



Julie Hammel

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PUBLIC RELATIONS 2016 MNJOTS CIP

Important Dates

July

- 1 **Founder's Day**
- 23 President, State Delegate Retreat
- 30 Committee Meetings, New Ulm

August

- 1 LPM & DPM Fast Starts due to SPMs
USWT Friendship Day
- 12 Deadline to order Day at the Diamond tickets
- 22 LPMs reports due to DPMS
- 31 **Founder's Day Participation** forms due to PR SPM
DPM reports due to DDs, SPMs, and IVP/EVP

September

- 1 Project of Trimester due
SUCCESS submissions due
Certifications due
- 10 NEWSLET articles due
- 11 Day at the Diamond
- 16-18 Fall State Convention
- 18-24 Women of Today Week

Hello!

Congratulations to all the Public Relations Local and District Program Managers (LPMs and DPMS) for choosing to take on this important role in Women of Today! I am still looking for a PR State Program Manager (SPM) and need to fill this role as soon as possible. If you or someone you know has a passion for this programming area, please contact me at ivp@mnwt.org. I will happily work with them to create a Plan of Action and provide the training missed at MNJOTS.

Until this position is filled, I will be monitoring the RR email (pr@mnwt.org) so you can send any questions or concerns to me there.

Julie Hammel

SAMPLE PRESS RELEASE

Contact: (Newspaper/Magazine Contact Person

Phone/Email: **(the contact person's phone/email)**

Name: (your full name and Women of Today Title for the current year)

Address: **(your address or your chapter's or district's PO Box address)**

FOR IMMEDIATE RELEASE

(CITY) WOMEN OF TODAY TO HOLD MEMBERSHIP NIGHT
(Can also state project name, i.e. Silly Supper, Craft Night, etc.)

The (City) Women of Today invite you to a (project name) on (date, time) at (place). This is a fun event and a great opportunity to find new ways to volunteer and meet other members of your community.

The (City) chapter of the Minnesota Women of Today is a community service and leadership training organization. Membership is open to those 18 years of age and over. If you would like more information about this event or the (City) Women of Today, please contact (name)

Local Program Manager Fast Start

Complete these steps and send this form along with verification to the Chapter President; the local, district, and state Programming Vice President and District Program Managers by August 1st.

1. Attend an Orientation – district, local, LOTS, or one-on-one with the programming vice president or outgoing local program manager.
Date attended: _____
2. Write down the goals or plan of action for the year. Send it to the programming vice president or chapter president and the district program manager.
Date sent: _____
3. Write to your district program manager or district director; introduce yourself, share your goals and ideas for the year.
Date sent: _____
4. Submit a *preliminary* LPM trimester report activity to the state delegate and district program manager by the Fast Start due date (August 1). Please ensure that trimester reports are completed and sent on time.
Date *preliminary* LPM trimester report sent: _____
5. Review the Local Program Manager manual to educate yourself on being an LPM.
Date reviewed: _____

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DPM Fast Start

The District Program Manager Fast Start was designed to help you get involved and off to a great start in your new position. Complete and send a copy to your District Director, State Program Manager, and District Programming Vice President by August 1st.

1. Write goals for the year.
2. Write your State Program Manager introducing yourself and your ideas for the year.
3. Contact the Local Program Managers in your district (if not available, contact the Chapter President instead). Verification to be date of phone call or copy of the letter or email.
4. Compile a list of Local Program Managers (name, address, phone number, email) for your area in your district.
5. Schedule forum, visitation, or presentation at district or chapter meeting.
6. Submit 1st trimester report on time.

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SUCCESS BONUS POINTS

\$50 donation to the State Plan of Action (POA) {50 Points}

and/or

Hold an M-event between Kids Week (August 14-20) and IMPACT Monday (August 29), post event on Facebook, tagging State MVP Julie Marchand, along with adding two new members during the month of August. {50 Points}

and/or

Celebrate Founder's Day by holding an M-event (utilizing PR) and submit the USWT Founder's Day Participation form found in the PR CIP {50 Points}

and/or

Submit a **COMPLETED** first trimester LPM report in all eight (MNWT) programming areas. {100 points}

MAXIMUM of 100 Bonus Points

There will be an **additional 100 Bonanza Bonus Points** awarded **IF ALL FIVE** copies of the following are included:

1. Sales and Use Tax Permit
2. Articles of Incorporation
3. Proof of Annual Registration filing for 2015 (copy of email confirmation from the MN Secretary of State)
4. Proof of insurance for the current year
5. Proof of 990 filing for fiscal year June 1, 2015 - May 31, 2016 (copy of email confirmation from IRS dated after June 1, 2016)

CELEBRATE FOUNDER'S DAY ON JULY 1ST!


Founder's Day is the official anniversary of the United States Women of Today. We celebrate it by sharing the gift of Women of Today with others in our communities. Host an event and spread the word in your community.

Easy Ways to Celebrate

- Hold a community social or picnic
- Host a membership social
- **Create a district Founder's Day event**
- Have your mayor sign a proclamation in honor of **Founder's Day**
- Send a press release to your local paper

Easy Ways to Publicize

- Local newspaper
- Chapter Facebook page
- Chapter website
- Wear your chapter shirts at the event
- Create flyers and post throughout your community



United States Women of Today
Founder's Day Participation Form⁵³

PLEASE TYPE OR PRINT. Returns completed item to USWT Public Relations Director, postmarked no later than September 1st.

Chapter _____ State _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Was a press release submitted to your local newspaper for Founder's Day? No Yes, please attach a copy.

Description of Event _____

⁵³ USWT Founder's Day Participation Form | Revised 2014 | Reviewed 2014 by COB
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Minnesota Women of Today "Day at the Diamond 2016"



Sunday, Sept 11, 2016 @1:10 pm!
Twins vs Cleveland Indians
**Be there by 12:30 to see our
 State President Jane Hanson
 throw out the first pitch!**
Order your tickets by August 12th

Game Tickets	Special Pricing	x	Quantity	=	Total Amount Enclosed
Sept. 11, 2016 @ 1:10 pm Skyline Deck	\$29 each (regular price \$31)				

Order tickets by Friday, August 12th
 We only have 100 tickets and they go quickly – don't miss out

Make checks payable to MNWT

Mail this form and payment to:
 Julie Hammel
 14672 Junkite St NW
 Ramsey, MN 55303

Chapter: _____

Name: _____

Address: _____

Phone: _____

Email: _____

Would you like to sit with your chapter? _____

For questions, email pr@mnwt.org

Day at the Diamond is an opportunity for all Women of Today members across the state to celebrate Women of Today with fellow members, friends, and family. It is also where you can watch State President Jane Hanson throw out the first pitch. Day at the Diamond is a great PR opportunity and membership social for your chapter and the entire MNWT organization!

Anyone can attend—chapter members, family, friends, and co-workers. Women of Today has a block of specially-priced tickets that can be shared with others.