

# How to Run a Learn A Latte about Women of Today M-Event

- 1 Plan your date and time. Check with the facility to see if they have a small room or quiet area that you can use. Check to see if you can post flyers a week or so before the event in the coffee shop.
- 2 Prospect! Invite 4 times the guests as you wish to have attend. (If you want to sign four new members you must have 6-7 guests attend. To have 6-7 guests attend, invite 4 times that number or 24-28 guests.) Have the invitations follow your theme also.
- 3 Invite your guests! Personally! Written invitations are fine, but it is the personal contact that will get them there. If possible, drop off the invitation in person. Always call them 2-3 days prior to the event and ask if you can give them a ride! Compliment them by telling them you think they will be a fun member. Would they like to come?

Invitations: The invitation attached is set up for a 8 ½ X 11 inch paper folded lengthwise. There are also invitation packets you can purchase that will go through the printer and look really nice. Use fancy paper if possible to print the invites on.

## 4 PLANNING YOUR EVENT:

- a. Decorations: Make sure that you have flyers prepared to post on all of the doors entering the coffee shop. Check with the employees to make sure you can post them on the doors, bathroom door etc. (See attached sample)

**VERY IMPORTANT:** have a large flyer at your table so that anyone entering will know where your group is. If you have a display board from your chapter, that would be a good thing to set up at the end of the table to promote your chapter.

- b. Food/Theme: This is pretty easy as your members and perspectives will be ordering from the menu. You might want to offer a special or buy each person a “goodie” if they like if you have the budget for that.
- c. Activities: Make sure that you have flyers and some information about Women of Today. This will be very informal but plan ahead what things you will cover. If you have any scrapbooks or PR information that shows what your chapter does in the community, that would be a very effective outreach tool. It really helps to have a small flyer that they can take with them with contact information, when and where you meet, and a little about your chapter including some projects that you do in your community. (see attached sample)
- d. Have fun! Getting guests to your Membership Night does not assure they will join. To assure you they will join, make this night so much fun they would hate to miss out on anything else! Plan games and activities to involve guests with your members. Take a 5 minute “information” break and talk a little about Women of Today. Have the members attending take turns and share why they joined and why they continue to renew. (Make sure you tell them about your dues.) Go back to having fun.
- e. Personally ask each guest if they would like to join tonight. If they choose to learn more first, this allows you to follow up with them for your next meeting.
- f. Follow up with those guests who do not join. Send them a note thanking them for coming. If they have not said they absolutely are not interested, invite them to your next meeting and/or social. Do not quit until they say “no!”



# Learn A' Latte

## About Women of Today

The YOUR CHAPTER HERE Women of Today invite you to an informational meeting

Location:

Time:

Date:

Contact Name:

Contact Phone or email:

Women of Today is a dynamic and diverse women's organization interested in the bettering our community, ourselves and having fun. We are not politically or religiously affiliated. We are women from various backgrounds, communities, life experiences, working women, homemakers, mothers, married and single women. We are women who want to make our communities a better place for all of us to live. We hope you join us to find out more!



Learn A' Latte  
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About YOUR  
CHAPTER NAME  
HERE Women of  
Today

THE YOUR CHAPTER HERE WOMEN OF  
TODAY IS HOLDING AN  
INFORMATIONAL NIGHT HERE  
TONIGHT!

COME JOIN US TO FIND OUT HOW THIS  
EXCITING ORGANIZATION FITS INTO  
YOUR LIFE AND MEET MEMBERS OVER A  
CUP OF COFFEE.

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The (name of your chapter) Women of Today invites you to Learn A Latte about Women of Today.

Find out how this great organization fits into your life and meet members over a cup of coffee.

Date:

Time:

Location:

RSVP to:



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**Women of Today**

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- Who:** \_\_\_\_\_ Women of Today
- What:** Informational coffee break
- When:** Saturday September 27, 2008
- Where:**
- Why:** To learn about this great volunteer opportunity to serve your community, to socialize and learn how to make a difference!
- Time:**
- Special:** Receive .50 off your choice of treat or drink during the get to know us time.
- Contact:** Name, phone number, and email address

### **What is Women of Today?**

- Women of Today is about people.
- Women of Today is about community service.
- Women of Today is about fostering friendships and developing relationships within your community.
- Women of Today is about making a difference, making a friend and having an impact on your community through the community service efforts.
- Women of Today is about leadership training and development.

Women of Today may look a little different in each community because each community is unique.

*That's what Women of Today is all about*

Women of Today's web sites  
[www.mnwt.org](http://www.mnwt.org) or [www.uswt.org](http://www.uswt.org)

**Our Women of Today Chapter Meets on:**

**At:**

**For more information, call:**

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