



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 27, 2019
White Bear Lake
 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.



June 26 at 6:00 pm




½ hour each session

- Buckets of Sunshine
- Trimester Awards
- Getting off to a Fast Start
- ROAR

Important Dates

- June 14-16 USWT Year-End Convention in Duluth
- June 26 MNWT Trimester Webinar
- July 1 Founder's Day
- July 27 Statewide Committee Meetings
- July 15 Early Bird Renewals/Fast Starts
- August 1 USWT Friendship Day
- August 3 President/SD Retreat
- August 6 National Night Out
- August 15 All Trimester Renewals due
- August 31 Trimester Close Out
- September 1 Registration & 990N due
- September 7 Day at the Diamond
- September 20-22 Fall State 2019

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>



MNWT Statewide Committees



Membership Management Committee

Heidi Westerlund
Membership Management Chair
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To my fellow Women of Today members,

My name is Heidi Westerlund, and I am looking forward to a great year as your Membership Management Committee chair! Along with the Membership Team, we are working on helping you connect the dots of Membership – Recruiting, Orientation, Activation & Retention. Join us at a statewide committee meeting to find out what it is all about.

We will be focusing this year on Connecting with your Community AND helping you with knowing what to do once you have Connected. Also, 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 a little, I am a member of the Aitkin chapter for 20 years now! I work in the cities, and once a month, I check in with my Minneota facility. That allows me to cover the entire state of Minnesota while also fulfilling my work duties. It is a unique situation that you can take advantage of. If you need my help, in any capacity, we can schedule a visit. I will do whatever is needed. Orientation, Recruiting, Activation, Retention, & Connection! That is what the Membership Team is going to be all about this year!

<i>MMC Needs You!</i>	<i>Recruitment</i>	<i>Retention</i>
<p>Do you have an interest in the tools and resources to support membership activities? Do you have a passion for recruiting or activating the passion for Women of Today in current members?</p> <p>We could use your help! MMC has openings for Area Reps & At-Large Members to serve a one year term on the committee. This involves working on task forces to develop tools and potentially supporting 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 and hone your Membership Mojo!</p>	<p>New members add energy and new connections within your chapter.</p> <ul style="list-style-type: none"> ● Host a Membership Social Make it public & publicize it! Everything you need to get started is available online, look for form titled "Ladies Night Out Handbook." ● Follow-up with guests Make it timely & personal! Have a member reach out to invite a guest back. Check out our online Membership Tools, such as "Phone Call Script Ideas" and "Using Phone Calls to Boost Membership." ● Extend an invitation Make it sincere & not pushy! Don't forget to invite prospective members to join. Extending the invitation to become a member is a great door opener for them to ask! ● Ask for help! Still not sure about recruiting new members? Contact mvp@mnwt.org or me for help. 	<p>All chapter's members are important. Take time to listen to them, encourage them and appreciate them.</p> <ul style="list-style-type: none"> ● 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. ● Big Sis/Little Sis Program This engages new members and activates seasoned members in a unique way. Check out a sample program on the Secretary's webpage. ● Recognize Members 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.



MNWT Statewide Committees



Marketing Committee

Daina Mirsch-Wenner
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Hi all! If you don't know me, I'm from the Duluth WT chapter and have been a member for over 20 years. I have been the MNWT webmaster since its inception (minus a few years), and developed the USWT website when it first came out. I'm happy to say that I'm again the USWT webmaster, too. I work part-time as an office manager of a local lawn service company; this allows my husband and me to winter out-of-state. So if you need to reach me, it's best to email, call or text me.

I'm pleased to be back again as the Marketing Chair this year, and grateful to continue working with many talented ladies this year. If you have interest in marketing, promotions, public relations, or are simply curious, feel free to join us or just attend the next committee meeting on Saturday, July 27.

2019-2020 MNWT 70th Anniversary Celebration

We have a great team working on promoting our awesome organization for this special anniversary. Including, the Social Media Team, who is sponsoring Throwback Thursday on Facebook. We are asking members to post pictures of past events, conventions, socials, or anything involving you as a member, then post it on Facebook (or your preferred social media platform) using **#MNWT70YearsStrong**. When we find these posts, we will share them on the MNWT Facebook page, and the photos may be used during our 70th Anniversary Celebration at Winter State 2020.

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

<p>SWEET DREAMS for KIDS ❤️</p> <p>Subcommittee Chair Wendy Homyak is busy working on new project ideas for your chapter. One of these ideas is a pajama party. Please see her MNJOTS CIP for ways your chapter can participate this year.</p> <p>Sweet Dreams for Kids has donated over 15,000 new pajamas to various hospitals in Minnesota and other Children's Hospitals around the country.</p>	<p>2019 Fall State Expo</p> <p>Co-chairs Lisa Hahn, Wendy Homyak, and Shanna Pratt are busy organizing this event at the upcoming convention. PVP Melissa Redzuan and AVP Illeana Miller are developing new ideas to make this a more 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>New Website Look & Functionality</p> <p>After much feedback from members and non-members, we will be introducing a new website that will be geared more towards non-members for promotional purposes. If you're a member, don't fret because you will find everything that's already there...you may just need to look in a new place. We roll out the new website on Founder's Day...July 1!</p>
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MNWT Statewide Committees



Reaching for the Summit

Future Directions Committee

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 Future Directions Chair
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Welcome to the Future Directions Committee 2019-2020! Hi, I'm Jen Kinzer, and I'm beginning my second year as chair! We had a very busy year with the FDC last year and are already off to a 'Fast Start' this year. A little about me...I am a 22 year member of the Aitkin Women of Today. I have served on FDC as a chair, sub-committee chair, and member throughout the years.

I personally want to invite you to attend a Future Directions meeting this year to see our committee at work. We debate, discuss and recommend in a short period of time and it would be great to have your input. When you are interested in attending or getting involved, please contact me via my contact info.

As I write this CIP, I am especially looking for a chair for the Awards Sub-Committee, Strategic Plan Sub-Committee, Online Trainings Task Force and Programming Task Force.

- The Awards sub-committee is responsible for organizing the Outstanding Awards, including Women Who Impact and Outstanding Young Adult.
- The Strategic Plan sub-committee is responsible for developing and updating the long-range planning for the Minnesota Women of Today.
- The Online Trainings Task Force helps organize and plan for online training videos and also supervises the Webinars.
- The Programming Task Force looks at the structure of our programming and suggests changes and enhancements to our programming.

Thank you to the following chairs for the 2019-2020 year: Jane Hanson-Manual Review, Nicky Anderson-Restructuring Task Force and Shanna Pratt for chairing the Outstanding PDC Award Task Force.

I look forward to working with you again this year. Please contact me if you have something to bring forward for discussion at Future Directions or would like more information about this Committee. Thank you!

<p><i>Programming Task Force: A Summary</i></p> <p>The Programming Task Force proposed updates to the programming, which were approved by the membership at Winter and Annual Conventions. We now will replace NEWSLET, PR and R & R programming areas at the state level with a NEWSLET Editor, PR Assistant and Success System Coordinator. Thank you to the Task Force for their work on the changes and their continued work on the Task Force.</p>	<p><i>Strategic Plan Sub-Committee: Where are we going?</i></p> <p>Every year we review a document called the Strategic Plan and about every 5-7 years we create a new plan. The Strategic Plan is a document that considers long-term goals for the organization in the areas of membership, programming, marketing, leadership, etc. Our current plan expires in 2020, so we are in the process of creating a new plan. Want to get involved? Contact me.</p>	<p><i>Outstanding Awards</i></p> <p>A lot of work has been done with restructuring Outstanding Awards. We currently are in the process of making changes to the Outstanding Young Adult and Women Who Impact Awards to ease the nomination process and encourage more nominations. Additionally, work is being done on the Outstanding Person with Developmental Challenges Award including a name change. More information will be available soon.</p>
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