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Winter State 2018

Hello Membership Vice Presidents,

HELP! Wouldn't you like to see some of the State Staff who are very loyal Green Bay Packer Fans wearing Vikings Apparel? I sure do. President Shelli has committed to wearing Purple at Annual along with COB Jane, Parliamentarian Illeana and Extensions Director Brenda. We just need to work together to reach 80% Retention and Growth for year-end. The real kicker is if we reach the 80% Retention I will even wear Green Bay Packers Apparel.

So please help me. You are now asking how you can help, right? Ask members early to renew and send them in. Let them know they are appreciated and needed in order to continue to do the good in your community. However, it doesn't stop there. We as an organization need to step up to the plate and reach for the stars THIS trimester and continue to do events. Be sure to ask and tell prospective members about our organization and ask them to join.... NOW IS THE TIME TO RECRUIT!!

In fact recruiting is a very BIG FOCUS this trimester for the ENTIRE STAFF. In order to help and provide you ideas I've come up with a little additional challenge. For those up for the Challenge be sure to continue reading, but I think you might like the Wine & Chocolate Basket for Annual.

I'm continuing to post the Thank a Member Thursday and watch for the New Recruitment Remedy coming after Winter State on Mondays.

Without all of you we could not shine so Bright.

Thank You,

*Cindy Umland*

Cindy Umland

### Calendar

Feb 11-17	Shine Week
Mar 15	Early Birds Due
Mar 18-24	Shine Week
April 15	3 <sup>rd</sup> Trimester Renewals Due
April 30	Close Out

### Membership Due Dates

**Early Bird** renewals postmarked by the following days in the 2017-18 year to earn 25 success points:  
March 15<sup>th</sup> - 3<sup>rd</sup> Trimester

**Dues** need to be postmarked by the following dates in the 2017-18 year to avoid a \$10 late fee:  
April 15<sup>th</sup> - 3<sup>rd</sup> Trimester

**The brightest stars are those who shine for the benefit of others.**

New Members and renewal information to go:  
MN Women of Today Chapter Service Center  
PO Box 44242  
Eden Prairie, MN 55344  
952-406-8578  
[csc@mnwt.org](mailto:csc@mnwt.org)

# Shine Week



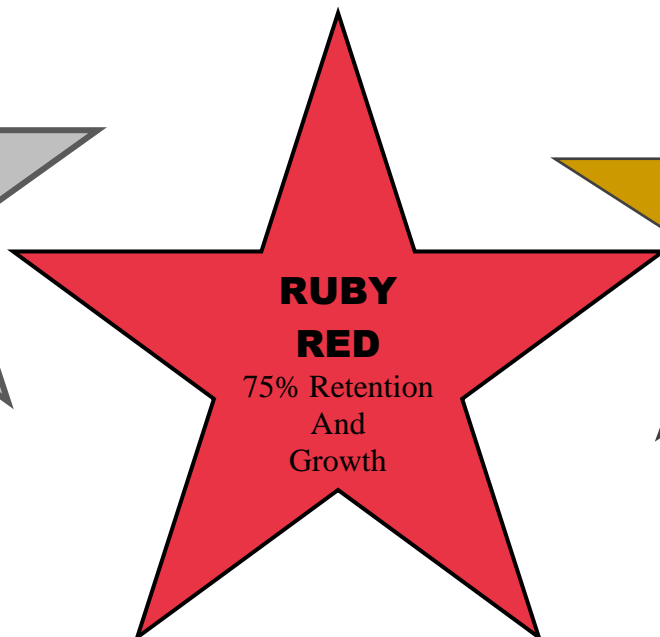
Shine Weeks will be happening throughout the year on a variety of different weeks. This is a time when we put a special effort in on membership and is encouraged with incentives. The following weeks will be the Shine Weeks for 2017-2018 Women of Today Year. I encourage you to try to work them into your growth plan and yearly calendar.

## February 11-17 and March 18-24

Chapters holding events and/or signing members during Shine Week will be put in a drawing for an incentive at the next convention. To be eligible you must notify me that you had an event and/or signed a member. You can do this by sending me an invite, email or inviting me through a Facebook event. If you sign a member it must be called, emailed or sent into the chapter service center during those dates.

### STARBURST AWARDS

Ruby Red Stars will participate in a SPECIAL Activity at the following convention.



## **"Have I Gone Color Blind?" Challenge**



**MVP Cindy will wear Green Bay Packers Apparel  
at Annual Convention if we reach Year-End  
@ 80% Retention**

**Shellie and Packer Girls wear Vikings apparel at  
Annual Convention if we reach Year-End  
@ 80% Retention & Growth**

## **Third Trimester Success Bonus Points**

**Presidential SUCCESS Bonus Points for Second Trimester**

**Purchase of at least \$100 for State Ways & Means in any combination of State Store, on line  
clothing and apparel purchases and 3<sup>rd</sup> trimester promotional**

**(50 points)**

**and/or**

**Submit a nomination for Community Connections Year-End Award.**

**(50 points)**

**and/or**

**Show chapter growth for 3<sup>rd</sup> trimester.**

**(50 points)**

**or**

**Hold an M-event and sign 3 members 3<sup>rd</sup> Trimester**

**(100 points)**

**Maximum of 100 Bonus Points**

## **USWT THIRD TRIMESTER MEMBERSHIP PROMOTIONS**

**GOLD CHAPTER---** Have 75% Retention and sign 4 new members during the Trimester

**Volunteer Recognition Week** is April 15-21

Did your chapter have a social in August for Friendship Day? If yes, has your chapter held 3 or more social events? If yes, fill out the **Fellowship Builder Award** and send it to USWT MVP Colleen. These were also available at the Membership Connect Table at Winter State.

## ***MNWT Foundation Incentive***

***Sign 5 Members Receive \$50***

Chapters that sign 5 members 3<sup>rd</sup> Trimester will receive an incentive from the MNWT Foundation at Annual Convention-May 2018



# Galaxy Club

## Chapters

To join this elite club your chapter needs to sign 5 new members in the year. You may join multiple times by signing 10 or 15 new members.

## Districts

To join this club your district needs to sign at least 10 new members each trimester.

First Trimester – Milky Way Galaxy

Second Trimester- Sombrea Galaxy

Third Trimester – Pinwheel Galaxy

Districts joining all three trimesters will join the Universe Club

**First and Second** Trimester the following Chapters & District joined

★ St. Micheal/Albertville

★ District 6

★ Fairmont

The following chapters are joining for the first time.

★ Brainerd Lakes Area

★ Marshall

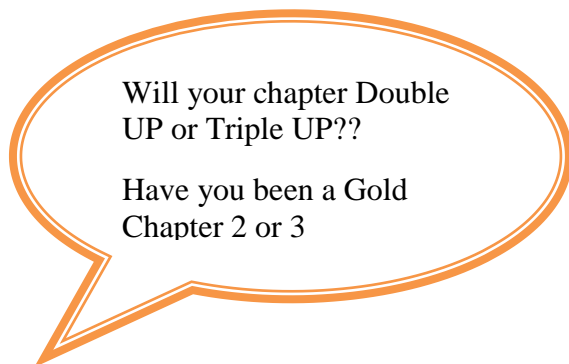
The following chapters are one member away from joining

★ Greenbush

★ Roseau

★ Coon Rapids

★ Burnsville



# Recruitment Challenge

During 3<sup>rd</sup> Trimester we are focusing on Recruiting and here is a challenge for you.

Complete at least 3 of the following and send proof to the MVP([mvp@mnwt.org](mailto:mvp@mnwt.org)) before May 1, 2018. All chapters completing at least 3 items will be entered into a drawing for a chance to win a Wine & Chocolate Basket to be given at Annual Convention.

- Create an Event on Facebook (invite MVP)
- Put PR (Public Relations) in your local newspaper (send a photo of article to MVP) or invite your local newspaper to your next event
- Create and Post flyers for an upcoming event in your town (email a copy of the flyer)
- Update your chapter brochure
- Marketing/ MMC has come up with a “Why” statement to help members with language to talk to someone about Women of Today. Create a Chapter “Why” statement (send to MVP)
- Schedule a Meet & Greet at a local coffee shop, bakery, or community gathering spot
- Personally hand deliver invites to your membership event—add something fun to the invite
- Contact each renewing member to invite them to renew (send MVP what you did)
- Have an M-night in March
- Post a Facebook Live video at your meeting or other fun event
- Create a small card with upcoming events to hand out at your activities. Make sure to include your next meeting and contact info

