



# MNWT Statewide Committees

## Attention Presidents, MVPs, and Everyone Interested in MNWT!

Welcome to the combined CIP for the Future Directions, Membership Management, and Marketing Statewide Committees. Please review the information to see how you can get involved.

Our next meeting is

**Saturday**  
**July 25, 2020**  
**Online Only**

9:30am MMC  
 10:30am Marketing  
 12:00pm FDC

*Your chapter earns Success points for attending a Statewide Committee meeting.*



**June 24 at 6:00 pm**



½ hour each session

- 6:00PM Outstanding Awards
- 6:30PM Fast Starts
- 7:00PM Programming Reporting
- 7:30PM Membership

### Important Dates

- June 12-13 **USWT Convention** (online)
- June 24 **MNWT Trimester Webinar**
- June 28-July 4 **MNWT Membership Week**
- July 1 **Founders Day**
- July 15 **Fast Starts due**
- July 25 **Statewide Committee Meetings**
- Aug 1 **President/State Delegate Retreat**
- Aug 31 **Trimester 1 Closeout**
- Sept 1 **Annual registration & 990N due**
- Sept 18-20 **Fall State Convention**
- Sept 20-26 **Women of Today Week**

## Which committee fits you best?

Future Directions	Membership Management	Marketing
 <p>Brenda Sather, Chair  <a href="mailto:fdc@mnwt.org">fdc@mnwt.org</a></p> <p>This ongoing committee is responsible for reviewing member suggestions concerning organizational structure, administration or programming; and especially long range planning in those areas, which have been approved by the membership.</p>	 <p>Michelle Cloutier, Chair  <a href="mailto:mmc@mnwt.org">mmc@mnwt.org</a></p> <p>This committee works to generate interest and excitement in meeting membership goals. Additional objectives are to find ways to increase chapter size, improve retention, assist with the addition of new chapters, and to internally market our organization.</p>	 <p>Christine Sibilleau, Chair  <a href="mailto:marketing@mnwt.org">marketing@mnwt.org</a></p> <p>This committee externally promotes the Minnesota Women of Today. Activities include hosting the Fall State Expo, marketing the Buckets of Sunshine project for the state, developing online tools, and providing promotional materials for our chapters.</p>



# MNWT Statewide Committees



## Future Directions Committee

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I was asked after I completed my term as Chairman of the Board for Minnesota Women of Today if I was ready to retire. I can say that part of me was yearning for some more free time to enjoy the many hobbies that I had set aside during my terms as State President and Chairman of the Board, but I also knew that one of my passions for this organization was eventually working with the Future Directions Committee so here I am.

This passion started when I attended one of my first meetings and found myself both exhilarated by the discussions that I heard concerning ideas for improvement to our organization from members as well as the frustration I felt that the organization seemed to be continually caught up in the loop of generating good ideas. It appeared to me that steam was lost when it came time to evaluate and adjust projects once implemented. I have been working in strategic planning for a large multibank holding company. I understand the difficulties that can arise when making changes that impact large organizations and the challenges that are faced with the communication of these. The evaluation and implementation phases are just as key to the process as the initial phase of development. It is with this knowledge that I hope to bring a slightly different vision to Future Directions. This is not saying that what we have done in the past has not been successful and or impactful, but simply a different way to look at things.

Past FD Chair Jen Kinzer worked hard last year in the development of the 2020-2030 strategic plan. It is one of my main goals this year to bring this to the forefront and remind members that this should be the driving force behind decisions and discussions for moving this organization forward. You will hear me refer to this document often. It can be found on the website if you wish to check it out. Speaking of moving forward, this is exactly why I chose the logo and theme you see above.

**So, what exactly does Future Directions do?** The committee shall advise and make recommendations to the Executive Council on the organization's structure, administration and programming; shall develop long range planning objectives and methods to obtain them; shall consider changes proposed by members and reporting committee and shall supervise the timely implementation of such changes.

**Subcommittees of Future Directions:** Manual Review, Strategic Plan, Go-Green, Winter State Awards, and Online Training.

**Task Forces under Future Directions:** Programming, Restructuring, Persons with Determination Award, and Forms Review.

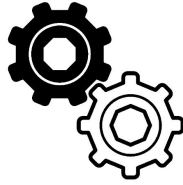
If you are interested in being on a subcommittee and/or attend a meeting, you are welcome. These meetings are open to all members.

Looking forward to a great year.



# MNWT Statewide Committees

GET IN  
GEAR



Technology | Social Media | Marketing

## Marketing Committee

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Hi everyone! As you may know, I'm a 13-year member from the Roseau WT chapter up in District 2. I am excited to be your Marketing Committee chair this year as I have been involved in MNWT in varied capacities, several of which were related in some way to the Marketing committee - such as NEWSLET SPM, web-helper and recently State Secretary.

The emphasis this year for the Marketing Committee will be on encouraging our organization to embrace new technology and Social Media, working on the Marketing portion of the 2020 Strategic Plan, and continuing to support programs developed by the last Marketing Committee. We will only succeed by working on these components together, and fortunately we have a talented group of ladies again this year! If you have interest in marketing, promotions, public relations, or are simply curious, feel free to join us or attend the next committee meeting on Saturday, July 25th.

Developing the Statewide MNWT Brand and Streamlining MNWT Marketing are the two items of the 2020 Strategic Plan by the Future Directions Committee that focus on marketing. Under the brand item, we will be implementing a plan for chapters to use the MNWT branding, examining our current logo, and reviewing the current MNWT brand. Under streamline marketing, we will be developing an app, creating a marketing plan for the state organization, and creating marketing strategies for chapters to adopt. If you would like to work with a team on one of these items, please contact [marketing@mnwt.org](mailto:marketing@mnwt.org) -- you need not be a member of the committee, as everyone who is interested may join us and/or volunteer for any of these taskforces.

Remember: **Don't be introverted when telling the world about your cause. It's a crowded world out there, go ahead and shout about what your chapter does and what it needs.**

 <p>Bucket of Sunshine Coordinator Jeny Ohr will be assisting Priority Area SPM Jennifer Auger. Please see the <a href="#">Priority Area MNJOTS CIP</a> for ways your chapter can participate this year.</p> <p>Wishes &amp; More® conceptually began in the fall of 2004 in order to fill the gaps of other wish granting charities serving children with terminal and life-threatening conditions.</p>	<p style="text-align: center;"><b><u>2020 Fall State Expo</u></b></p> <p>Chair, Wendy Homyak, is busy organizing the annual installment of this event at the upcoming convention. PVP Anna Nichols and AVP Michelle Kocak Jones are exploring ideas to make this an interactive experience.</p> <p>Be sure to mark your calendar and join us at the informative event! It's a great way to get to know your state leaders while learning more about organizations we are supporting.</p>	<p style="text-align: center;"><b><u>Training Topics</u></b></p> <p>More members and chapters are moving towards using cloud storage to retain and archive their chapter records. Watch for opportunities at convention or a webinar if you are interested in learning more about this technology.</p> <p>A chapter's presence on social media plays an important role in marketing themselves to potential members and promoting attendance for their events. We'll talk about the various social media platforms and show you how to create and share posts. Stay tuned for when this forum or webinar will be scheduled.</p>
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# MNWT Statewide Committees



## Membership Management Committee

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To my fellow Women of Today members,

My name is Michelle Cloutier, and I am looking forward to being your Membership Management Committee chair and a great year for membership! As we R.I.S.E. this year and Gather Your Flock, the Membership Management Committee will be working hard to hear the R.O.A.R. of our chapters with – Recruiting, Orientation, Activation & Retention. Join us at a statewide committee meeting to find out what it is all about.

Our focus this year is on Spreading Your Wings with your Community AND helping you with knowing what to do once you have heard the R.O.A.R. We will be encouraging First Time attendance at Conventions and State hosted events. This includes State Committee Meetings! Any member can attend in person or remotely!

To share with you a little more about me, I have been a member of the Burnsville chapter since 2011. I live in Rosemount with my husband, celebrating 25 years of marriage this year! We have two beautiful children; Haylee (21) is starting her senior year of college. Just 6 more years for her as she pursues her PHD in Psychology. Hunter (18) went into the trades and is working fulltime. If you ask anyone who knows me, they will tell you I simply love that I get to be their mom!

As we look at membership through a different lens at the moment, we will be sharing some old and new ideas that we can do to hear the R.O.A.R. of our chapters and Gather Our Flock to see us R.I.S.E. and Spread Your Wings! I am happy to help in what ever way your chapter needs. I can do in person or Zoom meetings to help you. Membership is ready to take flight this year! Join us!

A handwritten signature in black ink that reads "Michelle Cloutier".

## Calling Convention First Timers

Plan on joining us at Fall State Convention for your chance to win your next convention registration paid for! Make sure to attend the Friday Night First Timers meeting. We want to celebrate with you!

## #FriendshipFriday

Watch for our posts on Facebook each Friday. We will share the joy, kindness, beauty and sparkle that friendship is with quotes, photos and more!



# MNWT Statewide Committees

## Spread Your Wings...MMC needs you to take flight!

We need YOU! MMC has openings for Area Reps & General Members to serve a one-year term on the committee. This involves:

- Working on task forces to develop tools and potentially support training at chapter, district, or state events.
- You are also requested to attend the three committee meetings during the year. It is a great way to learn more about MNWT!

If you have an interest in the tools and resources to support membership activities this committee is for you.

## Recruitment

New members add energy, new connections and ideas within your chapter. While recruiting may seem harder in this season, it is about sharing your WHY when connecting with perspective members.

- Host a Membership “Socially Distanced” Social  
Make it public & publicize it! Right now we may find it hard to get together in person but not impossible. How about Trunk Coffee or Trunk Lunch? Keeping space by bringing a chair or sitting in the back of your vehicle. Keep connected with current members and invite perspectives to catch up with your chapter.
- Follow-up with guests  
Make it timely & personal! Have a member reach out to invite a guest back. While it could be your chapter’s MVP, it could be any member. The key is timely and personal. Follow up right after, thank guests for attending, and add the personal touch of something they shared to let them know you were listening to them.
- Extend an invitation  
Make it sincere & not pushy! Let them know it is ok if they want to see and learn more about who we are and what we do. But don’t forget to invite them to join! Everyone loves to be asked.
- Ask for help! Still not sure about recruiting new members? Contact [mvp@mnwt.org](mailto:mvp@mnwt.org) or me for help.

## Retention

All chapter’s members are important. Take time to listen to them, encourage them and appreciate them. A few keys to retaining members and creating a welcoming chapter are:

- Maintain interest through a variety of activities
- Personally ask members to participate
- A positive attitude – recognize members who are participating and helping
- Involve everyone
- Welcome new ideas – seek them out

There are a number of tools available to support and encourage your members.

### Membership Survey

This can be as simple as a discussion at your chapter meeting or a formal survey. A sample survey is available from the CMVP webpage. Use the results to plan what events or projects your chapter wants.

### Membership Recognition

- Include a place in your chapter newsletter or during your meetings for members to acknowledge each other’s accomplishments.
- Recognize a member of the month.
- Nominate members for Presidential Pins or Medallions or Outstanding Program Manager. Nomination forms are available online on the Resources webpage.