



MNWT Statewide Committees

2019 MNWT Statewide Committee Fall State CIP

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
November 16, 2019
Resurrection Church
Monticello MN
 9:00am Refreshments
 9:30am MMC
 11:00am Marketing
 12:30 Lunch
 1:00pm FDC

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



October 8 at 7:00 pm

- Outstanding Awards

October 23 at 6:00 pm




½ hour each session

- Navigating mnwt.org website
- MNWT Foundation
- New Programming Update
- Trimester Awards & Nominations

Important Dates

- September 21-27, 2019 Women of Today Week
- September 30, 2019 MNWT Membership Monday
- October 10-13, 2019 2019 USWT Mid-Year Convention in Iowa
- October 26, 2019 Make A Difference Day
- November 14, 2019 Give to the Max Day
- December 30, 2019 MNWT Membership Monday
- January 5, 2020 All Certifications due
- January 23-25, 2020 Winter State Convention at DoubleTree Hotel, St. Louis Park

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>Heidi Westerlund, 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>



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Membership Management Committee

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Membership Management Chair
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We have a tremendous 2nd Trimester Membership Challenge. It is “70 New Members for our 70th Anniversary”! The challenge begins August 15 and ends January 15. We are celebrating the 70th Anniversary of our organization at Winter State Convention on January 25, 2020. Here are some highlights:

- Chapters that submit new members and their dues to the Chapter Service Center earn an incentive for these milestone members: 15th, 30th, 45th, 60th and 75th. (counted when received at the Chapter Service Center)
- Chapter that submits the 70th new member and the dues to the Chapter Service Center will be awarded a Walking Tacos Dinner to be served by Taco Cat (President) at a date/time to be arranged. (counted when received at the Chapter Service Center)
- December 30th is 2nd trimester Close Out, and it is also a Membership Monday opportunity with the theme “How Amazing is that?” Each chapter that signs and submits a New Member to the Chapter Service Center on December 30th Membership Monday by 10PM will earn an “amazing” incentive and be entered into a drawing for \$25 Amazon gift card.

2nd Tri Membership Challenge: This is going to be a lot of fun and I look forward to each and every chapter working to meet the goal of: “70 New Members for our 70th Anniversary.” Are you looking for ideas for recruiting or how to improve your retention of existing members? Contact MMC Heidi Westerlund mmc@mnwt.org or Membership Contact Lisa Hahn 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!

Got New Members?	How “Healthy” is your chapter?	First Timers?
<p>All new members will be receiving a letter from President Cat 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. Encourage them to take advantage for sure!</p>	<p>These chapters attract new members and have energy to do what they really want to do in their communities & for their members. Use this quick check and have a discussion with your chapter about how to make changes to “get in shape” for your future. Need ideas? We are here to help!</p> <ul style="list-style-type: none"> • An active, committed board – Doesn’t have to be full • A mix of service, social & membership events every tri • Actively recruiting and intentional about membership retention • Engaged members who are showing up for events – at least once a tri though more is better! • Positive energy – people you all want to be around. 	<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. 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</p>



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to join us in St Louis Park in January!



Marketing Committee

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We have some new things in store for second trimester. Please join us in spreading the word about Women of Today. Also, feel free to contact me if you would like to be involved in the MNWT Marketing Committee!

MNWT Facebook Pages: Due to the over-abundance of MWNT Facebook Pages, we have now combined positions to make pages for the Membership, Finance, Programming, and Administration teams. Be sure to like these pages and follow them! The following represents the changes to the Facebook Pages:

- [MNWT Membership FB Page](#): CMVP, Extensions, MVP, Success
- [MNWT Administration FB Page](#): Sec, Parli, Pres, PA, COB, Exec Dir, AVP, PR, NEWSLET
- [MNWT Programming FB Page](#): PVP, all SPMs
- [MNWT Committees FB Page](#): FDC, MMC, Mktg
- [MNWT Finance FB Page](#): FVP, State Store, W&M, Finance Committee
- all other FB Pages remain the same.



MNWT est 1950 Logo for Women of Today Week: The pin shown here will become a special item next trimester, but you'll need to join us at Winter State 2020 form more information. For now, we would welcome all chapters to use this image during Women of Today Week (September 21-27) on your social media platforms to represent our organization. For example, if you have a chapter Facebook page, please use the image as your profile pix. You can find it by clicking the MNWT logos on the News webpage of www.mnwt.org.

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.**

Jaina

Statewide Buckets of Sunshine Project Chair Wendy has some fun ideas for your chapter for events and donations. We hope you had a chance to meet the organizers at the Fall State Project Fair. Please see her CIP for more information.



has donated over 15,000 new pajamas to various hospitals in Minnesota and other Children's

New Website Webinar

During the 2nd Trimester Webinar on October 23, 2019, we will be discussing our new layout and functionality for the www.mnwt.org. You'll get some tips and pointers on where to find information, as well as answers to any questions you may have.

Also, we'll let you know how you can

2nd Trimester Challenge

Help us to promote your local and state organization by completing the following during Women of Today Week:

1. Use the logo shown above in your social media post
2. Use #MNWT70YearsStrong in your social media post
3. Complete the [USWT Shout Out with Pride Transmittal](#)



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Hospitals around the country.	help to make the website even better!	All chapters participating will be announced on the MNWT Facebook pages, and your posts will be shared.
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Reaching for the Summit

Future Directions Committee

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 Future Directions Chair
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Future Directions had a busy and productive meeting on July 27th. We have many individuals committed to discussing changes, updates and new ideas for the MNWT. Check out our minutes online for more details.

We have been BUSY! Some of the highlights from the last FD meeting include:

- Discussion and approval of new President and DD Monthly Report Forms
- The discussion and approval of the new Manual Review Schedule.
- The discussion and approval of the Programming Task Force recommendations: Changes to the Effective Speaking and Writing Competitions, Combining the Buckets of Sunshine and Priority Programming Areas for better promotion and Marketing of both areas, and changes to the evaluation of our programming areas.
- Additionally from the Programming Task Force-forms, manuals and documents continue to be updated due to changes in the programming approved in May 2019.
- Brainstorming for the new Strategic Plan.
- Outstanding Awards Manuals and forms updated and ready for use in the Fall.
- Changes to the former Outstanding PDC Award, which will now be called the People of Determination Award. The goal is to finalize the Award by Winter State and introduce the Award at that time. The first awards will be given in the 2020-2021 year.

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 November 16th. Thank you!

I am still in need of someone to chair some areas of FDC. Might you want to head up the Strategic Plan, review a Manual, Organize online trainings, help with Outstanding Awards, help out with the Programming Task Force...? All of these areas are in need of volunteers. Please contact me if you would like more information, or are interested in helping out with one of these areas.

<p style="text-align: center;"><i>Strategic Plan Committee</i></p> <p>What will be on the new Strategic Plan? Would you like to help decide? We are planning a meeting to brainstorm and develop new goals for the Strategic Plan through 2027. Yes! 2027! While it may seem like many years in the future, it is not too early to</p>	<p style="text-align: center;"><i>Online Trainings</i></p> <p>During recent March Planning discussions and Future Directions meetings, the need for developing more online trainings for the MNWT is something that has been discussed frequently. While the specifics of what types of trainings can be developed is</p>
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make plans for the direction that we want our organization to move. Please contact Jen if you would like to be included in an upcoming online meeting to further discuss Strategic Plan goals.

flexible, some of the ideas include: how to fill out an individual evaluation, how to complete Success, how to complete additional forms. If you are interested in helping to develop an online training, please contact Jen.