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**Fall State CIP
 NEWSLET
 2018-2019**

At this time, this position will remain open through the remainder of the 2018-2019 year. A huge thank you to the following people for assisting with different tasks as needed during our First Trimester:

- Becky Stock - Brainerd Lakes Area
- Katie Castro - Executive Director

Please send any questions to me at ivp@mnwt.org.

Stephanie Putzier

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"Lead the Way" Personals

Would you like to recognize your chapter, District Director, Secret Sis, or someone special in the next issue of the NEWSLET? *Personals* can be submitted at any time through the link on the Minnesota Women of Today website!

Here's how:

www.mnwt.org → select "members" from the drop down menu on the upper right of the home page, click on **state program managers**, scroll down the page and select **NEWSLET SPM**. On the left side of the page, NEWSLET Personal Message Submission is listed second in the second section. Click for online submission, or download the pdf, complete the form, and send your payment to IVP Stephanie Putzier.

Personals are \$2 each or you can purchase them in bulk at the low cost of 12 for \$20.

Important Dates

October

- 11-14 USWT National Mid-Year Convention
- 19 MNWT Policy & Bylaw Review
- 24 MNWT Trimester Webinar Night
- 25-28 Statewide Social / Craft Event
- 27 Make a Difference Day
- 29 MNWT Membership Monday

November

- 1 Women Who Impact, Outstanding Young Adult, Outstanding Person with Developmental Challenges Award Nominations Due
- 2 MNWT Foundation Meeting
- 3 Mid-Year Evaluations Due

December

- 1 Chapter Grant Applications Due
State Committee Meetings
- 19 "Unstuck" Secretary Book Club
- 20 2nd Trimester Closeout

January

- 4 Mid-Year Budget Review
- 5 Finance Committee Meeting
Programming Trimester Reports Due
All Certifications Due
Projects of the Trimester Due
Outstanding Program Manager Nominations Due
Effective Writing Essays Due
2nd Trimester SUCCESS Due
- 10 Newsletter Articles Due
- 11 MNWT Foundation Meeting
- 25-27 Winter State Convention

"These dates are part of the MNWT official calendar that can be located at www.mnwt.org under the events section in both a PDF printable format. Please consult the full listing to ensure that other key dates are not missed."



Ideas to Entertain Your Readership

Since the NEWSLET goes to your chapter a bond invariably exists between the individuals that make your target readership; they share a mutual interest or recognize a 'common good'. However, the same type of news reported in every issue can become stagnant over time. This is a challenge faced by every editor. Each publication's prime objective needs to cultivate and nurture the bond; however, a new way of packing or branding your information can add value. A NEWSLET for a group like ours should consist of a balance of reader-oriented and interest and organization-related features.

Below are a couple of ideas that might add some variety to your NEWSLET and keep newer and seasoned members reading. If you have fun with it your readers will too!

- 1.) Many people like trivia questions. Create questions that detail positive information about your chapter or district. The questions can be asked on the first page and then either answered on the back page, or saved for the next newsletter. For example, if you are introducing a new M-night event, you might ask: "What was the M-night last year at this time?"
- 2.) Sometimes going wild with your NEWSLET endears people to reading it. Consider creating a section devoted to the weird and wacky. In this section, detail short blurbs, perhaps related to your members or about people who have done odd things. The humor and fascination with stories that are a bit off kilter will keep them reading.

More information can be found at <http://blog.firespring.com/2009/12/14/tips-to-increase-your-newsletter-readership>

Thank you to the following Newslet LPMs for completing their LPM Reports

Suzanne LaLond - Aitkin
Becky Stock - Brainerd Lakes Area
Jessica Housman - Melrose Area
Lisa Walker - Morris Area
Daris Fraser - Hutchinson Area
Sharon Scholl - Monticello
Cindy Umland - St. Cloud
Nancy Dvoracek - Anoka
Sharon Erickson - Champlin
Jessica Schultz - Coon Rapids
Kris Goodin - St. Michael / Albertville
Kathy Ehlenz-Matson - Fridley
Merrin Baker - New Hope
Lori Keys (PVP) - White Bear Lake
Maria Murphy - Burnsville
Erin Howk-Bennet, Sue Bay, Joanna Borkenhagen - Fairmont
Penny Nelson - Madelia
Beth Petrick - St. James
Sheila Geier - Byron

Thank you to the following Newslet LPMs for completing their Fast Starts

Becky Stock—Brainerd Lakes Area
Cindy Umland—St. Cloud
Kathy Ehlenz-Matson - Fridley
Merrin Baker - New Hope
Pat & Penny Nelson - Madelia

Thank you to the following chapters for sending me their Newsletters:

Red Lake Falls
District 3
Aitkin
Duluth
Hutchinson Area
Big Lake
Fridley
Byron