



Mapping the Route to Marketing

MNJOTS 2016 CIP

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Welcome to the 2016-2017 Minnesota Women of Today year! I am excited to be serving as your Marketing Committee Chair this year. This will be a new experience for me in the eight years as a member of this organization. I am looking forward to be working with Wendy Homyak as your Membership Management Committee and Tevyan Sorenson as your Future Directions Committee Chair. We are still looking for some committee members, and you can also attend meetings as a guest. Please come check us out and see what we are all about. We would love to hear your new ideas for our organization. We will be holding state committee meetings once a trimester in different locations around the state: south, north and central. Please come join us for the day, lunch will be provided.

First Trimester State Committee Meetings
 Saturday July 30, 2016
 New Ulm American Legion
 13 S. Minnesota Street
 New Ulm, MN 56073
 Registration and Refreshments - 10 am
 Marketing - 10:30 am
 Membership - 11:30 am
 Lunch - 12:30 pm
 Future Directions - 1:00 pm

Important Dates to Remember:

Founders Day	July 1
Out and About with Women of Today	July 12
President/State Delegate Retreat, Rice	July 23rd
State Committee Meetings, New Ulm	July 30
USWT Friendship Day	Aug 1
Deadline to order Day at the Diamond tickets from PR SPM	Aug 12th
Kid's Week	Aug 14-20
IMPACT Membership Monday	Aug 29th
State of MN Annual Registration due to Sec of State, and 990N Filing due IRS	Sept 1
Day at the Diamond	Sept 11
Fall State Convention, Cragun's in Brainerd	Sept 16-18
Women of Today Week	Sept 18-24



Marketing Sub Committees

Branding Subcommittee Sue Ellen Toppings

Update/ create a unique brand of public recognition Of our organization. (May involve logo, catch phrase, Mission, objectives, and strategic plan).

Expos Coordinator: OPEN

Promotes expo events in area around the State. Subcommittee is in charge of the vendor portion of the Fall State Project Fair.

Promotional Subcommittee Kimberly Rowland

Explores ways to enhance the presence of Women of Today in our communities.

Web Development Subcommittee Daina Mirsch-Wenner And Assistant Bonnie Olmanson

Create and maintain online marketing tools that promote Minnesota Women of Today.

Social Media Review Subcommittee-Open

Review, approve and post items for our online presence such as Facebook, Twitter, YouTube and LinkedIn

Statewide Buckets of Sunshine Project Area Sue Ellen Toppings and Dawn Scouton

Promotes annual Buckets of Sunshine project: lead Fundraising and educational activities; presentation at Winter State business meeting.

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 on 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.

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.