



# MNWT Statewide Committees

2020 MNWT Statewide Committee Winter 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**  
**March 21, 2020**  
**Resurrection Church**  
**Monticello**  
 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.*






### February 26 at 6:00 pm

- ½ hour each session
- What do the Social Media Tools do for our chapter?
  - Succession Planning
  - Community Connections Awards nominations
  - Key Woman Nominations

### Important Dates

- February 14: March Planning ideas due
- March 7: Finance Committee
- March 14: March Planning
- March 21: Statewide Committees
- March 27-April 4: Area Meetings
- April 15: CC Award Nominations due
- April 19-25: National Volunteer Week
- April 25: MNWT Foundation Meeting
- April 30: Membership Monday
- May 2: LOTS
- May 15-17: MNWT Annual Convention
- June 11-14: USWT Year-End Convention

## Which committee fits you best?

Future Directions	Membership Management	Marketing
 <p><b>Reaching for the Summit</b>            Jen Kinzer, Chair  <a href="mailto:fdc@mnwt.org">fdc@mnwt.org</a></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  <a href="mailto:mmc@mnwt.org">mmc@mnwt.org</a></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  <a href="mailto:marketing@mnwt.org">marketing@mnwt.org</a></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

Heidi Westerlund  
Membership Management Chair  
44476 334th Lane  
Aitkin, MN 56431  
651-303-5964  
[mmc@mnwt.org](mailto:mmc@mnwt.org)  
[www.mnwt.org](http://www.mnwt.org)

Hello Women of Today members, we had a tremendous celebration at Winter State. Can you believe we are at our 70th Anniversary? I don't know at the time of constructing my CIP who the lucky chapter was who is going to be served Walking Tacos from President Taco Cat, but boy that sounds fun! Please have a great time and celebrate!

December 30 was our 2nd trimester Close Out. The weather did not cooperate, and we had a Zoom Meeting close out. It went really well. Thank you for all the chapters who called in and all the amazing new members we received. You guys never stop amazing me!

**3rd Trimester Membership Challenge.** Every Chapter that signs 3 or more new members between January 1st and April 1st will receive a fun gift for your chapter to share at Annual from MVP, Lisa Hahn. **Bonus Challenge.** Send in Early Birds and have 90% or higher retention and receive a special incentive at Annual from MVP, Lisa Hahn.

**Let's finish up the year strong!** Reach out to anyone who has not been participating with events or meetings. Ask them if they would like a ride and go pick them up. If the timing of meetings and events do not work out in their schedule, find them something to do that can be done on their schedule. Can they design a brochure from their home office of an upcoming event, help distribute flyers (on their time schedule), bake sale items (that can be frozen-during their free time), or do one idea that my chapter does! A member takes notes of the meeting that is typed up in a short concise form and sent to everyone in the chapter. So, if you did not make the meeting, you still know what is going on and what events are taking place, before the minutes are published. That means you can participate in events happening that month instead of hearing about it one month later. It has worked out well. Give it a try to spark participation in current events.

Are you looking for ideas for recruiting or how to improve your retention of existing members? Contact MMC Heidi Westerlund [mmc@mnwt.org](mailto:mmc@mnwt.org) or Membership Contact Lisa Hahn at [mvp@mnwt.org](mailto: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](http://mnwt.org), choose "**project ideas**" in the dropdown and click "**Go.**" Have fun!

<p><b>How "Healthy" is your chapter?</b></p> <p>These chapters attract new members and have energy to do what they really want to do in their communities &amp; 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"> <li>● An active, committed board – Doesn't have to be full</li> <li>● A mix of service, social &amp; membership events every tri</li> <li>● Actively recruiting and intentional about membership retention</li> <li>● Engaged members who are showing up for events – at least once a tri though more is better!</li> <li>● Positive energy – people you all want to be around</li> </ul>	<p><b>Got New Members?</b></p> <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><b>First Timers?</b></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.</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 &amp; outs of convention fun. So make plans to join us in St Louis Park in January!</p>
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## Marketing Committee

Daina Mirsch-Wenner  
Marketing Chair  
612-749-3480  
[marketing@mnwt.org](mailto:marketing@mnwt.org)  
[www.mnwt.org](http://www.mnwt.org)



**Happy 70th Anniversary Minnesota Women of Today!** If you attended Winter State 2020, your commemorative pin was given out at the luncheon along with an attached card promoting the 70th Anniversary. However, if you are interested in having one yourself, contact State Store Manager Jane, because remaining pins will be sold at the state store for \$3.00 each. The presentations at the convention will soon be available online. Please keep watch for this and share with your chapter members...it's a great history of wonderful women!

Use hashtags #mnwt #mnwtwinterstate, #mnwtwinterstate2020, #mnwt70yearsstrong to see all you may have missed at Winter State 2020...it was a memorable time celebrating our 70th Anniversary!

**Great Nonprofits** is a leading platform for community-sourced stories about nonprofits. We hope you shared your story on this website at WS2020 Connect; but if you didn't get a chance to do so, please take the time to do so now. Your story will be shared to the platform and used as a recruitment tool for new members.

**Fall State 2020 Expo:** we are still looking for a chair for the Fall State 2020 Expo at Arrowwood Resort; Wendy Homyak will help with the vendor portion; please contact [marketing@mnwt.org](mailto:marketing@mnwt.org) if you are interested!

**MNWT Statewide BOS Project** will henceforth be the MNWT Priority Area, which will allow us to work together with the SPM and make a bigger impact. If your chapter participated in a Bucket of Sunshine project, please complete the [USWT BOS form](#) for chapters by 04/30/2020!

The next **Marketing Committee Meeting is Saturday, March 21, 2020.** We will be electing our committee members for next year: see the roles below. If you have any interest in marketing, public relations, expos, and/or promoting our great organization, please join us (online or in person) or contact [marketing@mnwt.org](mailto:marketing@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*

<p><b>MNWT Buckets of Sunshine Project</b></p>  <p>has donated over 15,000 new pajamas to various hospitals in Minnesota and other Children's Hospitals around the country. Please continue to support them in any way you can for the rest of the 2019-2020 WT year. Complete the <a href="#">USWT Buckets of Sunshine Report</a> for any activities your chapter did.</p>	<p><b><u>Marketing Committee Roles</u></b></p> <p><b>Marketing Committee Chair</b> coordinates all activities of the committee</p> <p><b>Promoting MNWT Subcommittee Chair</b> produces press releases and regulates branding</p> <p><b>Fall State Expo Coordinator</b> coordinates this project</p> <p><b>Statewide Buckets of Sunshine Project Subcommittee Chair</b> works with SPM to publicize this project</p> <p><b>Area 1-4 Reps</b> attend the Committee Meetings and vote on motions</p>	<p><b>3rd Trimester Challenge</b></p> <p>Help us to promote your local and state organization by completing the following before year-end.:</p> <ol style="list-style-type: none"> <li>1. Use #MNWT70YearsStrong and the logo in your social media post</li> <li>2. Add your story to <a href="#">Great Nonprofits</a></li> <li>3. Complete the <a href="#">USWT Buckets of Sunshine Report</a></li> </ol> <p>All chapters participating will be announced on the MNWT Facebook pages, and your posts will be shared.</p>
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## Reaching for the Summit

## Future Directions Committee

Jen Kinzer  
Future Directions Chair  
259 Ripple River Dr  
Aitkin, MN 56431  
218-839-0344  
[fdc@mnwt.org](mailto:fdc@mnwt.org)  
[www.mnwt.org](http://www.mnwt.org)

We held many good discussions at our November meeting and 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 Strategic Plan Committee is on its way to producing a new Strategic Plan. At our November meeting, we divided into committees with goals to develop for the Strategic Plan. See the details listed below in the box.
- Progress has been made on the People with Determination Award and a Manual, Entry Forms and Samples are nearly print ready. Look for final copies soon.
- Additional areas of focus are the programming evaluation process, and Buckets of Sunshine/Priority Project suggestions.
- We continue to update Manuals, develop trainings, and consider recommendations.

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](mailto:fdc@mnwt.org) or plan to attend an upcoming meeting, like the one on March 21st. Thank you!

### *Strategic Plan getting a new look!*

The Strategic Plan is getting a new look and several people are helping to make that happen. There are four areas being organized are listed below:

Membership: Anna Nichols

Marketing: Daina Mirch-Wenner

Programming: Tevyan Sorensen

Training: Heidi Westerlund

We would love to hear your ideas, if you would like to offer some input. Please contact Jen at [fdc@mnwt.org](mailto:fdc@mnwt.org) for more information.

### *New Future Directions Chair needed for 2020-2021*

It has been a good two years as your Future Directions Chair the last two years. However, it is time to look toward new leadership and have someone else take over as your chair. Are you interested in the position? Lead meetings, organize committees, and encourage Task Force and Sub-committee chairs. This is a fund and exciting committee to chair and be a part of. Please contact me if you would like to become a member and COB Brenda if you would like to chair the committee.