



Building Bridges

**Extensions Director
2019-2020
PLAN OF ACTION**

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I. Goals

- A. Complete three Extensions by April 30, 2020, including current extension in progress within Trimester 1.
- B. Communicate with Two and Under chapters every other month to help them become healthy chapters.
- C. Work with Membership Team and District Directors to find six new 'Connections' (communities of interest) during the year.

II. Implementation

- A. Complete three Extensions by April 30, 2020, including current extension in progress within Trimester 1.
 - 1. Offer incentives for filing Intent to Extend and host 2 events within 30 days of filing.
 - 2. Promote extension events on social media and through other communications.
 - 3. Attend extension events to assist extension team and encourage prospective new members to join.
 - 4. Recruit other MNWT members to help with events and submit names of prospective members.
 - 5. Communicate with extension chairs after events to track and encourage progress.
 - 6. Promote incentives from MNWT Foundation to encourage completion of extensions.
- B. Communicate with Two and Under chapters every other month to help them become healthy chapters.
 - 1. Contact with Chapter President by phone and/or email to answer questions and discuss successes and concerns.
 - 2. Attend chapter meetings or events twice each trimester to educate members about Women of Today and get them involved in their community and with each other.
 - 3. Provide resources and support to chapter officers and members and assist them in developing skills in areas of leadership, membership, programming, and fellowship.
- C. Work with Membership Team and District Directors to find six new 'Connections' (communities of interest) during the year.
 - 1. Offer incentives to members that provide 'Building Bridges' leads to find new communities of interest for extensions.
 - 2. Communicate with Membership Team and District Directors to brainstorm about prospective communities of interest.
 - 3. Schedule Connection events in communities of interest and solicit MNWT members to host or assist with those Connection events.
 - 4. Promote Connection events in communities of interest through social media and other communications.