



Minnesota Women of Today
 2023-2024 MNJOTS CIP
 Marketing VP
 Let's Get Famous, MN Ducks

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Lets get Famous



MN Ducks

Hello Fellow Marketing Ducklings,

I am Allie Staley, your 2023-2024 Marketing Vice President. This year my theme is Let's Get Famous MN Ducks! I am excited to provide you the tools, guidance, and being famous ducks in Minnesota. I have many goals this year and plan to help our organization grow by marketing ourselves at the state and chapter levels. I want to remind everyone that we are not alone in any process and we will need all the help that anyone can provide. Throughout this CIP you will hear a few tips that I have to share for the first trimester, fun dates to mark in your calendar, and how to get Famous! #DUCKSRULE!

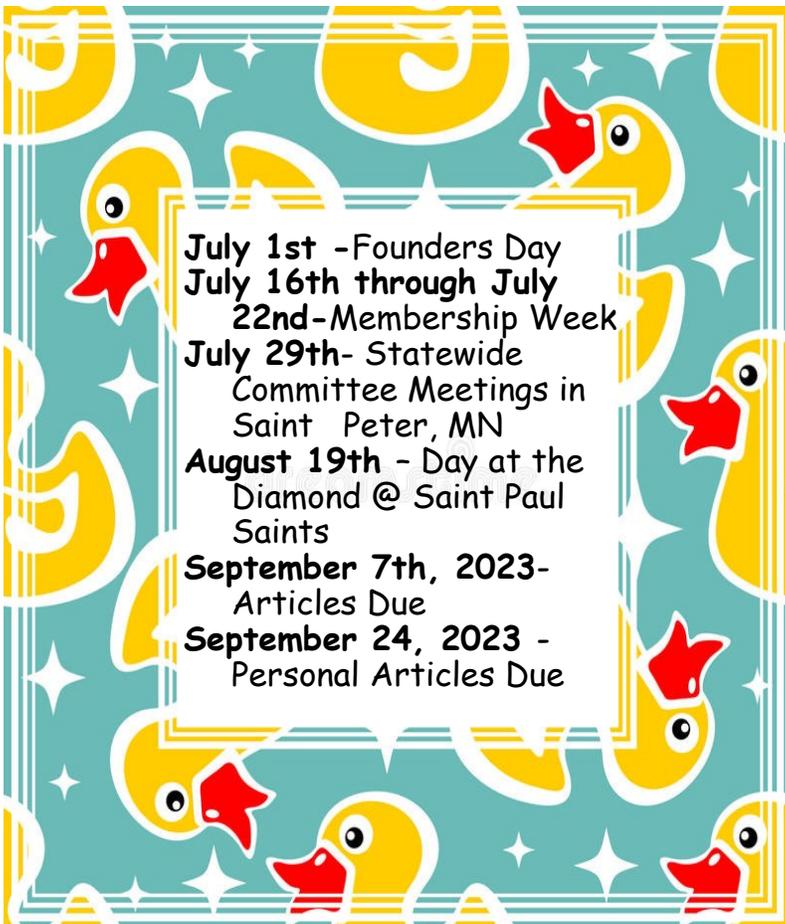
Mark Your Calendars Ducks

Getting to know me

I would like to introduce myself to my fellow duck family. I am 26 years old, born and raised in New Ulm, MN and currently reside in Morgan MN. I am the only girl in my family. I have an older brother and younger brother (Yes, I am the middle child). I have a Husband and a step son. We enjoy traveling, playing sports, fishing, hunting, and boating with my parents. There is never a dull moment in my family and I wouldn't want it any other way.

I have been a member of the New Ulm Women of Today since 2015. I love the Minnesota Women of Today for the community involvement that we have, impact on lives whether it be big or small, and the friendships I have gained over the years. I am outgoing, a great listener, and always up for a challenge. I cannot wait to get to know more and more people within the Organization.

I am always willing to talk via email, phone, or text messages. Do not hesitate to reach out because we are all united by the infamous power of the Duck!
#DUCKSRULE!





Mhmmm... I love taking selfies and getting a fun Basket... I think this basket is going to be duck-tastic! #DUCKSRULE

Incentive of the Trimester

Do you like going to the Great Minnesota Get Together? Well, I have an incentive for you! If you happen to go look for the MNWT Bench at the State Fair and Take a selfie or group photo with the bench! Then share the picture on your Facebook page with #MNWT and send the photo to mkvp@mnwt.org. I want to see our Ducks getting Promoted online! If you do this your name will be put into a Ducky Surprise Basket to be drawn at Fall State.

Look out for the date that a bunch of MNWT members will be joining Past State President Jenise at the state fair. More information to be emailed to chapters and posted on Facebook. #DUCKSRULE!



Marketing Tips

Please note that Marketing Tips are here to help and guide you. I am always willing to help with any posting, flyers, and event creating. Remember Ducks we are all in this together. #DUCKSRULE!



Engage the Audience. Have a fun post to boost your comments and likes on Facebook postings.

Example: Do you like a day at the Lake or Day watching movies on the couch?



If you want people to share your content, make sure it's interesting, informative, and visually appealing. That could mean creating infographics, videos, or simply well-written blog posts that focus on your cause.



Share information about your Chapter! Do member highlights! Share Community stories.



Create Short, easy to remember Hashtags! Using hashtags will create more users to "fall" upon the event or post.

Example: #MNWT #FamousMNDucks

Are you wanting to help Market our Organization?



Oh my this sounds interesting! Can you Tell me more?

In Marketing Committee we meet 3 times a year before for conventions. These meetings talk about how we can create a better understanding of the Minnesota Women of Today both inside and outside the organization. We have 6 sub committees under the Marketing Committee. So do not fret we will find a perfect fit for you.

The Marketing Committee needs at least one member from each area but we would love to have more! If you are interested in joining please reach out to mkvp@mnwt.org. Also, we are having our First Marketing Committee Meeting at the Statewide Committee Meetings on July 29th, 2023. Please watch out for more information to come!

Facebook Help!!

Need some help with Facebook? Stuck and just do not know what to do next? Jeny Ohr is our Social Media Lead. She is more than willing to help out and do a zoom meeting! Please reach out to her via email @ hermanohr@yahoo.com



Newsletter Editor

I am pleased to announce that we have a NEWSLET Editor. Suzanne LaLond , from the Aitkin Chapter has graciously accepted the position. If you are looking to submit any Articles or Personals please use the online form on www.mnwt.org. Please fill in with as much detail as possible. This will make Suzanne's job smoother and more enjoyable! Fall State Articles are due September 7th, 2023. Fall State Personals are due September 24th, 2023.

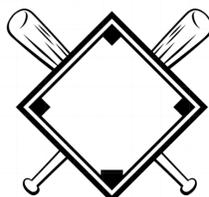
PR Assistant

I am pleased to announce that Shellie Matthes from the White Bear Lake Chapter has accepted the PR Assistant Role for the 2023-2024 Year!

Day at the Diamond

Day at the Diamond is August 19th, 2023 @ 7:07pm Please watch out for more information!

Lets Get Famous MN Ducks and Support our President Amy Pumper.



Success Points!

- ◇ Submit Tri 1 Success for the first time in at least 1 year (25 points) - submitter did not submit in 22-23
- ◇ For the full Presidential BONUS points, see President or CMVP CIP. For more information on SUCCESS, see CMVP CIP or www.mnwt.org under Success System Helpful Hints.