



2019-2020 Plan of Action

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I. Goals

- A. Assist the Finance Committee with state ways and means fundraising, achieving goals of \$3000 in donations, \$5000 for trimester promotionals, and \$5500 for special fundraisers.
- B. Supervise the State Store Manager and assist with attaining \$5400 in store sales.
- C. Get 2019-2020 MNWT Budget approved at Fall State and achieve a balanced budget for the Minnesota Women of Today at the mid year budget review.
- D. Maintain monthly communication with chapters and districts to promote fundraising opportunities using the MNWT webpage, social media, email, mailings and phone calls as needed.

II. Implementation

- A. Assist the Finance Committee with state ways and means fundraising achieving goals of \$3000 in donations, \$5000 for trimester promotionals, and \$5500 for special fundraisers.
 1. Assist Finance fundraising chairs and/or committee to run trimester promotionals and fundraisers communicating on a regular basis to ensure success.
 2. Bring forth new ideas for fundraising as well as utilize current fundraising ideas.
 3. Communicate fundraising to chapters and members through Chapter Information Packets (CIPs), social media, newsletters, and email to increase participation.
- B. Supervise the State Store Manager and assist with attaining \$5400 in store sales.
 1. Have contact with State Store Manager at least monthly and assist in promoting new and current state store products at conventions and through various media.
 2. Promote state store appearance at district and state events in addition to state conventions.
 3. Promote state store sales in treasurer CIPs each trimester and feature specials from the state store manager.
 4. Assist State Store Manager with implementation of online store presence on the MNWT website.
- C. Get 2019-2020 MNWT Budget approved at Fall State and achieve a balanced budget for the Minnesota Women of Today at the mid year budget review.
 1. Participate on the income increase and cost reduction task force that is comprised of Finance Committee members.
 2. Educate membership on the status of the MNWT budget, encouraging commitment to participate in state fundraisers and purchasing through the state store.
- D. Maintain monthly communication with chapters and districts to promote fundraising opportunities using the MNWT webpage, social media, email, mailings and phone calls as needed.
 1. Utilize all communications methods to promote state fundraisers and promote participation of all chapters.
 2. Provide minutes and highlights from Finance committee meetings.
 3. Educate the membership on financial topics such as treasurer reporting, budgeting, sales tax, gambling rules, MN annual registration and Federal—990N renewal.
 4. Provide the membership with training materials and updates in CIPs, webpage, social media and emails.