

# Poppin' In the Park M-Event



- 1 Plan your date, time and location. This would be best at your local park, playground, beach etc. If you do it at someone's house...decorate it to look like a park.
- 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. This would be a fun invite to add a "confetti popper" to – that makes it fun and they remember the invite!

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?

## 4 PLANNING YOUR EVENT:

Activities:

- a. This is a good m-event to do at a park or outside at someone's house. You might consider making it a mom/kids activity where moms can bring their kids and play in the park. If you do that, it is good to have some older kids to watch/play with the younger kids so that the moms can concentrate on the fun. Sometimes, when Moms bring their children, they concentrate less on the event, so take that into consideration. Think about planning some organized activities for the children, maybe having a couple of members do this while you talk to the Moms. Use the theme; try to throw rings around cans of pop – if they get the ring around the can, they win that can; do something with popsicle sticks; relay carrying unpopped popcorn kernels on a spoon. Remember to have something for everyone so that everyone wins something.
  - b. Menu:
    - 1) PopCorn – any flavor; get some fun flavors or colors. If you want to make some flavored popcorn, check the recipes with these instructions, or check the internet for ideas!
    - 2) Popsicles
    - 3) Pop Rock Candy
    - 4) Pop (soda)
    - 5) Anything else you can think of that
  - c. This is a good m-event to just sit and enjoy conversation, food and friends.
- 5 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! 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.
  - 6 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.
  - 7 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!"

# Popcorn Recipes

Here are some fun recipes to try – check the internet for some more. You just go to the store and buy flavored popcorn!

## **Kool-Aid Popcorn**

2 cups sugar  
1 cup light corn syrup  
2/3 cup butter  
2 packages unsweetened Kool-Aid  
1 teaspoon baking soda  
6 quarts popped popcorn

In a medium saucepan, combine sugar, corn syrup and butter. Cook over medium heat until mixture reaches a rolling boil; boil 3 minutes. Stir in baking soda and Kool-Aid. Pour over popcorn. Bake at 225 degrees F for 45 minutes, stirring every 10 minutes. Remove from the oven and break up immediately. If you're quick the popcorn can be pressed into decorative molds

## **Key Lime Popcorn**

1 teaspoon lime flavoring (optional)  
1 tablespoons fresh lime juice  
2 tablespoons fresh lime peel  
1 tablespoon green colored decorator sugar  
1/4 teaspoon salt, optional  
1/3 cup graham crackers, coarsely chopped  
4 tablespoons popcorn  
4 tablespoons oil  
4 tablespoons granulated sugar

Measure and mix the lime juice, lime peel, sugar, flavoring, salt and graham crackers in a small bowl. Have this mixture ready next to popper. Have bowl ready to put popcorn in. Put oil, popcorn and sugar into the popper. Fasten the lid securely and hold hot pad with left hand over steam vent while stirring with the right hand. Use high heat. Popping should start in about 2 minutes. Remove from heat when popping almost stops. Quickly open lid and pour mixture over hot popcorn; then close lid and continue stirring (no heat) until thoroughly mixed. Pour into large bowl, tapping bottom of pan with hot pad to remove all the popcorn and syrup. Finish stirring with large spoon. Cool and store in airtight container.  
6 servings

## **Gelatin Popcorn**

- 10 cups popped popcorn
- 1 cup butter
- 3/4 cup sugar
- 1 (3 ounce) package fruit flavored gelatin mix
- 1 tablespoon corn syrup
- 3 tablespoons water

Preheat oven to 300 degrees F (150 degrees C). Grease a 1/4 sheet pan or two 8x12 inch baking dishes. Generously butter a heavy 2 quart saucepan. Distribute popcorn evenly in prepared baking pans. Place in oven to keep warm. In prepared saucepan over medium heat, combine butter, sugar, gelatin, corn syrup and water. Heat to 250 to 265 degrees F (121 to 129 degrees C), or until a small amount of syrup dropped into cold water forms a rigid ball. Pour mixture evenly over popcorn and stir until coated. Return popcorn to oven and bake 5 minutes; stir, then bake 5 minutes more. Turn popcorn out onto a large piece of foil. Let rest until cool enough to handle, then form into balls. Or let cool completely and break into clusters. Store in an airtight container, in a cool, dry place.

# Recruitment

## The First Step - Names

- A) Locate names of prospective members
- B) Don't eliminate someone because you think (s)he may not join
- C) Utilize ideas that worked for current members when (s)he joined

## You Have Names - Now What?

- A) Recruitment lists
- B) Invitations
- C) Newspapers
- D) Telephone calls

## Prospective Members - Getting them to a Meeting or Event

- A) Fun meetings
- B) Personal invitations
- C) Ride offerings
- D) Incentives for current members to bring prospective members

## They're at our Meeting - What do we do?

- A) Introduce prospective members as guests
- B) Assign a seasoned member to sit next to each one
- C) Invite each prospective member to join
- D) Communicate during the Social Time of the Meeting
- E) Figure out what has worked best for you in the past

## Hosting an effective Membership Night

- A) Have a theme meeting
- B) Send out invitations 10-14 days prior
- C) Supply appetizers or meals
- D) Plan for a mixer activity that is fun and includes everyone
- E) Gather everyone towards the end of the night and explain about the organization
- F) Answer any questions
- G) Invite all prospective members to join

## Reasons for Recruiting

- A) New ideas for, and fresh outlook on, chapter events
- B) Excitement to the chapter's membership
- C) More members alleviates the stress on volunteers for large projects

## Always Remember

- A) Keep a positive attitude
- B) Ask, ask, ask, and ask again
- C) NEVER let anyone leave without asking that person to join
- D) Believe, and you can achieve anything!
- E) Bring incentives/gifts for attending prospective members

# Sample Telephone Scripts

It's a known fact that more prospective members attend your events if they are called first. This is also the most important step in getting new members. Here is a sample.

## After Sending out an Invitation to a Prospective Member

Hi, my name is [YOUR NAME] from the [YOUR CHAPTER] Women of Today.

Do you have a few moments to talk?

[IF NO] When would be a better time?

[GET A TIME TO CALL BACK & CALL BACK AT THAT TIME]

[IF YES] Thanks. Did you receive your invitation to our [EVENT NAME]?

[IF YES] Great. Did you think you would be able to join us? Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be excited to seeing you there.

[IF NO] I apologize that the invitation did not get to you yet; it was sent. Let me explain to you what will be happening, on [DATE] we will be. . [EXPLAIN YOUR EVENT] Did you think you would be able to join us? Do you need a ride or further directions? Did you have any questions about our organization? Thank you for your time and I will be excited to seeing you there.

## Sample Press Release

Contact: Name    Address City. State. Zip  
                  Phone Number

FOR IMMEDIATE RELEASE

\*\*\*\*\*

(THEME) MEMBERSHIP NIGHT TO BE HELD

The (city) Women of Today invite everyone to a (theme, if there is one) Membership Night on (date given fully, such as Tuesday, June 20, 2012) at (place) at 7:00 p.m. You will have an opportunity to learn more about the Women of Today, projects such as (list local projects), meet new friends and have some fun in the process.

The Women of Today is the most dynamic, fastest growing young person's organization in the country. Women of Today members are action-oriented and interested in the betterment of their community through community service and leadership training.

For more information on how you can be a part of your community through the Women of Today, contact (name) at (phone number).

## Sample Invitation to Join

Thank you for attending our \_\_\_\_\_ event. It was wonderful to see you here tonight. I have just a few questions for you. Would you like to be actively involved in your community? Could you benefit from leadership training or personal enrichment programs? Do you want to meet new people? If you answered yes to one or more of these questions, then the Women of Today is the organization for you. We meet monthly on the \_\_\_\_\_. Membership dues are only \_\_\_\_\_. Would you be interested in joining our local chapter today? You would be a wonderful addition to our group. *[If they say yes]* – get their dues, name, address, phone, email, date of birth and send to the Chapter Service Center ASAP. *[If they ask a challenging question]* – check out the comfortable answers included on the next page. *[If they say NO]* – Don't be afraid to ask why? They may have some misinformation or this may allow them a chance to ask some of those challenging questions. Please be respectful of a NO – but try to get enough information as to why. For example, you could say, 'I'm sorry to hear that you are not interested, but can I ask why?'

# Comfortable Answers to Challenging Questions

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

A: Women of Today is a non-profit, community service organization which offers leadership training, fellowship, and the chance to make your community a better place to live.

## **Q: What did you say your organization is again?**

A: We are a leadership-training organization who sponsors community education and fundraising activities. We have over 125 chapters across the nation. Our members are community volunteers who use or gain leadership skills through their activities within the community. Our group is composed of mostly women over age 18, from a diverse background - our diversity is one of the reasons many have joined.

*Note: Often people may use this question as a "shield" to distract you or throw you off guard. It usually means they are not really listening to your first words. You will have a bit harder "sell" with a person who tosses you this question, but all is not lost. Now is the time to use what you might already know about the person (children, interests, profession) or what you can gather (new to the community, children in the background) to sell them the piece(s) of Women of Today that will be most appropriate.*

## **Q: What kind of leadership training would I get?**

A: We offer personal enrichment programs to improve your speaking, writing, leadership and personal skills. You also will have the opportunity to chair projects, work on fundraisers or hold leadership positions.

## **Q: In what ways can I improve my community?**

A: Our chapter serves the community in many ways. **[EXPLAIN SOME OF YOUR SERVICE PROJECTS]** We are always looking for new ideas, plus we get lots of ideas from our state and national organization.

## **Q: What is the time commitment?**

A: One of the great things about Women of Today is that you can be as involved as YOU want. There are no "requirements," but it is suggested that you attend the monthly general meetings to keep up-to-date on what is happening.

## **Q: How big is Women of Today?**

A: The average chapter size is around 15-25 members; the national organization has about 3000 members.

## **Q: Why should I become involved with the organizational levels outside my community?**

A: District, state and national meetings are a wonderful opportunity to get the "big picture" of our organization. It's like seeing opening night of a play - all the smaller, but equally important, pieces come together. Things make sense when you see the whole picture. We are a vital part of community service in 18 states. Across Minnesota, we have over 100 chapters and more than 1600 members. The volunteer service hours reported at these meetings are overwhelming. We work with several foundations and special charitable organizations as a state and national group, even though a great percentage of this money stays within the local communities.

## **Q: Why should we raise money for people in other communities?**

A: We help people all around us: in our towns, counties, state, nation and globe. We help them because we believe in helping each other and helping people whom, some day, may help us or someone we love. Our support of the March of Dimes may one day benefit our next-door neighbor or even our own family.

## **Q: How come it costs so much money to join?**

A: Cost wise, the Women of Today dues are less than \$3.50 per month. That money is not wasted - you receive training materials, programming ideas, project "how to" materials, educational materials from the various programming areas, public relations

information and much more. The dues also provide you with a core of volunteer leaders at your disposal - the dues provide for district, state and national officers within a phone call away. At many meetings on all levels of the organization, training forums are offered. This is both educational and personal - trainings for which you would pay substantially outside of Women of Today.

**Q: Why should I pay dues to be a volunteer?**

A: Your dues pay for the support you and your chapter will receive from our state and national organization. These organizations provide training, monthly mailings and updates, organizational newsletters, service by officers, and a great deal of programming information.

**Q: What if I do not have the money right now?**

A: The cost of joining is comparable to a magazine subscription, basic cable for a month, or one self-help class. We believe that it is money well spent and believe you too will agree as soon as you join and become involved with community projects.

**Q: Why do you need to have a separate organization - there are enough organizations in this town already?**

A: Women of Today can complement those other organizations. We can jointly work on projects and fundraising. At the same time, we are providing opportunities for young women to support and encourage each other's development as leaders.

**Q: How can I find time; I'm a very busy person?**

A: You do not need to do more than you wish. You pick the projects or fun nights that fit with your interests and your schedule. We value your contributions whatever they are. Also the more members who join, the more the workload is shared. It may seem busy at first, as there are such things as organizational paperwork and items to complete. As you grow, you are more able to choose what involvement you want. Most of our members are employed, have children and partners. We have found that our members are involved in a number of areas within their communities, and we encourage that. Busy people know how to get things done and manage their time. We encourage chapter members to do what they are interested in and committed to doing. We also realize that there are times when you cannot be as active; at those times we suggest you step back and take a break so you won't get burnt out.

**Q: How could I possibly fit this in; I'm already involved with too many things as it is?**

A: Then you already are an active volunteer. What other groups are you involved with?

[WORK RELATED] Many of our members have joined Women of Today because it offers the chance to network with a large and diverse group of people. There are many who are looking for friendships and contacts beyond work or office friendships, and have found that variety within Women of Today.

[PERSONAL] Are you finding them to be enjoyable? Sometimes our community involvements lose their interest just as other things within our life often change. Do you find that there are sometimes not enough volunteers to get a project or activity accomplished? If that happens, I hope you will consider calling the Women of Today - we often partner with other projects and groups within the area. Many people find the educational activities and fundraising that we are a part of to be very rewarding. What is the focus of the other activities you are in?

[IF THE FOCUS IS PURELY GIVING] one of the best features of Women of Today are the personal enrichment, focus on women, educational, and informational activities in which we participate.

[IF THE FOCUS IS PURELY ON DOING] Women of Today features many fundraising and community service projects. We are a fun group, you should visit a meeting sometime.

## Poppin' In the Park

Hosted By:



**Where:**  
**When:**  
**Time:**  
**RSVP/Info Call:**



Thought about joining Women of Today but are looking for more information. Come and find out what is "poppin" with this exciting group!

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 who want to meet new woman, make our communities a better place for all of us to live and become stronger, more confident women.

## Poppin' In the Park

Hosted By:



**Where:**  
**When:**  
**Time:**  
**RSVP/Info Call:**



Thought about joining Women of Today but are looking for more information. Come and find out what is "poppin" with this exciting group!

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 who want to meet new woman, make our communities a better place for all of us to live and become stronger, more confident women.

## Poppin' In the Park

Hosted By:



**Where:**  
**When:**  
**Time:**  
**RSVP/Info Call:**



Thought about joining Women of Today but are looking for more information. Come and find out what is "poppin" with this exciting group!

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 who want to meet new woman, make our communities a better place for all of us to live and become stronger, more confident women.

## Poppin' In the Park

Hosted By:



**Where:**  
**When:**  
**Time:**  
**RSVP/Info Call:**



Thought about joining Women of Today but are looking for more information. Come and find out what is "poppin" with this exciting group!

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 who want to meet new woman, make our communities a better place for all of us to live and become stronger, more confident women.