



Important Dates

September

- 18-24 Women of Today Week
- 20 NEWSLET Personals Due to SPM

October

- 4 Mid-Year Evals Webinar
- 6-9 USWT Mid-year Convention
- 22 Make a Difference Day
- 31 Shout Out With Pride certification due to USWT PR Director (copy IVP)

November

- 1 Outstanding Award Nominations Due
- 4 Mid-year Evals due
- 4-5 Mid-year Exec. Council
- 15 Priority Bids Due for next Priority Programming Area to EVP

December

- 10 Committee Meetings, Eden Prairie
- 15 MNWT Effective Writing Essay due to LL SPM

January

- 2 SPM Bid POAs due
Project of the Trimester Due
Outstanding Program Manager Due
SUCCESS due
- 13 NEWSLET Articles Due to SPM
- 23 President Jane's Birthday

Julie Hammel
Internal Vice President

PUBLIC RELATIONS 2016 FALL STATE CIP

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PUBLIC RELATION AREA UPDATE

Since there is not a Public Relations SPM for 2016-17, only minimal programming in this area will come from the state. I encourage chapters and districts to continue using PR and promoting their events, etc. Please continue to submit your trimester LPM/DPM reports along with nominations for Outstanding Program Manager and Project of the Trimester.

Chapters and districts celebrating Women of Today week and submitting the USWT Shout Out With Pride form to pr@mnwt.org to be place in a drawing, awarded at Winter State. Deadline to submit to MNWT IVP and USWT Public Relations Director is October 31.

Julie Hammel, IVP

Thank you to the following LPMs who completed Fast Starts:

Sue Renz, St. James
Leslie Goble, Aitkin
Brianna Fay, Byron
Pat Nelson, Madelia

Thank you to the following LPMs who submitted LPM reports for first trimester:

Cheryl Swenson, Savage Area
Pat Nelson, Madelia
Leslie Goble, Aitkin
Becky Stock, Brainerd Lakes Area

The following chapters participated at the Day at the Diamond.

Brainerd Lakes Area	Staples Motley Area
Aitkin	Eden Prairie
New Ulm	Madelia
St. Cloud	Monticello
Byron	Fridley

Women of Today Week ♦ September 18-24

How to Create a Chapter Brochure

Brochures are brief publications which are not permanently bound. Every chapter should have a brochure to alert potential members to what they have to offer, inform businesses from which you may request donations or explain what you are about, and display an image that attracts the public's attention.

Your brochure should attract attention by using creative graphics, giving basic information and leaving a positive impression. Be sure that your brochure is professional-looking and not overly cute. If the person reading the brochure cannot figure out what your group is about due to having too many playful graphics, slang expressions, or a font that is difficult to read, you have wasted your time, talents, and money on the brochure.

The best brochures are those with a fairly long "shelf-life." This means that your brochure has enough basic information that someone handing it out or picking it up will still get the main message and important information. These will most likely be distributed to area businesses, utility companies, stores, Chamber of Commerce offices, libraries and more. You will be kept very busy if you have to continuously update brochures.

Good information to include:

- A brief history of the chapter; a few sentences at most.
- Highlight programs and projects which your chapter is well-known
- List the benefits of membership
- Membership requirements, dues, etc.
- US Women of Today and/or your state creed and mission statement
- Your chapter's meeting time, date, and location; provided it is a consistent one
- A dependable contact person and/or telephone number or organization's address.

These are the basics. You do not need to put everything into the brochure. Prospective members will learn more when they visit your chapter or event for the first time. Be sure to include a warm welcoming statement. An invitation to join is very important!

Now it's time for you to create or update your chapter's brochure. If you are looking for a little more help, start with the following brochure template and fill in the blanks.

http://www.mnwt.org/pdfs/otherPDFs/membership_tools/chapter_brochure.doc

Presidential SUCCESS Bonus Points for Second Trimester

Submit a nomination for the Outstanding Young Adult, Outstanding Person with Developmental Challenges, or Lois M. Christensen Women Who Impact Award.

{50 points}

and/or

Sell two boxes of the World's Finest Chocolate OR sell 2 books of Raffle Tickets (\$100) for the MNWT State Ways & Means fundraisers. {50 points }

and/or

Have at least one chapter member attend the MNWT Foundation Retreat. {50 points}

and/or

Sign at least two (2) members the week of October 24-31 for the October IMPACT Monday (October 31). {50 points}

Maximum of 100 Bonus Points

Women of Today Week

Women of Today Week is September 18-24, 2016. We celebrate it to honor the membership and organization. This is a time to publically recognize not only the projects this organization sponsors, but also the foundations on which Women of Today was built on—service, growth, and fellowship. Take time to plan an event or project with your chapter during Women of Today week. Send this form to IVP Julie and to the USWT Public Relations Director.

The Shout Out With Pride form can be found on the MNWT website. Here is the link.

http://www.mnwt.org/pdfs/otherPDFs/bof/uswt_shoutoutwithpride-2015.pdf

