

Membership Vice President

2018-2019

Winter State CIP



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Thank You

Thank you to all the amazing chapter Membership Vice Presidents (MVPs) for a fantastic first two trimesters. As a team we have done many amazing things. I am most proud of the way the chapters of the MNWT have come together to focus on their foundations. (To celebrate their uniqueness, find their purpose in their communities, and embracing the change that is involved in the commitment to a solid foundation.)

Many chapters have found they were doing too much and by planning one service project a month (or one every two or three months for larger projects), they could meet the needs of their community more effectively. In return members had more time for socials and their chapters grew stronger. Other chapter found they were focusing on everything, and it was leaving them drained. They needed to have the difficult discussions of what and how to remove projects from their agenda. There were even a few chapters that found by focusing on their communities and the current member's interests, there was an opportunity to do different things and thus added a few projects to their agenda. However, what all chapters have in common is that when we focus on building a strong foundation, our members are happier and we have more time for each other and the fun events like membership socials.

As a membership team it's time to show our communities who we are, invite others in. Be proud, Be active, Be known.

#MVP
#Connect
#MNWT

What's Inside

Page 1

- Thank You
- Calendar
- Introduction

Page 2

- 2nd Trimester Results
- FAQ: Who is the Membership Team?
- Fiscal Responsibility
- Your Chapter's Foundation

Page 3

- Activation
- Closeout

Page 4

- Presidents SUCCESS Points
- MNWT Recognition
- USWT Recognition
- MVP Challenge

2018 – 2019 Membership Calendar

June 1st – 3rd MNJOTS
July 1st: USWT Founder's Day
July 15th: MVP Fast Start
July 15th: 1st Tri. Early Bird Renewals Due
July 30th: MNWT Membership Monday
Aug. 5th: USWT Friendship Day
Aug. 15th: 1st Tri. Dues Billing Due
Aug. 20th: 1st Tri. MVP Challenge Due
Aug. 31st: 1st Tri. Closeout
Sept. 9th: Day at the Diamond
Sept. 23rd – 29th: Women of Today Week
Oct. 29th: MNWT Membership Monday
Nov. 15th: 2nd Tri. Early Bird Renewals Due
Nov. 20th: 2nd Tri. MVP Challenge Due
Dec. 15th: 2nd Tri. Dues Billing Due
Dec. 30th: 2nd Tri. Closeout
March: USWT Membership emphasis month
March 15th: 3rd Tri. Early Bird Renewals Due
March 20th: 3rd Tri. MVP Challenge Due
April 15th: 3rd Tri. Dues Billing Due
April 29th: MNWT Membership Monday
April 30th: 3rd Tri. Closeout
May 4th: MNWT 2019-2020 LOTS training

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

Introduction to 3rd Trimester

Hello Chapter MVPs (Presidents & all other Membership Supporters),

Have you been receiving your informational emails with tools, tips, and reminders to help with your chapter's membership? If you are not getting your MNWT email, please contact Katie at the Chapter Serve Center (csc@mnwt.org) ASAP to get access to yours.

Who is ready for 3rd trimester? This is an exciting time for you and your chapter. Not only are you celebrating your successes, focusing on ending the year with growth, and planning membership events, you are also planning for next year and training your successor. It can be easy to become overwhelmed in the moment. Take a deep breath and focus on what you can do.

- ✓ You can give your successor a copy of the three Chapter Information Packets (CIPs) for this year. This will give them the basic information needed to a successful next year.
- ✓ You can focus on getting all of your members to renew by early bird (March 15th). This will give you time to focus on other membership duties.
- ✓ You can plan a membership event for Monday, April 29th to celebrate and thank your members. This can be a simple game night where everyone brings something to share or a fun night out on the town.

By having everything planned out by February, you are giving your members advanced notification and yourself a break from organizing something last minute. By not waiting until the last minute you will find yourself enjoying 3rd trimester and ready to celebrate at Annual 2019.

Thanks, Anna

2nd Trimester Results

100% Retention: Albany, Benson, Big Lake, Blooming Prairie, Brooklyn Park, Duluth, Elk River Area, Greenbush, Madelia, Maple Grove, Melrose Area, Monticello, New Ulm, Red Lake Falls, Roseau, Slayton, St James, Virginia, White Bear Lake, and Windom

Growth: District 2, District 4, District 7, Aitkin, Anoka, Benson, Burnsville, Duluth, Greenbush, Hutchinson, Maple Grove, Melrose Area, Morris Area, Roseau, Warroad Area, Woodbury

Early Bird Recognition (75% or higher): Aitkin, Anoka, Blooming Prairie, Brainerd Lakes Area, Brooklyn Park, Byron, Champlin, Coon Rapids, Duluth, Fairmont, Fridley, Greenbush, Lake of the Woods, Longville, Madelia, Maple Grove, Melrose Area, Monticello, Morris Area, New Hope, New Ulm, Roseau, Sauk Rapids, Savage Area, Slayton, St Cloud, St James, St Michael-Albertville, Staples-Motley Area, Thief River Falls, Warroad Area, White Bear Lake, and Windom

In Chapter Extension: Warroad Area and Woodbury

MVP Challenge: Madelia

Membership Monday Participation: Anoka, Eastern Carver County, Fairmont, Hutchinson Area, Madelia, Monticello, New Hope, and St James

FAQ:

Who is the Membership Team?

As your MVP I can help with recruiting orientation activation retention (ROAR) and sharing the tools that create a strong chapter foundation, sometimes as a chapter we need more than a first step.

When a chapter is not at the point where they can brainstorm alone, extra help is available. That is where the **Chapter Management Vice President (CMVP)** comes in. This is her specialty. Don't feel like if it's a recruiting issue you have to go to the MVP. If you have not signed a member in two years, that's BIG and you need the CMVP to come in help you create a plan, to brainstorm with you and sometimes for you. This goes for all aspects of your chapter. The CMVP is more than the person who handles our under 10 chapters, she helps you manage your chapter when things don't come easy.

The Extensions Director supports communities who would like a Woman of Today Chapter. She makes sure new chapters have what they need to be successful. The Extensions Director follows a new chapter for its first two years, giving support and helping them create a strong foundation.

The fourth part of our membership team is the **Membership Management Committee (MMC)**. It was created to support the needs of the president and membership team. The MMC handles more than just First timers at conventions and the New Member Welcomes packets. They create and support the tools you find on our website that support Recruitment, Orientation, Activation, Retention, Leadership, and so much more. If you are looking to educate yourself on chapter succession, strengthening your leadership skills, dealing with difficult member and all those other basic tools we need as members, chances are good MMC has something for you.

Fiscal Responsibility and Membership

MNWT Bylaws, ARTICLE IV. FINANCE, Section 4. Any member chapter delinquent in the payment of financial obligations to the state organization at the time of a state meeting loses its voting privileges with that meeting. If said obligations are not paid after two (2) consecutive state meetings, the chapter may be expelled from the membership.

This is not new, but it is widely unknown. As your chapters MVP, it is important to communicate dues owed to your chapter. Chapters that are 2 trimesters behind may be handled, the same way a 10 and under chapter is once it has completed two trimesters on TLC. Another way to think of it is being late on your payments is similar to being on TLC. Being fiscally responsible is part of being a healthy chapter.

Your Chapters Foundation: Back to Basics

Why Membership is invested in your chapter's Foundation? Without a solid foundation, your chapter can not survive. Recruitment, activation, and retention all need a solid base to be successful. Without it we find ourselves running in circles. To prevent this, we all need to work together to become healthy. If you have not seen it yet, the 5 Traits of a Healthy Chapter can be found here:

http://www.mnwt.org/pdfs/otherPDFs/officers/mvp_fivetraitsT1-2018.pdf.

As we reach out to offer support this year, it is clear the chapters that do not want to be involved in the district and state levels are struggling the most. Unfortunately, we can only help chapters that want help. Some who like to do it all themselves have folded this year. What can we do? Reach out to the chapters in our districts who are not involved. Invite them to visit you, ask them for help on a project, offer to help them on a project. Take time to search out the chapters that don't want to be found and say "Hello, we want to support you. Let's brainstorm together and share ideas." Not every chapter needs to participate in every district and state project, but keeping an open line of communication is key to a solid foundation.

The membership team is here for every chapter in the state. All of you are important to us and your community. For those chapters who have a solid foundation, congratulations. For those who are still working on it, don't give up. We are here for you. For those who have not started yet, it's not too late. As your MVP I am committed to supporting your membership needs. Call or Email me ASAP. As your CMVP Ileana is ready to travel to your chapter to help you walk through the 5 traits. Her email is cmvp@mnwt.org. You can also call her at 612-860-4568. Her Winter State CIP is here: http://mnwt.org/pdfs/poa-cips/cmvp_cip-ws.pdf

The 411 to Support Your Chapters Growth

Activation

New members allow you to do things with greater ease. New members help with projects and filling positions. New members bring new ideas. New members should not be expected to do these things overnight. It takes time to activate new members. More outgoing members may jump right in, but most take six to eighteen months to really get into the rhythm of your chapter. What can you do to help them?

- Don't expect them to just know things because they joined your chapter. Continue with the same communication styles you used to recruit them.
- Personally invite them to general meetings. Offer to carpool.
- Hold an orientation explaining your chapter to them. This can be very informal over coffee or a social for the whole chapter.
- Ask them what they are interested in. Invite them to help you with a project that involves their interests.
- If you don't see them around, give them a call, to find out why.
- Get to know them on a personal level, learn their name, recognize them, introduce them to others in your chapter.

Existing members will go through phases. We do what we can when we can. Sometimes we become inactive due to scheduling and time constraints concerning family, work, school. As time goes by the lack of personal connection within the chapter will leave a member out of the loop and no longer connected. How do you reconnect and reactivate the member?

- It all starts with reconnecting. A simple phone call saying how are you, do you want to go for coffee or a ride to the next meeting is a great way to start.
- Do not ask them to jump in right away chairing a project. Just like a new member, a longtime member that is not active will need to build personal connections before jumping back into projects and positions.
- If it's been over two months since you've seen a member, give them a call, or send them a note. Make it personal. Ask how they have been. Let them know they are missed.
- If the reason a member has become inactive is known, consider how the chapter can help them. Offer a meal, a ride, an ear to listen, assistance in another way.

You should never feel alone when it comes membership.

Contact mvp@mnwt.org for assistance.

Closeout!

You hear people talking about it. You see the Facebook posts. The dates are everywhere. What is it?

Over the year's closeout has evolved. Hopefully, it will keep evolving and growing in the years to come. Before long distance calls were free and email was not as common, closeout was a time for the membership team and staff members to get together and call chapters. They would find out who is renewing and challenge chapters to add new members by the end of the night. Now that we can communicate more easily, 95% of the renewal information is complete before the last day of the trimester. As we begin to focus on our chapter's foundations and strong members, we realize the focus should be on new members throughout the year and not last minute growth.

The closeouts we have now are updated for our ever changing organization. The membership team along with executive council still gather together. Instead of focusing on last minute renewals and New Member Adds (NMAs) we call the chapters to congratulate them on their successes, talk about their concerns, and offer help where needed. The Membership VP gets a little play room in all of this. For the 2018-2019 year we have gathered in two locations a North and South. The two sides post skits on the Membership Facebook page and compete (in a friendly way) to see which side gets more Facebook likes. This year there is also an incentive for every chapter President and MVP who calls the MVP during closeout. This is a fun event and our way at the state level of saying thank you for supporting your local community and members. So, when your phone rings on April 30, 2019 between 6 pm and 9 pm, pick it up. Chances are good it's a member of the membership team calling to say hello and thank you for your efforts this year.

*** Renewal 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 ***

~ ~ ~ Reward Yourself! ~ ~ ~

3rd Trimester Presidential SUCCESS Bonus Points

Submit a Nomination for a Community Connections Year End Award
50 points

and/or

Hold an M Event and Sign 3 New Members for 3rd Trimester
50 points

and/or

Reach 85% Retention for 3rd Trimester
50 points

and/or

Submit a Chapter Article to the NEWSLET
25 points

and/or

Have 2 Members of your Chapter Attend the February State Wide Webinar
25 points

and/or

Donate \$25 or more to the US Women of Today Ways and Means
25 points

and/or

Donate \$25 or more to MN Programming Area: Wishes and More
25 points

Maximum 100 points

For more information about SUCCESS see mnwt.org under Records and Recognition.

MNWT Membership 3rd Trimester Recognition

Retention: All chapters that have a 75% or higher retention rate 3rd trimester will be recognized at Annual Convention. Those that achieve 85% or higher will receive a \$10 state store gift card courtesy of the MNWT Foundation.

In-Chapter Extension: A chapter that has 4 or more new members in one month will be recognized at Annual convention with an in-chapter extension and will receive a \$10 state store gift card courtesy of the MNWT Foundation.

Early Bird Recognition: All chapters that submit renewals by the early bird deadline will receive a fun game that can be used at a social or meeting. Those that submit 75% or more of their overall total renewals will be recognized at Annual Convention.

3rd Tri One a Month Club: To achieve One a Month Club status for 3rd trimester your chapter needs to sign one new member every month for the trimester (Jan. - April). New members must be reported to the Chapter Service Center before midnight of the last day of each month to be counted. Chapters achieving this status will be recognized at Annual Convention.

Membership Monday Participation: All chapters that participate in the April 29th Membership Monday event and [send me a photo of the event](#) will be entering into a drawing for a Membership Fun Box. (email: mvp@mnwt.org or text: 763-300-2053)

Membership Monday New Members: All chapters that [sign 1](#) or more new members at a Membership Monday event and [email the MVP](#) with an update will receive a fun thank you for their chapter to share.

100 New Members by April 30th 2019!

We have been focusing on building our foundations, now let's join together and practice our recruiting skills. Join me in a statewide challenge to add 100 new members between Jan. 1st and April 30th. Prizes and drawings all trimester long! [Watch your MNWT emails and the MVP Facebook Page...](#)

3rd Trimester Membership Challenge

How does your foundation look? Are you focusing on your community and your members? Now it's time to share the good your chapter does with others. Make a name for yourself in your community. Membership is here to support you with the 3rd trimester challenge.

The Challenge: Every chapter that signs 3 or more members between January 1st and March 20th will receive a fun gift for your chapter to share. Bonus: Send in early birds and have 90% or higher 3rd trimester retention and get an upgraded gift.

Thank You

Don't wait for a member to renew to say thank you. Take time every month to remind others of their value. It is the simple things that make the biggest difference in someone's outlook. Be the change and watch others follow your lead.

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.

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.

Year End Growth: End the 2018-2019 year having 1 or more members than your May 1, 2018 base and receive a special recognition from the USWT.

Double up Chapter: End the 2018-2019 year with double the members of your May 1, 2018 base and receive a special recognition from the USWT.

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"