



Minnesota Women of Today
2020-2021 Plan of Action
State President,
R.I.S.E. - Recruit.Inspire.Support.
Empower

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Goals and Implementation

- 1) Goal 1: Achieve growth +2 and 80% retention at the end of 2020-21**
 - a. Support and promote Membership Vice President and Chapter Management Vice President in promotions and events that involve membership
 - b. Encourage chapters to create and implement a growth plan
 - c. Work with membership team to support and encourage 2 and under chapters, TLC chapters, and new extensions
 - d. Use Facebook, E-mail, Chapter Mailing Highlights, Mail Chimp and other resources available to communicate and assist chapters
- 2) Goal 2: Create open forums for members, chapters, and districts to communicate and receive training**
 - a. Designate a day out of each month to utilize Facebook Live to have up to a one-hour question and answer session with members
 - b. Promote the President roundtables, President/State Delegate Retreat, Conventions, Area Meetings, and L.O.T.S. as opportunities to interact with staff for training
 - c. Utilize Zoom, Go To meetings, and other platforms to deliver specialized trainings when chapters request it
 - d. Encourage staff to create interactive training opportunities for members
- 3) Goal 3: Create focus areas each trimester that promote healthy chapters**
 - a. 1st Trimester Focus: Chapter Identity
 - i. Use trainings in place and create new ones to assist chapters with finding their why
 - b. 2nd Trimester Focus: Running Efficient Meetings
 - i. Offer training to chapters in using parking lot method and agendas to keep their meetings running smoothly
 - c. 3rd Trimester Focus: Making Lasting Connections
 - i. Highlight ways that chapters can keep in contact with members and keep retention rates over 75%
- 4) Goal 4: Work with Programming Vice President to increase reporting by 20% from 2019-20 year for a total of 36 chapters submitting reports and a total of \$350,000 in total donations for programming**
 - a. Promote use of programming trimester report
 - b. Visit foundations with Programming Vice President to learn more about them
 - i. If not able to physically meet with foundation, send a letter of introduction to each foundation
- 5) Goal 5: Work with United State Women of Today to promote Minnesota Women of Today participation in national programs**
 - a. Establish a working relationship with the National Staff
 - b. Encourage staff and program managers to reach out to their National counterparts and participate in the challenges
 - c. Encourage promotion on the state level of National programs