

Impacting Our Future
One Member at a Time



Julie Marchand
Membership Vice President
915 Independence Dr NW
Big Lake, MN 55309
320-309-7276
mvp@mnwt.org
www.mnwt.org

Membership Vice President
2016-2017
Fall State CIP

Did you hear the Minnesota Women of Today GREW first trimester? That's due to your hard work as Membership VP so let's carry that through to 2nd trimester growth!

Have you ever seen a Packer fan in purple and gold? Read page 3 for how you can help us get President Jane in Viking's colors!

Read through this CIP for important information you'll need this trimester!

Thank you members, chapters and districts for all your hard work during 1st Trimester. We achieved 73 + retention %. Let's strive for 80% retention for 2nd trimester.

I truly believe that by retaining our members and making stronger chapters we will continue to build a better organization of Minnesota Women of Today. If we all work together as a team, support each other and have fun, we can make new friends, find networking resources and build this organization.

May we all strive to leave the world a better place this year. I challenge all members to make an impact in your chapter this trimester!

Julie Marchand
Membership Vice President 2016-17

FOCUS ON BLESSING OTHERS
NOT IMPRESSING THEM.
KINDNESS IS FAR MORE
POWERFUL THAN COMPETITION.

What's Happening Inside this Issue?

Membership Rebates	Page 2
Membership Promotion	
New Member Orientation	
Completed Extension Rebate	
Membership Challenge	Page 3
Dates that Impact	Page 4
Presidential SUCCESS Bonus Points	
Growth Plan information	
MVP Fast Start	Page 5
Prospective/M-Event Ideas	
Networking	
Retention	
Foundation Grant Application	Page 6

IMPACT INFO!

Membership Rebates provided by MNWT Foundation for 2nd Trimester are:

Earn \$25 rebate when you sign 3 new members

Earn \$50 rebate when you sign 4 new members and achieve 80% retention

\$200.00 will be granted to the new chapter if extension is completed by Oct 1

\$100.00 will be granted to the new chapter if extension is completed by Nov 15

Membership Promotion for 2nd Trimester

Purple People Eater!!

Help the state achieve 80% retention (one of my goals) and show growth for 2nd trimester and President Jane (The Ultimate Packer Fan) will dress in purple and get her hair colored purple too.

Help your chapter achieve 80% retention, hold 2 M-events and sign 2 members in 2nd trimester and your chapter will have Mimosas at Winter State convention with State President Jane. It will be fun! Some suggestions for M-Events are Out and About Day, Impact Membership Mondays or Silly Supper during 2nd Trimester.

NEW MEMBER ORIENTATION - Very important for retaining members

Membership Management Committee created this to give chapters an easy way to orientate members, make members feel informed, be a valuable part of the group. If we take the time to explain the organization to them, new members will become activated faster and will feel a sense of belonging. A new member orientation should be held within the first month of joining. Since we cover a lot of material in an orientation, it is also a good idea to review the orientation in three to six months. It also is helpful to stop during meetings to explain things to your new members. Having a seasoned member sit by a new member can also be helpful.

- **Who should do the orientation?** Any member can do an orientation. It is helpful if the Membership Vice President and Chapter President are involved.
- **How do I do an orientation?** By using the detailed orientation outline (online at mnwt.org), you are able to explain Women of Today to the new members in depth one-on-one or in a small group setting. The outline can be updated to reflect your own chapter. Your chapter should have many resources on hand to aid in orientations, including your chapter Plan of Action, chapter newsletters and orientations skits, which are found in the Skits and Stuff manuals.

Link to detailed orientation outline: <http://mnwt.org/membership/membership-tools.php>

Keep in mind other membership promotions for this year will be focused on Impact Membership Mondays which will be on the 5th Monday of the month: Dates will be October 31, 2016 and January 30, 2017

Calling All Chapters to....Impact Our Future

Challenge: 80% Retention for Second Trimester and Growth

Result: If we accomplish this, President Jane (the ultimate Packer Fan) will be dressed in purple with purple hair!



What can each of you do to help us achieve this goal:

- We are all part of the same team ó I need your help to achieve this goal
- Focus on retention in your chapter:
 1. Look now at the members up for renewal and begin to reach out to any members that have not been active in the last few months.
 2. Don't wait until Dec. 15th to ask for their dues
 3. Call them ó invite them to a meeting or event
 4. Encourage members to begin paying on their dues ó offer to take payments from members so that by December all their dues money has been paid to the chapter
 5. If you have the funds in your chapter, consider a program to help with dues. For each activity a member works at, they would get some money off their dues.
- Plan now to reach out to new members:
 1. Plan m-events and personally invite perspectives.
 2. Challenge your members to sign new members
 3. If you have funds in your chapter, consider some membership incentives ó either for the new members or for the current members signing new members.
- Ask for help
 1. Contact your district director for help. She understands your chapter/district very well and may have good insight into what would work for you.
 2. Contact your membership team for assistance at any time.

***We grew first Trimester – Let's keep this excitement going.
We want to bring the gift of membership in this
great organization to more women!***



Dates that IMPACT

Sept. 30	NMAs due in hand to CSC
October 22	Make a Difference Day
October 31	Impact Membership Monday NMAs due in hand to CSC
Nov. 10	Out and About night
Nov. 12	Give to the Max day
Nov. 15	Early Bird renewals due to CSC
Nov. 30	NMAs due in hand to CSC
Dec. 1	Chapter grant application's due to foundations chair
Dec. 15	All renewals due to CSC
Dec. 30	NMAs due in hand to CSC 2 nd trimester close out
Jan.14	MNWT Foundation meeting
Jan. 23	President Jane's Birthday
Jan. 27-29	Winter State convention
Jan. 30	Impact Membership Monday
Jan. 31 st	NMAs due in hand to CSC

Presidential Success Bonus Points

Submit a nomination for the Outstanding Young Adult, Outstanding Person with Developmental Challenges, or Lois M. Christensen Women Who Impact Award. {50 points}

and/or

Sell two boxes of the World's Finest Chocolate OR sell 2 books of Raffle Tickets (\$100) for the MNWT State Ways & Means fundraisers. {50 points }

and/or

Have at least one chapter member attend the MNWT Foundation Retreat. {50 points}

and/or

Sign at least two (2) members the week of October 24-31 for the October IMPACT Monday (October 31). {50 points}

Maximum of 100 Bonus Points

Growth Plans- Revisit in 2nd Trimester

It is very important that your chapter completes a Growth Plan. This tool is very helpful in determining right away in the beginning of the year, how to plan for growth in your chapter. I encourage you to sit down with your chapter board or chapter president and work together on this growth plan. The growth plan can be found on the mnwt.org website under the MVP staff or use the search tool and type in Growth Plan. Keep in mind that the goal for the MNWT is to grow by 10 and we would love for you to strive a little higher too. Help us to meet our goal of 2020 by 2020. Please do not make it unattainable for your chapter to meet the goal, however, make it a stretch where you know that you and your members need to work together to make growth happen for your chapter.

What Impact can your chapter make this year in membership?

Chapter MVP Fast Starts

Received by August 1:

Give a shout out to the following chapters:

Aitkin
Anoka
Burnsville
Coon Rapids
Maple Grove
Monticello
New Hope
Rice
STMA
White Bear Lake

District MVP Fast Starts

Received by August 1:

Give a shout out to the following districts:

District 3
District 5
District 7

M-Event idea

From Rice Chapter

Real Housewives of (insert chapter)
Mad Hatter Wine Tasting!

Wear Your Funniest Hat!

Socialize - Learn about & taste some Wine

Appetizers starting at 4:00 p.m.

Learn about (insert chapter) Women of Today and what you can do in the community if you join!

Prospective contact idea

From Shellie Matthes with White Bear Lake Women of Today We had 3 friend requests on Facebook page from potentials who signed our book at an event!! Will definitely reach out to them right away - strike while the iron is hot!!

Networking's impact on the Women of Today...

Networking is one of the top reasons that people seek out your chapter.

When YOUR MEMBERS develop a solid NETWORK in your chapter, WE, the WOMEN OF TODAY, benefit in many ways:

- We'll generate more non-dues income with increased attendance.
 - Members will attend more often to see their friends
- Membership will grow with ease.
 - People like to be where the action is. Successful networking attracts new members like a magnet.
- Members stay members – and retention soars.
 - It's hard to quit when good friends belong to the chapters.



When you activate new members within 90 days of joining you dramatically increase the odds of them renewing at the end of their membership.

The bottom line goal of an orientation event is to inspire new members to become active, long term members. Additional goals should include:

- To give them a better picture of your chapter and how they can fit in.
- To meet key players in your chapter.
- To meet other new members.
- To make them aware of opportunities for their involvement.
- And, to remind them on what a great idea it was to join your chapter.

Six steps for a dynamite orientation

1. Keep the official talk short and to the point.

2. Have key members such as the board, LPMs, committee chairs, attend and mingle with new members.
3. Make sure that new members have time to meet each other.
4. Plan for and support the networking that happens at the orientation.
5. Provide new members with a sign-up sheet for committees and special projects.
6. Follow up with new members within two weeks of attending the orientation.

Is your chapter aware of the Foundation's Marketing Grant application?

It encourages chapters or districts to participate in expos for the express purpose of gathering prospective member names. Form must be approved PRIOR to the event, so you would be promoting this for a spring activity!!!! I believe the Foundation will pay half the expense, provided criteria are met, see the attached form below!

FOUNDATION MARKETING GRANT APPLICATION

Submit request to Extensions Director. Submissions are accepted at any time, and will be reviewed at regularly scheduled Foundation meetings.

Chapters or districts who take part in a marketing event, with the intent of recruiting new member names for current chapters or a new extension, may apply for a grant from the MNWT Foundation. The following criteria apply: 1) Grant program is designed as a matching grant reimbursement, up to \$250. 2) Following the event, the entire list of potential members (including all contact information) must be forwarded to the Extensions Director and Executive Director for review. Reimbursement will occur after names are submitted to the Extensions Director and Executive Director. 3) At time of grant application, the event must not yet have occurred. 4) Only one chapter/district may apply for funds for the same event.

Funding of any event is not guaranteed. Grants are awarded as funds are available and at the discretion of the Foundation Board of Directors.

Chapter/District Name: _____
 Grant Contact Person: _____
 Address _____
 Email _____ Phone _____
 Print Chapter president or DD _____ Phone _____
 Amount requested _____
 Date of Event _____
 Contact Person Signature _____ Date _____

1. SUMMARY OF PROJECT ó Summarize the event, briefly and concisely.
2. DETAIL COSTS OF EVENT
3. IF A DISTRICT EVENT, WHICH CHAPTERS/DISTRICTS WILL THIS BENEFIT?