



Mapping the Route to Marketing

FALL STATE 2016 CIP

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The first trimester state committee meetings were held on July 30th in New Ulm. Please check out the Marketing Minutes that will be posted on the committee pages on the Minnesota Women of Today website after this convention.

I would like to thank the Marketing subcommittee chairs for volunteering to serve: Branding Subcommittee – Sue Ellen Toppings; Promotional Subcommittee – Kimberly Rowland; Web Development Subcommittee – Daina Mirsch-Wenner and Bonnie Olmanson; Social Media Review Subcommittee – Shellie Matthes; and Statewide Buckets of Sunshine Project; Sue Ellen Toppings.

2nd Trimester State Committee Meeting
Saturday, December 10th
Star Bank in Eden Prairie
10 am Registration & Refreshments
10:30am Marketing
11:30 am Membership Management
12:30 pm Lunch
1 pm Future Directions

Important Dates to Remember:

Make a Difference Day	Oct 22
Impact Membership Monday	Oct 3
Midyear Evaluations due	Nov 4
Out and About Night	Nov 10
Give to the Max Day	Nov 12
State Committee Meetings Eden Prairie	Dec 10
Winter State Convention	Jan 27-29
Hands on Twin Cities	Feb 2017

Mark your Calendar!



Display Boards: The Marketing Committee has to (2) MNWT Expo Boards that chapters or districts may use, based on availability, with a \$50.00 damage deposit check make payable to MNWT. Once the board is returned to the Marketing Committee in its original condition, the check will be returned. Contact marketing@mnwt.org for more information.



Radio PSA: Many chapters have had luck submitting public service announcements to a local radio station MyTalk 107.1 (www.mytalk1071.com). The talk radio format is geared towards women so it's the perfect audience. Check out their website and email your PSA to the various personalities. Good luck!

Are you interested in recruiting new member names for your chapter or for a new extension? Chapters or districts that participate in an expo, with this intent, can apply for a grant from the MNWT Foundation. The grant is a matching reimbursement up to \$250 to fund a project/event to gain new members for your chapter or an extension. Applications available on the MNWT Marketing webpage.

Please see the special CIP for more information on this year's Bucket of Sunshine...

2016-2017 Buckets of Sunshine

THE FIREFLY

SISTERHOOD

uniting breast cancer survivors

with the recently diagnosed.

TOGETHER, WE SHINE.

Wanted: Expo Coordinator

Objective: to market chapters in their community with an event that will generate opportunities to promote community involvement. To find out more information about this subcommittee chair position, go to the Marketing Committee chair webpage at MNWT.org.

