



**Public Relations  
MNJOTS CIP  
2018-2019**

Stephanie Putzier  
Internal Vice President  
224 10 1/4 Street SE  
Rochester, MN 55904  
(507) 273-7333  
[pr@mnwt.org](mailto:pr@mnwt.org)  
[www.mnwt.org](http://www.mnwt.org)

## IMPORTANT DATES

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](mailto: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, Please send any questions to me at [ivp@mnwt.org](mailto:ivp@mnwt.org).

### Stephanie Putzier

“Advertising is saying you’re good. PR is getting someone else to say you’re good.”  
~ Jean-Louis Gasse

#### 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) at (phone number).

<b>June</b>	
USWT Annual Convention.....	7 - 10
Webinar.....	27
<b>July</b>	
USWT Founders Day.....	1
Statewide Committee Meetings.....	14
LPM Fast Starts due.....	15
Programming VP Fast Starts due.....	15
<b>August</b>	
National Night Out.....	1
Day at the Diamond Ticket Orders due..	1
USWT Friendship Day.....	5
MNWT Foundation Meeting.....	11
Kids Week.....	12 - 18
Programming Trimester Report due....	31

"These dates are part of the MNWT official calendar that can be located at [www.mnwt.org](http://www.mnwt.org) under the events section in both a PDF printable and online format.

Please consult the full listing to ensure that other key dates are not missed."

## TABLE OF CONTENTS

<b>Page 1</b>
Looking for an SPM Sample Press Release
<b>Page 2</b>
Founder's Day LPM Fast Start
<b>Page 3 &amp; 4</b>
Day at the Diamond Flyer

---

# 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

## USWT Founder's Day Participation

Return completed form to MNWT Public Relations SPM, who will forward to the USWT Public Relations Director, emailed or postmarked no later than September 1<sup>st</sup>.

Chapter \_\_\_\_\_ State \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Was a press release submitted to your local newspaper for Founder's Day? [ ] Yes [ ] No

If yes, please attach a copy.

Please briefly describe the event:

### **Local Program Manager Fast Start**

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 your goals or plan of action for the year. Send it to the programming vice president or chapter president. Date sent:
3. Write to your district programming vice president. Introduce yourself and share your goals and ideas for the year. Date sent:
4. Submit a *preliminary* LPM trimester report activity to your programming vice president by the Fast Start due date. Date *preliminary* LPM trimester report sent:

**Submit your Fast Start by July 15**

**to get entered into a drawing at the business meeting during Fall State in St. Cloud.**

# Minnesota Women of Today "Day at the Diamond"



**Sunday, Sept 9 @ 1:10 pm!**

*Twins vs Royals*

**Be there by 12:30 to see our  
State President Brenda Sather  
throw out the first pitch!**

*Order your tickets by August 8th*

Game Tickets	Special Pricing	x	Quantity	=	Total Amount Enclosed
Sept. 9, 2018 @ 1:10 pm Skyline Deck	\$29 each (regular price \$31)				

**Order tickets by Wednesday, August 8th**  
We only have 75 tickets and they go quickly – don't miss out

**Make checks payable to MNWT**

Mail this form and payment to:  
Stephanie Putzier  
224 10 ¼ Street SE  
Rochester, MN 55904

Chapter: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Would you like to sit with your chapter? \_\_\_\_\_

For questions, email [pr@mnwt.org](mailto:pr@mnwt.org)

# Save The Date...

## Day at the Diamond! Sunday, September 9, 2018 @ 1:10 pm

- **What is Day at the Diamond?**

Day at the Diamond is an opportunity for all the members of Women of Today around the state to celebrate Women of Today with fellow members, friends, and family. Day at the Diamond is a great PR opportunity and membership social for your chapter and the entire organization.

- **Who can attend?**

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

- **What to wear?**

We'd love to see a "sea of royal blue" in our section, so wear your official royal blue MNWT gear! If you do not have official gear, please wear anything that you have that is royal blue.

- **What is happening on the field September 9<sup>th</sup>?**

It's MNWT Day! Our State President, Brenda Sather will be throwing out the first pitch. Arrive by 12:30 pm so you don't miss this fabulous event.

- **How should this be promoted?**

Chapter meetings and newsletters, emails, Facebook, websites, and more...

What a great way to end the summer  
with a fun get together at the diamond to  
cheer on the Minnesota Twins.

