

Membership Vice President
Smiles Across the Miles
2019-2020
Plan of Action



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Goals/Implementation:

1) Have 200 new members and 75% retention at the end of 2019-2020.

- 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 75% or higher retention in a trimester or sign 3 new members in a trimester.
- D) Offer an incentive to chapters and districts that call in during closeout hours. (August 31, December 30, April 30)
- E) Offer an incentive to all Membership Vice Presidents that complete their Fast Start .
- F) Promote and train on the benefits of participating in Membership Monday. (July 29, September 30, December 30, March 30)
 - i) Chapters that participate will be recognized on Facebook.
 - ii) Offer trimester drawings available to any chapter that emails mvp@mnwt.org with a photo from a Membership Monday event held during that trimester.
- G) Encourage Executive Council to actively participate in membership with simple incentive based challenges.
- H) Promote President Cathy's birthday the month of April 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 Extension Director in her goal to complete 3 extensions.
- L) Work with Membership Management Committee and the Leadership Subcommittee to promote existing and newly developed recruiting and leadership tools for chapters.

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 the MNWT State President to support and promote Connection Pack et s.
- D) Work with USWT membership team to promote USWT membership events and incentives.

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

- A) Trimester 1- Hold a membership scavenger hunt and submit the 4 items listed in MNJOTS CIP by August 15th.
- B) Trimester 2 - Add 70 NMAs in honor of MNWT's 70th Anniversary Celebration.
 - i) Challenge will be held between August 15th and January 15th with a special "Target" date on December 30th Membership Monday.
 - ii) Promote in MNJOTS CIP, on Facebook, at Fall State Project Fair, Fall State CIP, CMHs, and NEWSLET.
 - iii) Offer additional incentives from the MVP to chapters that send in 15th, 30th, 45th, 60th and 75th NMA.
 - iv) Chapter that sends in the 70th NMA will receive Walking Tacos Dinner delivered by Taco Cat (MNWT President).
- C) Trimester 3 - Sign 3 or more new members between Jan 15th and March 31st AND hold a Birthday/Unbirthday Party Social in April to celebrate State President Cat's birthday. 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.