

Impacting Our Future
One Member at a Time



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2016-2017
MNJOTS CIP

Welcome to an exciting year in Women of Today! I am honored to be serving you as your Membership Vice President this year. As I am continuing my journey in Minnesota Women of Today, I want to help chapters with resources and this will be “Impacting Our Future One Member at a Time,” by retaining and adding chapter members so we can reach our goal of 2,020 members by 2020.

I truly believe that by retaining our members and making stronger chapters we will get Minnesota Women of Today continuing toward our goal. 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.

I joined Women of Today to meet new people and make some friends after moving to Sartell, MN 11 years ago. I saw an ad in the local paper about the monthly chapter meeting and discovered that a lady at work was a member and I joined after attending my first meeting. Recently, moving to the Big Lake area, I am now a member of the Monticello chapter and have been a member of MNWT for seven years.

I have been working in the accounting and tax preparation field for over 30 years. I have worked for a professional services firm in Waite Park for the over 10 years. I also volunteer and am on the worship team at our church. I have been married to my husband Pete for 11 years. I have two children – Colby (27) who is married to Alyssa, and Lisa (24). You might have already met Lisa at convention! I also have four adult step-children and five step-grandchildren.

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 year!

Julie Marchand
Membership Vice President 2016-17

What’s Happening Inside this Issue?

Introduction	Page 1
Membership Rebates	Page 2
Membership Promotion	
New Member Orientation	
Completed Extension Rebate	
Dates that Impact	Page 3
Presidential SUCCESS Bonus Points	
Growth Plan information	Page 4
MVP Fast Start	
Keys to Retention	Page5 & 6

IMPACT INFO!

Membership Rebates provided by MNWT Foundation for 1st Trimester are:

Earn \$20 rebate when you achieve Growth plus 3 members

Earn \$50 rebate when you achieve Growth plus 5 members

Complete an extension before August 15 and new chapter receives \$100.

Membership Promotion for 1st Trimester

Hold 2 M-Events, sign a member and show growth for the trimester and your chapter will be put in a drawing to receive a party at convention with the State President Jane. It will be fun, I can guarantee it. Hint: Goes along with the "South of the Border" theme.

Some suggestions for M-Events are Founders Day: Out and About Day, Impact Membership Mondays or Kids Week during 1st 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.
- **Are orientations only for new members?** No, orientations can also be helpful for your general membership. These orientations can include board training, LPM training, running a project, reporting at meetings and the history of the Women of Today organization.

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 August 29, 2016, October 31, 2016 and January 30, 2017

Dates that IMPACT

June 30	New Member Adds (NMAs) due in hand to Chapter Service Center (CSC)
July 1	USWT Founders Day
July 5	Webinar – “2020 by 2020”
July 12	Out and About Night
July 15	Early Bird Renewals due postmarked to CSC
July 31	NMAs due in hand to CSC
August 15	All renewals due postmarked to CSC
August 29	Impact Membership Monday
August 31	NMAs due in hand to CSC
Sept. 1	Friendship day participation form due postmarked to USWT MVP (copy to MNWT MVP)
Sept. 16-18	Fall State Convention – Cragun’s in Brainerd
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

Presidential Success Bonus Points

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

and/or

Hold an M-Event between Kids Week (August 14-20) and IMPACT Membership Monday (August 29), post event on Facebook, tagging State MVP Julie Marchand, along with adding two new members during the month of August. {50 Points}

and/or

Celebrate Founder's Day by holding an M-Event (utilizing PR) and submit the USWT Founder's Day Participation form found in the PR CIP {50 Points}

and/or

Submit a completed first trimester LPM report in all eight (MNWT) programming areas. {100 points}

MAXIMUM of 100 Bonus Points

There will be an **additional 100 Bonanza Bonus Points** awarded **IF ALL FIVE** copies of the following are included:

1. Sales and Use Tax Permit
2. Articles of Incorporation
3. Proof of Annual Registration filing for 2015 (copy of email confirmation from the MN Secretary of State)
4. Proof of insurance for the current year
5. Proof of 990 filing for fiscal year June 1, 2015 - May 31, 2016 (copy of email confirmation from IRS dated after June 1, 2016).

Growth Plans

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 Start

Due to mvp@mnwt.org by August 1:

Complete the following to ensure a successful year:

1. A chapter Growth Plan (forward a copy)
2. Plan an M-event AND a chapter social for 1st trimester. Forward dates and details of both events.
3. Meet 1st Trimester EARLY BIRD deadline for renewals (postmark July 15th to CSC)
4. Forward a prospective list or outline a plan on how you will build one.
5. Describe your plan for using a prospective list this year (ex: phone calls 1 hour per week and/or special invites to socials, m-nites and meetings)

Include your name, chapter, phone and contact info with submission. Or mail it to the address on the front of the CIP.

Questions? Contact me at mvp@mnwt.org

District MVP Fast Start

Due to mvp@mnwt.org by August 1:

Complete the following to ensure a successful year:

1. A District Growth Plan (forward a copy)
2. Plan a district social sometime during the 2016-2017 year. Forward a tentative date and details.
3. Plan a membership training during the 2016-2017 year. Forward proposed meeting and the training topic.
4. Submit an idea for training or m-event information you would like to see on the mnwt.org website.

Include your name, district, phone and contact info with submission. Or mail it to the address on the front of the CIP.

Questions? Contact me at mvp@mnwt.org

KEYS TO RETENTION



Maintain Interest: The fundamental reason most women drop their membership is that they lose interest. That Women of Today was not as rewarding as they had expected. Other activities offered new and greater challenges. We must realize the tremendous competition for time.



High Quality Meetings: We have to keep the quality of our meetings high as well as the ability of those who run them. If not, members may get disillusioned about the caliber of the organization they joined.



Personally Ask Members to Participate: The greatest cause of inactivity is that members are not personally asked to work on projects. A new member or an inactive “seasoned” member needs to be “sold personally” on the benefits of being active.



Balance Workload: A too hard-working member runs the risk of getting “burned out.” Balance enthusiasm and activity with a helping hand from other members.



Strong Support System: The more active members become the busier they become. A strong support system and encouragement keep members on the right track.



More Than Just a Worker: Include members in on a variety of events. If they feel they are only a worker, they may lose interest. Keep members challenged with new opportunities so each can develop herself fully.



Effective Committee Work: Poor committee work, which wastes a tremendous amount of time, can cause members to think twice before volunteering again.



A Quality Year’s Program: Not enough worthwhile projects? Projects done poorly or incompletely? All projects undertaken need to be of benefit to the community and members.



Balanced Program: Most chapters work some areas too hard, others very little. We need to balance programming, personal growth and fellowship opportunities.



Good Leadership: We must have good leaders to share their experience with us. Their loyalty to Women of Today helps convince us that the organization is worth our dedication.



A Sense of Belonging: Women join to feel a part of a group. Make sure everyone feels welcome and appreciated. Say Thank You often.



Attitude: Project a positive attitude about your position, project and membership. Nobody wants to be a part of an organization whose members complain about their involvement.



Involve Everyone: If members see one person or a small group organizing and working on all the projects, they may feel they are not needed because they see others do everything on their own.



Ask Them to Renew: If a member is never asked to renew, she won't feel welcome or appreciated. She may not even know her membership is up for renewal. You need to give everyone the opportunity to remain a part of this wonderful organization.



Welcome New Ideas: New members have lots of great new ideas. Be open to new projects and new ways of doing things.



Avoid Gossip: If members hear you talking about other people, they may wonder what you say about them behind their backs. Besides, it just doesn't sound good to gossip.



Encouragement: Who doesn't like to hear good things about themselves from other people? Telling someone they would be a good project chair or board member can go a long way toward building their self-confidence. It will also make them feel like a valued member of your chapter.