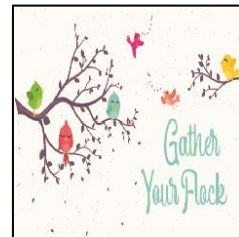




Minnesota Women of Today
Fall State CIP 2020-21
 Membership Vice President
 "Gather Your Flock"

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Introduction to 2nd Trimester

Welcome to Fall! Its time for sweaters & jeans, cool air, apple picking, bonfires, and yes...pumpkin spice lattes. Those are some of the things that bring me joy this time of year. I love to share this time with my family and friends.

What brings you joy? How can you share that joy with your Women of Today friends? Check out page 3 for a brainstorming activity to help you with taking what you want to do and removing the barriers to make it an activity that will work for your chapter. I look forward to some invites to these fun events!

I have enjoyed hearing from so many of you during this first trimester. There have been some really fun and creative socials and recruiting activities. We are making it work in these challenging times! We welcomed 26 new members in Tri 1...even with social distancing! These women and chapters inspire me to invite more people to join us. Women of Today continues to be a great support system and a fun outlet for me during this time. If you love it, I imagine you know others who would as well!

I want to thank everyone that completed their Fast Starts, participated in the MVP Challenge, held an M-Week event, or commented on the Facebook Membership challenge. There are again several opportunities to earn incentives for yourself or your chapter. Hopefully, we will get to see you at Winter State, and I can give some really good prizes. 😊

Lastly, I want to invite you to continue to follow/check-out the MNWT Membership Facebook page. If you aren't on FB, that's ok. You can follow along on the MNWT MVP webpage (mnwt.org). CMVP Jenise and I share lots of tips and membership information as well as the occasional challenge!

I am here to support you and your efforts to grow & strengthen your chapter. If you need anything please feel free to call, text, or email me.

Thanks, *Tevyan*

2020 – 2021 Membership Calendar

- Sept 20th-26th:** Women of Today Week
- Oct 28th:** MNWT Webinar
- Nov 15th:** 2nd Tri. Early Bird Renewals Due
- Nov 29th-Dec 5th:** MNWT Membership Week
- Dec 15th:** 2nd Tri. Dues Billing Due
- Dec 30th:** 2nd Tri. Closeout
2nd Tri. MVP Challenge Due
- March:** USWT Membership emphasis month
- Mar 15th:** 3rd Tri. Early Bird Renewals Due
- Mar 28th-Apr 3rd:** MNWT Membership Week
- April 15th:** 3rd Tri. Dues Billing Due
- April 30th:** 3rd Tri. Closeout
3rd Tri. MVP Challenge Due
- May 4th:** MNWT 2020-2021 LOTS training

Please consult the MNWT official calendar at www.mnwt.org, under Events to ensure that other key dates are not missed.

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Save The Date – MVP Chat

Sunday, Nov 8th at 7:00pm

Do you have questions? Want to share ideas? Need some help?

Join MVP Tevyan and your fellow Women of Today members for a chat about Membership. It is an open time to ask each other for ideas or get some support. Come on at any time and stay as long or short as you want.

In August we had good conversation and lots of laughs! Look for info in chapter email or on Facebook.

Thank You!!

Thank you to the following MNWT 2020 – 2021 MVP's and Chapters for sending in your Fast Starts and/or Growth Plans.

- Aitkin, Heidi S.
- Burnsville, Mary S.
- Duluth, Emily M.
- Rice, Barb Z.
- St Cloud, Mahyra J.
- District 3, Bernice G.
- Anoka, Stefany N.
- Coon Rapids, Beth C.
- Maple Grove, Sue J.
- Sauk Rapids, Fawn W.
- St. Joseph, Frances N.
- District 7, Shellie M.

If your chapter sent in a Membership Fast Start and you are not included above, please let me know.

1st Trimester Results

100% Retention: Aitkin, Staples-Motley Area, Albany, Avon, Melrose Area, Montevideo, Morris Area, Rice, St Cloud, Anoka, Big Lake, Champlin, Elk River, Burnsville, Eden Prairie, Fairmont, Hanska, Slayton, Blooming Prairie, Glenville

Growth: District 4, Lake of the Woods, Brainerd Lakes Area, Staples-Motley Area, Benson, Morris Area, Rogers-Otsego-Dayton, St Cloud, Anoka, Big Lake, Fairmont, Jackson

Early Bird Recognition (75% or higher): Greenbush, Warroad Area, Aitkin, Duluth, Melrose Area, Hutchinson, Monticello, Rice, Sauk Rapids, St Cloud, Anoka, Champlin, Coon Rapids, Brooklyn Park, Maple Grove, New Hope, White Bear Lake, Burnsville, Eastern Carver County, Eden Prairie, Fairmont, Slayton, St James, Byron, Glenville

MVP ROAR Challenge: Aitkin, Burnsville, Monticello, Sauk Rapids, St Joseph, **Membership Week Participation:** Aitkin, Burnsville, Duluth, Eastern Carver County, Monticello, New Hope, Staples-Motley Area, Warroad Area, White Bear Lake

Facebook MVP Challenge: Aitkin, Anoka, Burnsville, Byron, Coon Rapids, Duluth, Fairmont, Fridley, Madelia, Monticello, St Joseph, Warroad Area

Chapter Growth Plan – Take Two

Did you create a chapter growth plan?

If **Yes**, it is time to take it out and reevaluate your year.

If **No**, it is time to create one. Having this visual for yourself and your chapter is an excellent way to stay focused on the overall health of your chapter in a non-intimidating way. The simplified MNWT growth plan can be found on page 3 of the MVP MNJOTS CIP.

Retention

One key to retaining and having active members is that their needs are being met...connecting with friends, having fun, growing personally, or contributing to their community, etc. Make sure the chapter is checking in with all members throughout the trimester. If they are not attending events, do you know why? Keeping a finger on the pulse of the chapter can make a huge difference when it comes to membership renewal.

- Stay in touch
- Make it personal
- Levels of involvement vary
- Offer opportunities to get to know each other
- Celebrate your members

Recruitment

Hosting a Membership social does not have to be difficult or scary. It does however need to be open to the public and publicized. For **everything you need** to host a Membership Social, including flyers, press releases, event ideas, signup sheets, and lots of tips and tricks, look here:

http://www.mnwt.org/pdfs/otherPDFs/membership_tools/mktg_ladies_nightoutKit.pdf

What happens after the membership social? First, plan your next social. Second, personally contact your newly found prospective members (the names on your list). Avoid emails and texts. Pick up the phone and personally call each of your prospective members and invite them to join you at an upcoming event. Here are two handouts to help.

Cold calling:

http://www.mnwt.org/pdfs/otherPDFs/membership_tools/membership_phonescript.pdf

How to answer Women of Today questions:

http://www.mnwt.org/pdfs/otherPDFs/membership_tools/membership_callsareessential.pdf

Making It Work For All

Each chapter has members that are in different places as far as social interactions...some are all ready to be face-to-face and some are still staying in a closed bubble. Let's work with all of our members' & guests' needs and make chapter events a welcoming, not stressful place.

Here are a few things to think about when planning events:

- Follow social distancing and mask guidelines
- Outside is best
- Inside is good if distancing is allowable
- Look at alternatives like someone's garage, screened porch, backyard, or driveway
- Serve individually packaged food or allow people to bring their own or arrange around non-food times

Look for ways to participate in events in person and remotely:

- Have a virtual option and plan to include both (best for indoors)
- Have a pickup or drop off materials for members to do crafts or service project

Membership in the Time of COVID-19

It seems like ALL chapters are working on how best to come together, not to mention recruit new members. These are definitely times that challenge us each to get creative and be flexible to what our members need. Here is a worksheet to help you and your chapter or board to brainstorm how to use what you know and love and make it work given your chapter's unique situation. **First, brainstorm** all types of activities or events you and others would be interested in. **Second**, take three of these ideas and **describe an event** you could do. It may even be something you already do. List the barriers to the event. Now think through how you can make it happen or what you need to do differently. Finally, decide on your event. I can't wait to hear about the creative new opportunities you have developed for your chapter!

Brainstorm

Favorite M-Event	
Favorite Social	
Favorite Service Project	
A game you love to play	
Something you love to do & are good at	
Something you want to try	
Something you want to learn	
Something to do with a group of girlfriends	
Favorite place(s) in town	
Place in town you've always wanted to visit	
Place in the world you've always wanted to visit	
Favorite outdoor activity	

Take Action

Idea #1 for event:	Idea #2 for event:	Idea #3 for event:
Barriers:	Barriers:	Barriers:
Make it work:	Make it work:	Make it work:
The Event:	The Event:	The Event:

2nd Trimester Presidential SUCCESS Bonus Points

Sign at least ONE new member during Membership Week (Nov 29-Dec 5)

25 points



AND/OR

At least TWO chapter members attend Trimester 2 Webinar on Oct 28

25 points

AND/OR

Hold a Public Membership event during Women of Today week (Sept 20-26)
Invite the Membership VP to get credit

25 points

AND/OR

Submit Program Manager Trimester Report by Jan 2 deadline

25 points

AND/OR

Submit a nomination for Outstanding Young Adult, Women Who Impact and/or Person with Determination Award(s) by Nov 1 deadline

50 points

Maximum of 100 Bonus Points

USWT Membership Recognition

Gold Chapter: When your chapter has 75% Retention and signs 4 new members during the trimester, they will be given Gold Chapter recognition from the USWT.

One a Month Club: To achieve One a Month Club status your chapter needs to sign one new member every month for the MNWT year (May – April). New members must be reported to the Chapter Service Center before midnight of the last day of each month to be counted.

Fellowship Builder: The Fellowship Builder Award is given to those chapters that take Friendship Day a step further by holding three more socials during the year. For chapter recognition, please complete the Fellowship Builder Form and return to mvp@uswomenoftoday.org no later than April 30th.

USWT forms can be found here:

<http://mnwt.org/bof/index.php>

Enter "USWT Forms" in the *Select Form by Category* option and press "GO"

~ ~ ~ Reward Yourself! ~ ~ ~

MNWT Membership 2nd Trimester Recognition



Retention: All chapters that achieve a 100% retention rate will be recognized at Winter State & receive a \$10 state store gift card courtesy of the MNWT Foundation. Those that have 75% or higher will be recognized at Winter State and be entered into a drawing for a gift basket.

New Member Adds: For *each NMA*, the chapter will be entered into a drawing for a gift basket at Winter State. With *3 or more new members*, the chapter will be recognized at Winter State and receive a \$15 state store gift card courtesy of the MNWT Foundation. With *4 or more new members in one month*, chapter will be recognized at Winter State with an in-chapter extension and receive a gift basket.

Early Bird Recognition: All chapters that submit 75% or more of their overall total renewals by the deadline (Nov 15th) will be recognized at Winter State. (See page 3 for early bird information.)

Membership Week: All chapters that hold a recruiting event Nov 29 -Dec 5 **and** send the MVP (email: mvp@mnwt.org or FB messenger) a photo from the event will be entered into a drawing for a Membership Fun Box. *All chapters that sign 1 or more new members at a Membership Week event and notify the MVP (call, text, msg me!!) with an update at the event will receive a fun thank you.*



2nd Trimester Membership Challenge

Let me hear your ROAR! Hold two separate events described below and email details of them to mvp@mnwt.org by Dec 12th. Remember to include your chapter name in the email. All chapters completing will be entered into a drawing for a prize at Winter State.

Recruit: Hold a **M-Event** (a membership social or project) that is publicly promoted, and the purpose is to recruit new members

Retain: Hold a **R-Event** (a retention social) where you are celebrating your membership, with or without outside guests.

USWT Add & Change Form

New this year is an **online** Add & Change form. Even though this is a USWT form, the information is also sent to the MN CSC.

When to use:

- Adding a New Member
- Changing a member's contact information (address, phone, email, etc.)
- A late renewal (renewing 1 or 2 trimesters after the trimester they were due)



When not to use:

- Trimester renewals

Chapters still must send in payment per deadlines to CSC and are welcome to send in New Members or Changes directly to the CSC. Link to form can be found on MVP homepage on mnwt.org.