



MNJOTS 2015 CIP

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Come Smile Awhile With Me

Welcome to the 2015-2016 Minnesota Women of Today year! I am so excited to be serving as your Marketing Committee Chair this year. This is a new adventure for me so I would welcome all and any ideas to help us spread the word about our wonderful organization. I will be working with a couple of great gals this year, they are Wendy Lindberg your Membership Management Committee Chair and Dawn Scouton your Future Directions Committee Chair. We are still looking for some committee members. No pressure. Come check us out and see what we are all about. WE would love to have you join us.

We will be holding state committee meetings once a trimester in different locations around the state. Come for the day and enjoy a complimentary light breakfast and lunch. If you are a committee member, you are entitled to some mileage reimbursement. Contact Wendy, Dawn or I if you are interested in becoming a member.

First Trimester State Committee Meetings

Saturday, July 25th, 2015
Place TBD
Monticello, MN
Registration & Refreshments -10 a.m.
Marketing – 10:30 a.m.
Membership Management – 11:30 a.m.
Lunch – 12:30 p.m.
Future Directions – 1 p.m.

Important Dates to Remember

<i>Founders Day</i>	<i>July 1</i>
<i>Out and About with Women of Today</i>	<i>July 9th</i>
<i>State Committee Meetings, Monticello</i>	<i>July 25th</i>
<i>State Committee Meetings, TDB</i>	<i>Dec. 5th</i>
<i>Hands On Twin Cities Volunteer Expo, MOA 2015</i>	
<i>State Committee Meetings, TBD</i>	<i>March 25</i>
<i>National Volunteer Week</i>	<i>April 2015</i>

Special Point of Interest

Statewide Buckets of Sunshine Project for 2015-2016 is Ruff Start Rescue. Please see the special CIP about this Buckets of Shine project.

Marketing Sub Committees.....

Expo Subcommittee Melissa Redzuan: Promotes expo events in area around the State. Subcommittee is in charge of the vendor portion of the Fall State Project Fair and coordinates the Hands On Twin Cities Volunteer Expo.

Promotionals Subcommittee Kimberly Rowland: Explores ways to enhance the presence of Women of Today in our communities.

Statewide Buckets of Sunshine Project Anna Williams: Promotes annual Buckets of Sunshine project: lead fundraising and educational activities; presentation at Winter State business meeting.

Web Development Subcommittee Daina Mirsch-Wenner and Assistant Bonnie Olmanson: Create and maintain online marketing tools that promote Minnesota Women of Today.

Branding Subcommittee Sue Ellen Toppings: Update / create a unique brand for public recognition of our organization. (May involve logo, catch phrase, mission, objectives, and strategic plan).

Social Media Review Subcommittee Shelah Heien: Review, approve and post items for our online presence such as Facebook, Twitter, YouTube and LinkedIn.

Contact me at marketing@mnwt.org for information on the subcommittees or contact the subcommittee chairs directly.

All About Marketing Your Chapter

Does your chapter have a Facebook page? If so, make sure to keep it updated. If not, learn more about how to create and use Facebook: www.mnwt.org select Members / Resources. Find Facebook information in the list.

How about a Chapter Brochure? You can find a template to get you started: Go to www.mnwt.org – select Members/Resources. Find the form “Chapter Brochure” and download to your computer.

Utilize Press Releases to publicize upcoming events, awards and other community activities your chapter is involved in. See the Public Relations CIP or contact the Public Relations SPM for samples.

Remember your chapter may borrow the MNWT display board if your chapter has an expo event or another community event you would like the information displayed at.

Come Smile Awhile with Me, as we Spread our Wings with President Terri and her staff this year. Let's spread the word about the Women of Today organization. Let's make a difference in the lives of young women everywhere.

