

# Membership Vice President Smiles Across the Miles

2019-2020

## MNJOTS CIP



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### Welcome

**Welcome to the MNWT 2019 – 2020 year! Thank you for taking on the position as your chapter's Membership Vice President (MVP).**

Membership is the heart of your chapter. New members strengthen your local chapter and community. They equal more hands to help with projects and events, more friends to share ideas and inspire others, and more women to mentor and be mentors within your community. At the same time seeking new members should only be half of your membership focus. All members both new and experienced, need to be recognized, included, and given growth opportunities. We are all valuable and you as MVP, can help share that message.

Let the MNWT membership team join you this year as a cheerleader and supporter of your chapter. What services do you offer the community? What needs do you fill? How do you support the members of your chapter? Allow us to help you utilize your chapter's gifts to help strengthen your chapter's membership and help you become better able to support your members and community. Each trimester we will be sharing valuable information in our Chapter Information Packets (CIPs). Please take time to read over the MVP CIP each trimester, along with the CIPs from the Chapter Management Vice President (CMVP), the Extensions Director, and the Membership Management Committee (MMC) Chair. [We are your membership team](#) and we are here to support all of **YOU**.

### 2019 – 2020 Membership Calendar

**June 7<sup>th</sup> – 9<sup>th</sup>** MNJOTS  
**July 1<sup>st</sup>:** USWT Founder's Day  
**July 15<sup>th</sup>:** MVP Fast Start  
**July 15<sup>th</sup>:** 1<sup>st</sup> Tri. Early Bird Renewals Due  
**July 29<sup>th</sup>:** MNWT Membership Monday  
**Aug. 5<sup>th</sup>:** USWT Friendship Day  
**Aug. 15<sup>th</sup>:** 1<sup>st</sup> Tri. Dues Billing Due  
**Aug. 31<sup>st</sup>:** 1<sup>st</sup> Tri. Closeout  
**Aug. 15<sup>th</sup>:** 70<sup>th</sup> Anniversary Membership Event Kick-Off  
**Sept. 8<sup>th</sup>:** Day at the Diamond  
**Sept. 22<sup>nd</sup> – 28<sup>th</sup>:** Women of Today Week  
**Sept. 30<sup>th</sup>:** MNWT Membership Monday  
**Nov. 15<sup>th</sup>:** 2<sup>nd</sup> Tri. Early Bird Renewals Due  
**Dec. 15<sup>th</sup>:** 2<sup>nd</sup> Tri. Dues Billing Due  
**Dec. 30<sup>th</sup>:** 2<sup>nd</sup> Tri. Closeout; Membership Monday  
**Jan 15<sup>th</sup>:** 70<sup>th</sup> Anniversary Membership Event End Date  
**March:** USWT Membership emphasis month  
**March 15<sup>th</sup>:** 3<sup>rd</sup> Tri. Early Bird Renewals Due  
**March 30<sup>th</sup>:** MNWT Membership Monday  
**April 15<sup>th</sup>:** 3<sup>rd</sup> Tri. Dues Billing Due  
**April 30<sup>th</sup>:** 3<sup>rd</sup> Tri. Closeout  
**May 2<sup>nd</sup>:** MNWT 2020 LOTS training

Please consult the MNWT official calendar at [www.mnwt.org](http://www.mnwt.org), under Events to ensure that other key dates are not missed.

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### 1<sup>st</sup> Trimester Membership Challenge

Join me on a membership scavenger hunt! "Collect" the four items below and email them to [mvp@mnwt.org](mailto:mvp@mnwt.org) by August 15<sup>th</sup>. Remember to include your chapter name in the email.

#1 - A picture of your chapter members by your city sign or another city landmark.

#2 – Describe your chapter's largest community-based project. Include the project name and a few sentences about the project.

#3 – Tell about your favorite chapter social, including the name, short description, and why it's special.

#4 – The date, time, and location of your chapter's September and October monthly general meetings.

# Updates and FYIs

## FAQ:

### **What is a Membership Social?**

A Membership Social is also known as an M-Event. They are always open to guests, unlike a Chapter Social which is only open to members of the chapter.

### **What is Membership Monday?**

Membership Monday is meant for you and your chapter members to have just a little more fun in Women of Today. It is one day each trimester where all the chapters of the MNWT can plan a fun Membership Social on the same day. Together we share and celebrate our chapter members' unique gifts and talents and invite new members to join us. Together we increase our visibility in our communities.

The 2019–2020 Membership Monday dates are July 29<sup>th</sup>, September 30<sup>th</sup>, December 30<sup>th</sup>, 2019, and March 30<sup>th</sup>. Add them to your chapter's calendar and start planning today! For ideas on different events you can hold and how to promote them, please check out the MNWT website or contact the State Membership Vice President at [mvp@mnwt.org](mailto:mvp@mnwt.org).

## Connection Packets – NEW!!!

MNWT is working with your chapter to create "Sunshine in the Summertime" 1st trimester. In an effort to supply chapters with simple, low cost, creative, and useful membership tools the MNWT President with the support of the MNWT membership team will create 3 unique Connection Packets to be delivered once per trimester with your CIPs. We want to help you with the difficult task of getting out there. The more your name is seen within your community, the easier it will be for you to recruit and support your community. Your Connection Packet will share ideas on events to hold, where to hold them, and how to market your chapter. Check your Chapter Information Packets (CIPs) for yours or check with your District Director.

### **The return on utilizing your Connection Packet**

- An opportunity to showcase your chapter within the community.
- An opportunity to find and recruit members.
- An opportunity to expand your reach and partner up with other organizations.
- An opportunity to find simple and creative social, volunteering, and fundraising ideas.

## Your Chapter Growth Plan Simplified

Every chapter should create a new growth plan each year. 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. Using the techniques on page 3 of this and future CIPs will help make your job as MVP easier. Remember, chapter growth equals new ideas, enthusiasm, and even more hands to help support your own community. The official MNWT form can be found here: [http://www.mnwt.org/pdfs/otherPDFs/bof/mnwt\\_growthplan-2016.pdf](http://www.mnwt.org/pdfs/otherPDFs/bof/mnwt_growthplan-2016.pdf). Feel free to use this simplified form if you find it easier.

- Step 1: Enter your May base (# of members on your chapter roster at the beginning of May). \_\_\_\_\_
- Step 2: Plan your chapter's growth (ability to better serve your community and reduce chapter fatigue) by entering the total number of members you would like to have at the end of the year by adding a minimum of 1 to the total number of current members on your chapter roster May Base (from step 1). \_\_\_\_\_
- Step 3: Look at your chapter roster and count the number of members due each trimester and enter below. These three numbers should add up to equal your May Base (from step 1).

1<sup>st</sup> Tri. \_\_\_\_\_ 2<sup>nd</sup> Tri. \_\_\_\_\_ 3<sup>rd</sup> Tri. \_\_\_\_\_

- Step 4: Consider how many members will be renewing each trimester and enter below. **Active members with a vested interest in fellowship and helping within your community will want to renew.**

1<sup>st</sup> Tri. \_\_\_\_\_ 2<sup>nd</sup> Tri. \_\_\_\_\_ 3<sup>rd</sup> Tri. \_\_\_\_\_

- Step 5: Add all three numbers from step 4. \_\_\_\_\_
- Step 6: Subtract step 5 from step 2 \_\_\_\_\_. This is the number of new members you will need to achieve the ideal growth stated in step 2 this year. There are many tools include in this CIP that can help you reach your membership goals. (**Obvious Pro Tip: the more members that renew equals less new members needed to meet your goal.**) Remember to email or "snail" mail the MVP a copy of your chapters Growth Plan. The more information the membership team has, the better we can help you support your chapter and community.

# Supporting Your Chapters Growth

## What to Do When a Member Drops

We've all been there. It's time for early birds and one of your members says they will not be renewing. Now what? First, and most important you need to remember **a member who does not renew is still a member until the end of the trimester**. Do not remove them from your roster until then, unless they contact you and personally request to be removed. Again, unless they specifically ask not to receive information, they should still be invited to all events, receive your chapter newsletter, and be treated like all other members through the end of the trimester. Second, **make sure you take time to tell the member that they will be missed and are welcome back any time** in the future when their situation changes. Adding value to a member's experience, even when they are leaving your chapter increases the positive energy of that member and your chapter. It does not help anyone when a member leaves frustrated and full of discontent. Third, inform the chapter service center that you have a member that will not renew. If you have many members that do not renew, contact the membership team and we can work on ways to improve your chapter's positive energy and prevent more drops next trimester.

## The Most Difficult Part of Recruiting

**Being Prepared:** Not all chapters can afford business cards and brochures. You can still be prepared. Have a handout available at all events that includes a membership registration form on one side, along with information about upcoming events on the other side. Print them 5 at a time or as needed. Give one to every guest at every event.

**Asking others to join:** "Will you join" is a very difficult thing to say. It needs to be done. Many great members are lost because we assume they will join when they are ready.

- Include an invitation to join in your general meeting agenda. At the end of your meeting ask guests if they would like to join.
- At the end of an event with guests, take a moment to talk to your guests. Thank them for coming. Let them know you feel they would be a valuable member in your chapter. End by handing them a member registration form and saying "We would love to have you in our chapter. You should join us."
- Practice with current members. Empower each other with impromptu membership conversations. The more you say it, the easier it will become.

\*\*\* Renewals and New Member information goes to: MN Women of Today Chapter Service Center PO Box 44242  
Eden Prairie, MN 55344 / 952-406-8578 / [csc@mnwt.org](mailto:csc@mnwt.org) \*\*\*

## How to Handle Trimester Dues

- The dues billings will be mailed to your chapter once per trimester (June, October, and February). It will also be emailed to your MNWT chapter email. (Need chapter email help? Contact [csc@mnwt.org](mailto:csc@mnwt.org))
- Individual chapters may handle collecting dues differently. Discuss with your chapter's president and treasurer to define your roll in the process.
- Each trimester, as MVP, you should contact all of the members in your chapter up for renewal and ask them to renew. **Do not assume a member is not going to renew**. Keep calling them until you talk to them and not their voice mail. If calling people does not come to you easily, try one or both of these two tricks. 1) The month before you start calling members put a little note in your chapter's newsletter reminding members you will be making dues calls soon. 2) Practice making the call with a close friend or your chapter's president.
- Take the pressure off of collecting dues at the last minute and send in as many of your trimesters renewals as possible by the **EARLY BIRD** deadline, postmarked by July 15th (1st tri.), Nov. 15th (2nd Tri.), and March 15th (3rd Tri.). **How does a chapter get Early Bird Recognition?** A chapter qualifies for Early Bird Recognition when 75% of their overall total renewals for the trimester are submitted to the CSC (MN Women of Today Chapter Service Center, PO Box 44242, Eden Prairie, MN 55344) by the early bird deadline. An example would be; 10 members are due 1st trimester. 6 paid before July 15th. The information and dues were sent to the CSC postmarked by July 15th. 2 paid by August 15th. The information and dues were sent to the CSC postmarked by August 15th. 6 (renewals postmarked by Early Bird deadline) divided by 8 (total renewals in the trimester) is 75%, and so early bird recognition is earned.
- Your chapter should return the dues billing to the chapter service center along with a check for members' dues postmarked by the trimesters due date (August 15th, December 15th, and April 15th) to avoid a \$10 late fee. **If your chapter does not have anyone renewing, your chapter still needs to send the billing in marked no renewals**. Don't forget to call the CSC (952-406-8578) on the scheduled closeout dates (Aug. 31st, Dec. 30th, April 30th) to report any last minute member renewals or new member adds.

# Awards and Recognition

## Recognition

Each of us has a need to feel important and to be recognized for our efforts. We should not save recognition for only the members who do the large projects or hold the most difficult positions. A well run chapter needs all types of members to function well and in return, all types of members should be recognized. Recognition can come from all levels of our organization; USWT, MNWT, district, and local. It can be done at little or no expense and it only takes a few minutes a month to recognize others. Send hand written thank you notes to members that renew. At general meetings and in your chapter newsletter recognize other members that have helped with membership in your chapter. Each trimester, submit nominations for Presidential Pins, Outstanding Projects of the Trimester and Outstanding Program Managers. You are the key to your chapter's local recognition. The recognition you give to each member will be very important in making them feel their accomplishments are appreciated.

### **1<sup>st</sup> Trimester Presidential SUCCESS Bonus Points**

\$50 donation to the State Plan of Action (POA)

**50 points**  
and/or

Submit a completed Programming Trimester Report for 1<sup>st</sup> Trimester

**50 points**  
And/or

Complete the membership scavenger hunt challenge for first trimester from the Membership Vice President's CIP and post your chapter picture on your Facebook page and tag MVP Lisa Hahn.

**50 points**  
And/or

Participate in MNWT Cards for a Cause fundraiser and sell or purchase 4 boxes of cards

**50 points**  
And/or

Participate in MNWT Canterbury fundraising partnership by working as a volunteer for 10 hours or more (combined total of any number of chapter members). Include list of names and hours.

**50 points**

#### **Maximum of 100 Bonus Points per trimester**

**ADDITIONAL Presidential Bonanza Bonus Points (100 points) if all five copies of the following are submitted with your documentation.**

- Sales and Use Tax Permit
- Articles of Incorporation
- Proof of Annual Registration filing for 2019. (copy of email confirmation from MN Secretary of State)
- Proof of Insurance for the current year
- Proof of 990 filing for the fiscal year June 1, 2018 through May 31, 2019. (copy of email confirmation from IRS dated after June 1, 2019)

## MNWT Membership 1<sup>st</sup> Trimester Recognition

**Fast Start:** Chapter MVPs that complete their Fast Start will be recognized on Facebook, the Fall State CIP, and receive a thank you gift.

**Retention:** All chapters that have a 75% or higher retention rate 1<sup>st</sup> trimester will be recognized at Fall State.

**In-Chapter Extension:** A chapter that has 4 or more new members in one month will be recognized at Fall State with an in-chapter extension gift.

**Early Bird Recognition:** All chapters that submit 75% or more of their overall total renewals by the early bird deadline will be recognized at Fall State. (See page 3, "How to Handle Trimester Dues" for early bird information.)

**Membership Monday:** All chapters that participate in the July 29<sup>th</sup> Membership Monday event **and** send an email with a photo from the event to [mvp@mnwt.org](mailto:mvp@mnwt.org) will be entering into a drawing for a Membership Surprise Gift.

**Trimester Challenges:** All chapters that complete the trimester challenge offered in this CIP, will be recognized at Fall State convention and receive a thank you gift.

**Membership Team and Foundation Appreciation:** Chapters that achieve 75% or higher retention or sign 3 or more new members 1<sup>st</sup> trimester will receive a special gift courtesy of the MNWT Foundation. Thanks to the Foundation for their generous donation!

## 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.

**Friendship Day:** This is celebrated the First Sunday in August, but you can plan an event any day in August. Friendship Day is a day set aside by the USWT to encourage members to get to know each other a little better and to have fun in the process. For chapter recognition, please complete the Friendship Day Form and return to [mvp@uswomenoftoday.org](mailto:mvp@uswomenoftoday.org) no later than Sept. 1<sup>st</sup>.

**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](mailto:mvp@uswomenoftoday.org) no later than April 30<sup>th</sup>.

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"