



**Together We Can**  
**Make a Difference with Marketing**  
Plan of Action  
2017-2018

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## I. GOALS

- A. Partner with the District Directors to promote the “Start with Why” campaign.
- B. Work with committee co-chairs to promote the Bucket of Sunshine organization and raise \$1,500 in donations.
- C. Work with the Expo Chair to sign 10 vendors for the Project Fair Expo at the Fall State Convention with the Minnesota Women of Today Organization.
- D. Work with the Promotional Chair to have six or more members volunteer at the Hand On Twin Cities Expo at the Mall of America.

## II. IMPLEMENTATION

- A. Partner with the District Directors to promote the “Start With Why” campaign.
  1. Engage the District Directors in finding out their “Why” and helping to collect the “Why” from their chapter members.
  2. Encourage all committee members to share their reason “Why” they joined and continue to renew their membership.
  3. Gather and display the reasons “Why” at conventions to inspire everyone!
- B. Work with committee co-chairs to promote the Bucket of Sunshine organization and raise \$1,500 in donations.
  1. Partner with co-chairs to create a visual display to show the impact we are making with the Buckets of Sunshine organization each trimester.
  2. Maintain contact with Administrative Vice President and District Directors sharing our progress to keep chapters informed about Buckets of Sunshine organization.
  3. Highlight Buckets of Sunshine organization in Chapter Information Packets (CIP), website, Facebook, and chapter mailings.
  4. Encourage the membership to support the Buckets of Sunshine organization through volunteering, donations and fundraising activities.
- C. Work with the Expo Chair to sign 10 vendors for the Project Fair Expo at the Fall State Convention with the Minnesota Women of Today Organization.
  1. Ask members that have home-based businesses to participate in the Project Fair Expo.
  2. Promote the vendor fair on website, Facebook and chapter mailings.
  3. Advertise on MNWT Facebook page vendors who have committed to attending!
- D. Work with the Promotional Chair to have six or more members volunteer at the Hand On Twin Cities Expo at the Mall of America.
  1. Work with the Promotional Chair to solicit volunteers for the Hand On Twin Cities Expo through Fall State CIP, Facebook, and chapter mailings.
  2. Coordinate with Promotional Chair to offer an incentive drawing for the Women of Today members that work or attend event. Perhaps Bonus Points for Success.