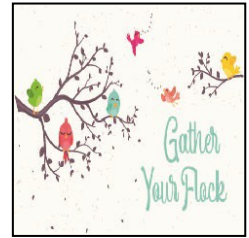




Minnesota Women of Today
Winter State CIP 2020-21
 Membership Vice President
 “Gather Your Flock”

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Introduction to 3rd Trimester

Welcome to 2021! I wasn't sure we were going to make it sometimes but here we are! I want to congratulate all of you for an incredible eight months of persistence, imagination and resilience on behalf of your chapters.

Once again, I have enjoyed hearing from so many of you this past trimester. You continue to share some really fun and creative socials and recruiting activities. We are making it work in these challenging times! We welcomed 39 new members in Tri 2, an increase of 50% over Tri 1! 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!

Thank you to all the members and chapters who participated in the MVP Challenge, held an M-Week event, or commented on the Facebook Membership challenge. Be on the lookout for your incentives headed your way. I am so very hopeful to see your smiles at Annual Convention in May where we can celebrate our membership together. I have several great opportunities to earn incentives for yourself or your chapter this trimester and I would love to hand them out in person!

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,

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Save The Date – MVP Chat

Sunday, Mar 7th 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.

Look for info in chapter email or on Facebook.

2020 – 2021 Membership Calendar

- Jan 29th-30th:** Winter State Convention
- Feb 24th:** MNWT Webinar
- March:** USWT Membership Emphasis Month
- Mar 15th:** 3rd Tri. Early Bird Renewals Due
- Mar 20th:** Statewide Committee Meetings
- Mar 28th-Apr 3rd:** MNWT Membership Week
- Mar 30th:** President Illeana's Birthday
- April 15th:** 3rd Tri. Dues Billing Due
- April 18th-24th:** National Volunteer Recognition Week
- April 30th:** 3rd Tri. Closeout
 3rd Tri. MVP Challenge Due
- May 1st:** MNWT 2021-2022 LOTS training
- May 21st-23rd:** MNWT Annual Convention

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

Preparing to “Succeed” in the Future

Now is the time for chapters to nominate and elect their board members for the upcoming year. Have you thought about the role you want to have in your chapter, district or state? MVP is a terrific preparation for any role at any level!

I encourage you think about not only the difference that you can make for your sister Women of Today but also your community. We need amazing leaders like you to keep our organization strong!

If you need any help thinking through your future leadership role in Women of Today or if your chapter/board would like support in this area, please contact MVP Tevyan. I am happy to help!

* * * * * State of The Flock * * * * *

2nd Trimester Results

100% Retention: Lake of the Woods, Red Lake Falls, Brainerd Lakes Area, Longville, Staples-Motley Area, Benson, Morris Area, St Cloud, St Joseph, Big Lake, Coon Rapids, Elk River, Brooklyn Park, New Hope, White Bear Lake, Burnsville, Madelia, New Ulm, Slayton, St James, Windom, Blooming Prairie

Growth: Lake of the Woods, Warroad Area, Brainerd Lakes Area, Longville, Avon, Melrose Area, St. Cloud, St. Joseph, Big Lake, Coon Rapids, White Bear Lake, Burnsville, Eastern Carver County, District 2, District 6, District 7, District 8

Early Bird Recognition (75% or higher): Greenbush, Lake of the Woods, Aitkin, Brainerd Lakes Area, Duluth, Longville, Staples-Motley Area, Albany, Melrose Area, Hutchinson, Monticello, St Cloud, St Joseph, Anoka, Champlin, Coon Rapids, Brooklyn Park, Maple Grove, New Hope, White Bear Lake, Burnsville, Hanska, Madelia, Slayton, St James, Windom

MVP R&R Challenge: Burnsville, Eastern Carver County, Sauk Rapids

Membership Week Participation: Burnsville, Coon Rapids, Monticello, St Joseph, White Bear Lake

Facebook MVP Challenge: Anoka, Burnsville, ROD, St Joseph

Rocking Retention

We are experiencing amazing retention like we have not seen in years! I am hearing from chapters that this is due in large part to the connections you all have with each other. Keep up the great work in Gathering Your Flock!

- Stay in touch
- Make it personal
- Meet your members where they are at as levels of involvement vary
- Offer opportunities to get to know each other
- Celebrate your members!!

Recruitment Roundup

Hosting a Membership social does not have to be difficult or scary. It does however need to be open to the public and publicized. Use social media in your neighborhoods and communities to get buzz going. If people don't know it is happening, they will not show up.

Here are some truly social ideas from chapters who are attracting new members. These are great virtual or in-person. As a bonus, you can have a coordinated drop-off or pick-up treat to go with any of these.

Virtual Craft Night – Drop off a kit or have members order their own.

Diamond painting, Paint by number, Adult coloring, a chalk couture item like we had for the OYA scholarship, or something one of your members is amazing at and others might want to learn.

Cooking Demonstration –Charcuterie Board, cake decorating techniques, cocoa bomb making, Instant Pot cooking, knife skills

Shine Your Light Night – Do you have a member (or community member) who has a passion or knowledge about something? Or even just an interest? Host a happy hour and have them share. Some topic ideas are gardening, genealogy, Bullet Journaling, Vision Boards, iPhone photography, Enneagram

OR... have all of your members share on a topic like Travel. Members and guests share about their favorite travel destinations, with pictures, recommendations, etc. Then as a follow-up pick a location to "visit" next time and do a virtual tour. You could even coordinate a drop-off treat around that location.

Game Night – So many suggestions here...Pictionary, Trivia Night, Scattergories, Charades, Scavenger Hunt, BINGO

Publicize, Promote, Prepare and HAVE FUN!!!

Membership in Disguise

Programming/Service events make incredible recruiting opportunities!

Put it Together. Collections are a great opportunity to gather in person at a distance. Have a very specific drop off time and place. Invite ladies to bring their morning coffee on a Saturday and drop off or assemble items in a garage or a large meeting space if you have something you can use. This could be hygiene kits for the high school, nail kits for a senior center or home, fleece blankets, paper hearts or shamrocks to paper your town or a specific location, book swap or book drive for donation.

Get Outside. What about getting outside for a walk, snowshoeing, kiksledding, or even snowman making?

Let's Talk. Have a talk on a topic like Mental Health, Women's Heart Health, or a PEP course. A book (either the same one or everyone talks about something they love) or documentary (watch together or ahead of time) discussion can be very enlightening as well.

3rd Trimester Presidential SUCCESS

Bonus Points

Submit a Nomination for a Community Connections Year End Award

50 points



AND/OR

Hold an M Event during Membership Week (3/28 to 4/3)

25 points

AND/OR

Sign a member in March for President Illeana's Birthday

25 points

AND/OR

Reach 85% Retention for 3rd Trimester

50 points

AND/OR

At least TWO chapter members attend February Statewide Webinar

25 points

AND/OR

Submit a Chapter Article to the State NEWSLET

25points

Maximum of 100 Bonus Points

~ ~ ~ Reward Yourself! ~ ~ ~

MNWT Membership 3rd Trimester Recognition



Retention: All chapters that achieve a 100% retention rate will be recognized at Annual Convention & receive a \$10 state store gift card courtesy of the MNWT Foundation. Those that have 75% or higher will be recognized at Annual Convention 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 Annual. With *3 or more new members*, the chapter will be recognized at Annual 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 Annual 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 (Mar 15th) will be recognized at Annual Convention.

Membership Week: All chapters that hold a recruiting event March 28 - April 3 **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.*

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"

President Illeana's Birthday Challenge



Let's all celebrate in MARCH with President Illeana and give her what she wants most...NEW MEMBERS!

In recognition of Illeana's birthday on March 30th, we are looking for **at least 30 new members in March**.

For every new member signed (reported to CSC by email, paper form, or USWT Add form) in March, the chapter will be entered into a drawing. If we hit at least 30 NMAs for the month, one chapter will win a Silly Supper M-Night hosted by the Membership Team (CMVP Jenise, MVP Tevyan & President Illeana).

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.

Orientation...Lets Get in the Know

Just signed a new member, now what?

This can be a simple sit down and chat over coffee thing, or an organized chapter social. A New Member Orientation template can be found on the MNWT website. Include the MNWT creed and mission statement in your chapter orientation. You can also include MNWT history, state and district structure, chapter history, chapter structure, and chapter relevant information all members should know. Invite your entire chapter to attend. Include a handout for attendees.

We have members who we haven't seen in a while, now what?

Hold short five-minute mini educational orientations at your chapter meetings. Invite members you have not seen in over three months. Share with them the highlights of the upcoming meeting. Offer them a ride. Give them a reason to show up.

We have a lot of long-term members who don't contribute like they used to, now what?

Include an information article each month in your newsletter. Keep topics positive and group orientated. Consider topics like the benefits of being a big sis, why co-chairs make volunteering fun, the benefits of having prepared reports at general meetings, and how volunteering is good for the body and mind.

Activation ABCs

- A. NEW MEMBER.** Include your new member in chapter activities. Co-chair projects with them. Invite them to carpool with you. Find them a Big Sis or a Buddy.
- B. LOSING INTEREST.** Personally invite members to participate in your chapter's socials and events. Ask them to co-chair projects with you. Send them a participation survey to see what they are interested in.
- C. LONG TIME but PART TIME.** Ask them if everything is okay, do they need anything. Ask them to co-chair projects with you. Make it a group effort. Each month have a different member call other members to participate in your upcoming chapter socials. Ask them to be a Big Sis/Buddy. Remind them that they have a lot to offer a new member. When more experience members activate our new members, we share our chapter's knowledge and increase the number of hands available.

New Member Installation Ceremony

The rose I give you is a symbol of your beliefs and ideas, as stated in our beautiful creed. Let the shape of the rose, with its petals growing from a common source, remind you of the friendship that will bloom from each of us. May the stem remind you of the enthusiastic support you give this organization, the soil from which our organization takes root, grows and prospers. Let the thorns be a reminder of the needs of our community, which we must meet through the use of your talents, ideas, labors and contributions. The color red symbolizes our commitment of heart and assistance of the unfortunate. Let the color green be reminiscent of the life and hope that we give as individuals and as an organization through our generous service to our community and our fellow Women of Today members. Please remember that you must always care, through dedication and action, for this delicate flower of service that could not live and beautify the earth if it were not for you, as a member of the (YOUR CHAPTER) Women of Today.

(NAME MEMBERS JOINING), your decision to join the (YOUR CHAPTER) Women of Today is something to celebrate! Welcome to the (YOUR CHAPTER) Women of Today.

As a Women of Today member, you will have a new opportunity to become involved in our community and to share the belief that volunteers working together can make this world a better place. Your fellow members will encourage you to grow as an individual, gain new and lasting friendships and discover the leadership abilities within you.

Raise your right hand and repeat after me: "I (MEMBER'S NAME) will uphold the ideals of the (YOUR CHAPTER) Women of Today, and will, to the best of my ability, serve my community, strengthen my individual talents, extend a hand of fellowship to others and become a valuable member of this organization.