



Minnesota Women of Today  
2020-2021 Plan of Action  
**Financial Vice President,  
Making Sense of Your Dollars**

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## Goals and Implementation

**Goal 1: Assist the Finance Committee with state ways and means fundraising to achieve goals of \$3000 in donations and \$5000 for special fundraisers.**

- a) Assist Finance fundraising chairs and/or committee to run trimester promotionals and fundraisers by communicating on a regular basis to ensure success.
- b) Bring forth new ideas for fundraising as well as utilize current fundraising ideas.
- c) Communicate fundraising to chapters and members through Chapter Information Packets (CIPs), social media, newsletters, and email to increase participation.

**Goal 2: Supervise the State Store Manager and assist with attaining \$4000 in store sales.**

- a) Have contact with State Store Manager at least once a month and assist in promoting new and current state store products at conventions and through various media.
- b) Promote State Store appearance at district and state events in addition to state conventions.
- c) Promote State Store sales in treasurer CIPs each trimester and feature specials from the state store manager.
- d) Assist State Store Manager with implementation of online store presence on the MNWT website.

**Goal 3: Get 2020 - 2021 MNWT Budget approved at Fall State and achieve a balanced budget for the Minnesota Women of Today at the mid-year budget review.**

- a) Participate on the income increase and cost reduction task force that is comprised of Finance Committee members.
- b) Educate membership on the status of the MNWT budget, encouraging commitment to participate in state fundraisers and purchasing through the State Store using CIPs, social media, newsletters and emails.

**Goal 4: Maintain monthly communication with chapters and districts to promote fundraising opportunities using the MNWT webpage, social media, email, mailings and phone calls as needed.**

- a) Utilize all communications methods to promote state fundraisers and promote participation of all chapters.
- b) Provide minutes and highlights from Finance committee meetings.
- c) Educate the membership on financial topics such as treasurer reporting, budgeting, sales tax, gambling rules, MN annual registration and Federal—990N renewal.
- d) Provide the membership with training materials and updates in CIPs, webpage, social media and emails.