



Minnesota Women of Today

2020-2021 Plan of Action

Membership Vice President,
Gather Your Flock

Tevyan Sorensen

19743 Henning Ave
Lakeville, MN 55044
214-215-5864
mvp@mnwt.org
www.mnwt.org



Goals and Implementation

1) **Goal 1: Have 80% retention and Growth +2 at the end of 2020-2021.**

- a) Promote established MNWT and USWT membership programs including one-a-month club, membership goals, and early bird renewals.
- b) Train chapters on retention and recruitment by including recruitment and retention tips and tricks in each Chapter Information Packs (CIPs).
- c) Work with the Membership team and MNWT Foundation to offer an incentive to chapters who have 80% or higher retention in a trimester and sign 3 new members in a trimester.
- d) Have two drawings for an incentive each trimester for: 1) all chapters with 75% or higher retention, and 2) chapters signing a new member (one entry per NMA).
- e) Offer an incentive to chapters and districts that call in during closeout hours. (August 31, December 30, April 30)
- f) Offer an incentive to all Membership Vice Presidents that complete their Fast Start.
- g) Promote and train on the benefits of participating in Membership Weeks. (June 28-July 4, November 29-December 5, March 28-April 3)
 - i) All Chapters that participate in Membership Week will be recognized on Facebook.
 - ii) Offer trimester drawings available to any chapter that emails mvp@mnwt.org with a photo from a Membership event held during that week.
- h) Promote President Illeana's birthday the month of March with a statewide chapter birthday activity.
- i) Share chapter events and socials on Facebook.
- j) Support the CMVP in her goal to reach out to chapters with less than 15 members and provide assistance as needed.
- k) Support the President/Extension Director in her goal to complete 2 extensions.
- l) Work with Membership Management Committee and the Leadership Subcommittee to promote recruiting and leadership tools for chapters.

2) **Goal 2: Create monthly communications for Chapter MVPs about membership, offering a team-based approach by utilizing the skills and knowledge of the MNWT and USWT Staff.**

- a) Utilize Facebook, email, and standard mail.
- b) Promote Presidential SUCCESS bonus points each trimester.
- c) Work with USWT membership team to promote USWT membership events and incentives.

3) **Goal 3: Support the President and MNWT by promoting Trimester Challenges to encourage chapters to participate in membership activities.**

- a) Trimester 1- Complete each of 4 actions (aligned to ROAR) listed in MNJOTS CIP by August 31st.
- b) Trimester 2 – Complete the "Start the Climb with STEP" challenge by December 31st.
- c) Trimester 3 - Sign 2 or more new members AND hold an Orientation AND hold a Social. Submit verification by April 30th.
- d) Support and promote all other milestones and incentives given by the President and other members of the Membership Team.