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2019-2020 Plan of Action

A. Add 200 new members and achieve Growth +1 and 75% retention at the end of 2019-2020.

1. Work with Membership Vice President to produce state growth plan focused on achieving this goal.
2. Support MVP in her promotions and incentives each trimester and promote trimester challenges for chapters to achieve and earn incentives.
3. Promote MNWT and USWT membership programs, including one-a-month club, early bird renewals, and membership goals.
4. Prepare, develop, and deliver trimester "Making Connections" Packets for each chapter to use in their community.
5. Promote orientation and activation of new members within 30 to 60 days after joining.
6. Continue engaging with new members through distribution of new member packets each trimester.
7. Highlight incentives offered through MNWT Foundation for chapters signing 3 new members or reach 75% or higher retention in a trimester.
8. Promote participation in trimester Close-outs that focus on chapter involvement and incentives.
9. Offer incentives to all Chapter Presidents that complete their Fast Start, including a SMART Growth Plan.
10. Encourage and recognize chapter participation in Membership Mondays.
11. Support challenges at MNWT Exec Council level to get engaged in membership promotions.
12. Support Chapter Management Vice President in her goal to reach out to chapters with less than 15 members and provide assistance as needed.
13. Support the Extensions Director in her goal to complete 3 extensions and hold "Connection" events in 6 new communities.

B. Improve communication and training with members, chapters, and districts.

1. Develop and implement Buddy System matching state staff members and local chapters.
2. Make one-on-one social contact with each chapter at least once per trimester.
3. Provide materials that chapters can use for meetings, projects, and membership or social activities.
4. Offer trainings at conventions, districts, and other events during the year that focus on interests of our members.
5. Encourage use of multiple communication platforms to maintain regular contact between state level, chapters, and districts, such as chapter information packets, chapter mailings, Facebook, website, other social media, and online technology like zoom meetings.
6. Utilize state committees and MNWT Foundation members to assist in providing resources and training for members.

C. Work with the Programming Team and Staff to improve community involvement and have 50% of chapters reporting each trimester.

1. Educate members on the new programming changes as they are being implemented and assist chapters in their transition in utilizing our program areas.
2. Encourage chapters to connect with their communities by partnering on local activities and events.
3. Promote use of the trimester programming report form and continue educating chapters on why reporting is key to the organization.
4. Continue to provide trimester online Webinars offered to chapters and members.
5. Include programming tips and explanations in Chapter Mailings prior to due dates each trimester.
6. Work with chapters who are not reporting and offer assistance with collecting the information and completing the forms.
7. Participate in the Programming Task Force to continue implementation of the new programming areas and associated changes.
8. Visit external programming foundations and support the partnerships between MNWT and those areas.

D. Increase the number of chapters that participate in fundraising opportunities for Minnesota Women of Today.

1. Educate chapters and districts on budgeting and ways and means funding at their local level.
2. Encourage chapters and districts to budget and make trimester and/or annual donations to MNWT and MNWT Foundation.
3. Promote and offer incentives for chapters and members that make donations and/or participate in fundraisers to benefit MNWT.

E. Encourage participation in programming and fundraising with the United States Women of Today with involvement from 25% of chapters.

1. Ask chapters to participate in USWT programming areas through certifications and education.
2. Promote fundraising opportunities for Domestic Violence Awareness organizations at all levels.
3. Request chapters and members to make donations in support of USWT ways and means.
4. Attend National conventions and participate in committees.
5. Recommend that staff and state program managers maintain contact with national counterparts and submit appropriate reports by due dates.