

Trail Mix M-Event

1. Plan your date, time and location.
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?

4. PLANNING YOUR EVENT:

a. Some Suggested ingredients for the Trail Mix:

- 1) Pretzels
- 2) Nuts
- 3) M & Ms
- 4) Raisins
- 5) Goldfish
- 6) Cereals

b. Consider a healthy drink to go with the trail mix; water with flavorings.

c. Decide on what ingredients you are going to provide but do not mix it together. That is the part of this m-event. Decide who you will have “mix” the trail mix & what each ingredient represents.

d. **IDEA A:**

Each ingredient could represent an important part of your chapter. Chapter members could each come up and talk about their favorite parts of the chapter.

Pretzels – work in the community

Raisins – leadership opportunities – how members have grown

M&Ms – fun things you do

Goldfish – programming activities

Cereal – activities you do with kids

Members could take turns coming up and talking about their favorite community activity and put a scoop of Pretzels into a large bowl; their favorite social and put a scoop of M&Ms in the bowl, their favorite programming area and put a scoop of goldfish in the bowl etc. When you are done, you have your snack to share with everyone and your prospectives have learned a lot about your chapter and the members. They could either have something to say for each ingredient or just talk about 2 or 3 of the activities they like best. Have everyone put their scoops into a large bowl and mix it up; that shows we are all working on the same team.

Take a little time to allow prospectives to ask questions or comment on some of the information they have heard; is there a project or social that sounded like something they would like to be involved in? Get them talking about what they would like to do as a volunteer.

e. **IDEA B:**

Each ingredient could represent something about each person attending so that you learn more about your members and prospectives.

Pretzels – favorite volunteer activity

Raisins – strength they have

M&Ms – hobby or something they do for fun

Goldfish – their job

Cereal – their family

Each person takes a turn and puts a small scoop of each in the bowl as they talk about themselves.

In this idea, I would encourage everyone to answer all “questions”, putting a small scoop in for each ingredient. When you are done, you have your snack to share with everyone and your prospectives have learned a lot about your chapter and the members and you have learned what they like to do.

For this idea, you could have everyone put their mix into a large bowl and divide it or just put theirs into a small bowl for themselves. Now spend a little time telling them some of the things that you do in your chapter that matches their interests.

- f. 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! 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.
6. 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!”
7. Remember: people don’t volunteer on their own these days. They need to be asked! So ask them to join. They want to feel a part of your group, they want to feel needed.

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

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 \$4.00 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.

Follow the "Trail"

Discover the "Flavor" of Women of Today

Hosted By:

Where:

When:

Time:

RSVP/Info Call:



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.

We invite you to join our chapter!

Come and "sample" what we are all about.

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