



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
March 16, 2019
Presbyterian Church
of the Way in Shoreview
 9:30am Refreshments
 10:00am MMC
 11:30am Lunch
 Noon Marketing
 1:30pm FDC
Your chapter earns Success points for attending a Statewide Committee meeting.



January 10 at 7:00 pm

- Programming Task Force Recommendations Overview




February 27 @ 6:00 pm

- Content to be determined

Important Dates

- January 25-27: Winter State Convention in St. Louis Park
- March 9: March Planning in Rice
- March 22: Area 2 Meeting
- March 23: Area 1 Meeting
- April 5: Area 3 Meeting
- April 6: Area 4 Meeting
- April 15-21: National Volunteer Week
- May 4: LOTS in Monticello
- May 17-19: Annual Convention
- June 7-9: MNJOTS in Brainerd Lakes
- June 13-16: USWT National Year End Convention in Duluth, MN

Which committee fits you best?

| Future Directions | Membership Management | Marketing |
|---|---|--|
|  <p>Reaching for the Summit Jen Kinzer, Chair fdc@mnwt.org</p> <p>This ongoing committee is responsible for reviewing member suggestions concerning organizational structure, administration or programming; especially long range planning in those areas, which have been approved by the membership.</p> |  <p>Tevyan Sorensen, Chair mmc@mnwt.org</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>Daina Mirsch-Wenner, Chair marketing@mnwt.org</p> <p>This committee externally promotes the Minnesota Women of Today. Activities include hosting the Fall State Expo, running the USWT Buckets of Sunshine project for the state, developing online tools, and providing promotional materials for our chapters.</p> |



MNWT Statewide Committees



Membership Management Committee

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Hello Women of Today Members,

Thank you to all the members who attended the December Membership Management Committee meeting. A special thank you for this meeting as even I was unable to participate 😊 I know I am not alone with bugs and sniffles going around these days but here is hoping we are past all of it in my house and yours very soon! We again heard reports from Membership and Extensions about where we are regarding membership and what resources chapters need/want to support their Recruiting, Orientation, Activation, and Retention efforts. This includes new materials that have been making their way into the hands of chapters and members throughout the trimester. We have been focusing on Leadership, Healthy Chapters, and New Members. Look for more to come in your chapter email or ask the keeper of your email to forward on to you.

Are you looking for ideas for recruiting or how to improve your retention of existing members? Contact MMC Chair Tevyan mmc@mnwt.org or MVP Anna at mvp@mnwt.org and we would love to help. There are so many things you can do to show some love and energy to members and prospects that are simple yet powerful. Checkout the MNWT website for social and m-event ideas too! On the main page of mnwt.org, choose “**project ideas**” in the dropdown and click “**Go**”. Have fun!

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| <p><i>Current Members Are The New “It” Members</i></p> <p>Recruiting new members can be fun and exciting, but what if you put that same energy and attention to your existing members? Even members who are not brand new love to get attention and often need to an invitation to meetings or events to remind them how important they are to your chapter’s success. Here are a few ideas to encourage all members from Day 1 to Year 21 to get involved and make a difference.</p> <ul style="list-style-type: none"> • Have Board Members CALL every member and remind them of your upcoming events. • Send a personal note to someone you haven’t seen lately or better yet...send one to EVERY member! • Hold an Orientation for everyone. Ask long-standing members to help with a MNWT scavenger hunt or game. Need Orientation materials? MVP Anna has an updated packet available that you can customize to fit any group. | <ul style="list-style-type: none"> • Have a STEP contest at your next meeting and let every member complete STEP I. Have prizes! • Organize a Social and really encourage ALL members to get involved....or Girls weekend at Annual! | <p><i>First Timers?</i></p> <p>Maybe you’ve been with Women of Today for weeks or years, it’s never too early (or late) to attend your first MNWT event. Make plans to join us at a State Convention, State Committee Meeting or Spring Area Meetings. When registering for Conventions, make sure to mark yourself as a First Timer (or encourage your chapter members) to get special announcements and invitation to the First Timers Get Together!</p> <p>Many chapters have rebates or incentives for your first State Convention. These are fun, informative meetings where you meet other members, get new ideas and learn about ways to make a difference. There is a First Timer meeting at each convention where we will introduce you to all of the ins & outs of convention fun. So make plans to join us at Annual Awards in May!</p> |
| | <p><i>Got New Members?</i></p> <p>All new members will be receiving a letter from President Brenda at the end of each trimester welcoming them to the organization. This letter includes information on Programming and Meetings as well. Please follow-up and ask if they have any questions. It’s a great way to encourage new members to get involved. Each letter also has a \$5 gift certificate for the State Store that is good for two trimesters. Encourage them to take advantage for sure!</p> | |



MNWT Statewide Committees



Marketing Committee

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Thank you to everyone who attended the 2nd Trimester meeting...it was a another great success! I am so very proud of what our committee has accomplished so far this year. But our work is not done yet, so please join us on March 16 in Shoreview to help us end the year right! At the next meeting we will be talking about 2019-2020 MNWT 70th Anniversary Celebration, voting on the 2019-2020 Statewide BOS Project, and approving Marketing Committee Manuals for next year. If you or someone you know would like to chair the Marketing Committee, chair one of the subcommittees, or be an Area Rep, please contact marketing@mnwt.org.

It's the Web Development Subcommittee's goal to get you looking at all of our online resources. So we started the "Digi-Sense" articles you will see in each Chapter Mailing Highlight. These articles will give you tips and tricks on how to use online tools while working on committees, membership, and so much more. Thank you to those who have or will be authoring article! If you are a tech-savvy user, please contact me at marketing@mnwt.org to share your ideas for future articles.

Statewide Buckets of Sunshine: Minnesota Milk Bank

Subcommittee Chair Shellie Matthes has done an awesome job with the Minnesota Milk Bank for Babies this year! This project culminated at Winter State convention; please review the Business Meeting minutes to see the final figure of what we raised for this organization. Here is an overview of what we did as a state:

1. Four (4) chapters have donated \$300 to sponsor a freezer: New Hope, Fairmont, Coon Rapids, and White Bear Lake. Freezers that have been placed in Owatonna, and Mercy have a MNWT plaque applied; and a plaque is being sent to Fairmont for application.
2. Several locations around the state have been approved to open a milk depot and will continue to post those openings.
3. A couple of chapters have advised they have been busy fundraising, and Burnsville WT has raised \$302.00.
4. The Milk Bank is in the finishing stages and waiting for approval from the State of Minnesota for Health codes, etc. The Grand Opening will be posted on Facebook.
5. 100 Thank you Gift Bags were assembled and given out to the area milk depots to give to mom's who donate milk. The gift bag contained a MNWT brochure and a Thank You postcard that included the MNWT logo. Great for PR exposure and perhaps some new members.

We are now accepting nominations for the 2019-2020 Statewide Buckets of Sunshine Project. When nominating an organization for this, keep in mind not only how we can help the organization, but also how the organization can promote Minnesota Women of Today. There is a new [online form](#) available that is due Saturday @WS2019. Due to the change in the process, we will extend the deadline to **February 28, 2019**.

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.**

Daina



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Future Directions Committee

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Reaching for the Summit

Future Directions had a busy and productive meeting on December 1st. We have many individuals committed to discussing changes, updates and new ideas for the MNWT. Check out our minutes online for more details.

Some of the highlights from the last FD meeting include:

- The Manual Review Schedule was updated.
- The Strategic Plan Committee is seeking input on a new Strategic Plan for the MNWT. Do you have some suggestions on what we should put on the Strategic Plan? We would love to hear your ideas. At this point we are brainstorming and will be putting together a new document for approval at the March FD meeting. If you are interested in serving on this committee, please contact Jen at fdc@mnwt.org.
- Suggestions for the Outstanding Awards were given and approved. The structure of the Women Who Impact Award was recommended to remove the category portion of the award and to recognize one nominee with an honorarium with a three nomination minimum. Outstanding Young Adult and Women Who Impact Award nomination form changes were approved and the suggestion of allowing short answers instead of an outline format was approved. A decision was made to discontinue the Outstanding Person with Developmental Challenges Award because of a lack of nominations and a lack of funding for the award. Instead a Task Force has been formed to study what type of award we might replace the Outstanding PDC Award with in the future. If you are interested in providing some input for this Task Force, please contact Jen.
- The Programming Task Force was given approval to move forward with their final recommendations to the programming structure. Recommendations as follows:
 - **Combine the IVP/EVP position to one PVP position.** Bylaw proposals have been made and notification has been given to chapters for approval at Winter State.
 - **Eliminate the R&R SPM** and create a Success System Coordinator supervised by the CMVP, Eliminate the R&R SPM and move Individual Evaluations to the Programming Vice President
 - **Eliminate the PR SPM** and create a PR Assistant supervised by the Executive Director. Note the Assistant will be responsible for proclamations, Women of Today Week, Founder's Day, Day at the Diamond and Volunteer Recognition Week; then move additional responsibilities of PR to the Marketing Committee including press releases, social media, and other promotions.
 - **Eliminate the NEWSLET SPM positions** and replace with a Newslet Editor supervised by the State Secretary

Do you have something to bring to Future Directions? A new idea? A willingness to volunteer? A skill you would like to offer? We need you! Please contact Jen at fdc@mnwt.org or plan to attend an upcoming meeting, like the one on March 16th. Thank you!