



## 2023-2024 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, and \$5500 for special fundraisers.
- B. Supervise the State Store and assist with attaining \$3000 in store sales.
- C. Get 2023-24 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, And \$5500 for special fundraisers.
  - 1. Assist Finance fundraising chairs and/or committee to run trimester 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 \$3000 in store sales.
  - 1. 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.
- C. Get 2023-2024 MNWT Budget approved at Fall State and achieve a balanced budget for the Minnesota Women of Today at the mid year budget review.
  - 1. 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.