service, personal enrichment and leadership development skills."*

Example: *"Women of Today partners with area non-profits like the March of Dimes, American Cancer Society, Breaking Free, and True Friends (formerly Friendship Ventures."*

Example: *"What I like best about Women of Today are the friendships I have made throughout the state."*

PHONE CALL SCRIPT IDEAS

It's a known fact that more prospectives will attend your events if they are called first. This is the most important step in getting new members. It is also something that many of us are intimidated by. To help you with your phone calls, here are two sample scripts:

Hi! My name is _____ from the _____ Women of Today. I wondering if you received your invitation to our _____.

Great! Do you think you might be interested in attending? (She says yes). Good! Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be looking forward to seeing you on _____ (day of event).

If she said that she did not receive the invitation, tell her one was sent to her but must have not gotten there yet. Explain what, when and where your event it and ask her if she would be interested in attending.

If she is unable to attend, tell her when your next general membership meeting is or when your next project or social is. Ask if you can call to remind her of future events.

If you are working on an extension, you could use this sample:

Hi! My name is _____ from the _____ Women of Today. Currently, we are working on starting a Women of Today chapter in your community. (Tell her a little about Women of Today). I would like to know if you would be interested in attending a meeting on _____ to find out more about our organization.

If she says yes, ask her if she needs a ride or directions to the event. If she says she can't attend, offer to send her more information and an invitation to the next meeting.

When making phone calls you should...

1. Make sure that you don't have a lot of commotion going on in the background.
2. Always tell the prospective "thank-you" at the end of the conversation.
3. Ask them if they have a few minutes to talk.
4. If they can't talk at that time, ask when a good time to call back would be.
5. Think about projects you do and what Women of Today means to you. That way, when they ask you about your chapter, you will have thought about your answer.