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## 2017-2018 PLAN OF ACTION

### Goals

1. Have membership growth +7 at the end of 2017-2018 year.
2. Increase year-end membership retention rate to 80%.
3. Communicate with chapters, districts, Executive Council and USWT each trimester.
4. Update and maintain membership information on Facebook and web site
5. Promote at least six traveling m-events, having two per trimester facilitated by staff and MMC.
6. Create and distribute Membership Kits.

### Implementation

1. End the year with membership growth +7.
  - A. Promote established membership programs including One-A-Month, trimester and year end incentives for growth and in-chapter extensions.
  - B. Include training materials in Chapter Information Packs (CIPs) on recruitment, prospective member lists, orientation, and retention.
  - C. Promote Shine Weeks throughout the year (7/23, 8/24, 11/12, 2/11,3/18) with special incentives offered for holding events and signing new members.
  - D. Promote Star Status for chapters each trimester with a bronze star signing a member, silver signing a member and obtaining 75% retention, or gold star with growth and 75% retention.
  - E. Promote President Shellie's birthday by signing 52 members during first trimester.
  - F. Promote membership SUCCESS bonus points each trimester.
  - G. Work with the MNWT Foundation to continue membership rebates.
  - H. Promote the Galaxy Club for Chapters and Districts with chapters joining with they sign five new members and districts when they sign 10 new members each trimester. Chapters and districts achieving this each trimester, will be members of the Universe Club.
2. Increase year-end membership retention rate to 80%.
  - A. Promote established membership programs including trimester and year-end membership incentives for retention and early bird renewals
  - B. Include training in CIPs on activation, using programming with membership, and internal public relations.
  - C. Create a renewal ceremony for Fall State and include in Fall State Chapter Information Pack for chapters wishing to hold their own renewal ceremony.
3. Communicate with chapters, districts, state membership officers and USWT each trimester.
  - A. Communicate with chapters using the Chapter Mailing, CIPs, and monthly reports; Facebook posts and live feeds; and, post monthly recognition ideas.
  - B. Communicate with the districts at state events, utilizing the trimester matrix, utilizing the Administrative Vice President's (AVP) newsletter, and at district visits.
  - C. Communicate with the state level officers – State President weekly and then daily the fourth month of trimester; Membership Team – biweekly; and, with the Executive Director as needed.
  - D. Communicate with USWT Membership Team promoting information from USWT including membership incentives; reporting what MNWT is doing monthly; utilizing chapters to forward appropriate information for chapter use; and, invite USWT MVP to close out or call her with updates.
4. Update and maintain membership information on Facebook and MNWT website
  - A. Update Facebook page with new membership event ideas and activities at least monthly
  - B. Replace membership information on web site with updated materials
  - C. Work with Web team to update PowerPoint orientation program created by MMC on web site
  - D. Promote Facebook Page and MNWT website to chapters through CIPs, NEWSLET, and Chapter Mailing.
5. Promote at least six traveling m-events, having two per trimester facilitated by staff and MMC.
  - A. Hold trimester drawing to recognize two chapters holding an m-event.
  - B. Have one trimester drawing for TLC chapters
6. Create and distribute Membership Kits.
  - A. Create three new Membership Kits.
  - B. Promote use of existing Membership Kits to increase exposure and availability.
  - C. Update MNWT website with new Membership Kits when they become available.