



# Warm Up with Women of Today

M-Event was created to take the frustration out of planning an M-Event.

Warm Up with Women of Today includes the following:

- How to Run a Warm Up with Women of Today M- Event
- Sample M-Event Agenda and Script
- Recruitment steps
- Sample telephone scripts
- Sample press release
- Sample Invitation to JOIN
- Comfortable answers to challenging questions
- Invitation

## How to Run a Warm Up with Women of Today M-Event

- 1 Plan your date and time.
- 2 Plan your menu around your theme: Have extra hot cocoa envelopes, and ingredients to add to the cocoa to make it gourmet: cinnamon, peppermint sticks, butterscotch schnapps, white chocolate, etc.
- 3 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.
  - a. **MAKE SURE THAT YOU SEND A PACKET OF HOT COCOA MIX WITH THE INVITATIONS.** These can usually be found 10/\$1 at the dollar store.
- 4 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?
- 5 Plan your activities for the night.
  - a. **Decorations:** Use a variety of cups / saucers. Use bright colors! Look for props that are coffee or cappuccino related (pictures or knickknacks).
  - b. **How To:** Have ingredients available for everyone to choose. Some ideas are cinnamon, peppermint sticks, whipped cream, any other chocolate that can be melted in the cocoa, ice cream toppings like caramel or butterscotch, butterscotch schnapps, white chocolate. But you are only limited by your imagination. Remember to have extra hot cocoa packets incase someone forget or if someone makes something less than 'gourmet' hot cocoa.
  - c. After everyone has their cut of gourmet cocoa, begin the informational portion of your event.
- 6 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 several minutes to go through the agenda and script provided in this packet. Talk about Women of Today. Go back to having fun – making gourmet hot cocoa.
- 7 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.
- 8 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!”

## WOMEN OF TODAY INFORMATIONAL MEETING

Date

Welcome

Icebreaker

Purpose of Women of Today

Enrichment Exercise or a Skit Organizational Structure

Benefits of Belonging

Invitation to Join

### MINNESOTA WOMEN OF TODAY CREED

#### "SCRIPT" FOR M-EVENT

WELCOME - Brief "Hello, my name is \_\_\_\_\_. The YOUR TOWN Women of Today would like to welcome you to YOUR TOWN chapter organizational meeting. Thank you for taking the time to come and find out what we have to offer.

ICEBREAKER - About 2 minutes maximum. Time to acquaint one another. "At the beginning of our meetings we introduce ourselves and share a little information. This helps us to get to know one another and to become comfortable with speaking in front of other people. We'll go around the room, state your name and answer the ice breaker question." EXAMPLES: "What's your favorite movie?" "Where did you grow up? When did you move here?" "What's your favorite activity?" "How many children in your family? Tell us about them."

PURPOSE OF THE WOMEN OF TODAY - 5 to 10 minutes. Give solid information. An overview of the organization and its goals. 1. Discuss the meaning behind your creed. 2. Share leadership training, fellowship and personal growth stories. 3. Tell of your commitment to each other and your community. 4. Answer any questions.

ENRICHMENT EXERCISE OR A SKIT - 10 minutes The Enrichment Exercise must be an interactive exercise. Socialize and have fun with it.

EXAMPLES:

Women of Many Roles

1. Bring hats, wild scarves, boots, different clothing type props. A mirror would also be helpful.
2. Set them in center of room.
3. Have everyone choose an item.
4. When everyone has chosen, start with the chapter members and ask why they picked that item.
5. When everyone is done, ask if anyone chose the same item as another person. How did they decide who received the item? This is the first step in working together. Then explain that our personalities are different. When taking the time to build friendships and learning each others personalities, we will be better able to work together toward success.

Data Processing

1. Form 2 teams of 5 or 6 people. (This can also be done with more teams and using up to 8 people.)
2. Teams should be standing in opposite sides of room.
3. Their goal is to organize themselves according to a rule which you will give them.  
Examples: Put yourselves in order by your first names, shoe size, age, significant other name, high school name, birth date, graduation date, favorite flower or TV show, etc. Give them 20 seconds

(30 if needed) to accomplish this. If 2 or 3 people answer the same, they must figure out who goes first and why. 4. Do 3 or 4 rounds. 5. When finished, have them sit down. Explain that being able to listen well and process what you hear is a very important communication skill. They also got a look at different leadership styles. Who took care of figuring out what happens when there are 2 people with the same answer? Ask them what helped the exercise go faster or slower. Ask what types of communication blocks hampered them.

ACTIVITY: Set out all of the cocoa and items that will transform it to gourmet. After all have their cocoa, move to the informational part of the evening.

ORGANIZATIONAL STRUCTURE - 10 to 15 minutes. "Our organization is geared toward women. We provide leadership training, personal growth and development, friendships and community involvement." "To become a member of the Women of Today in YOUR TOWN, we would need to receive your annual dues payment of \$ \_\_\_\_\_. "This Women of Today chapter is a part of a large network. Our chapter, the \_\_\_\_\_ Women of Today, will be here to help you get started and support you in any way we can. We believe in helping our members become strong and solid members. The State and National organization supply us with programming information, project ideas, educational and training information. They are always willing to lend a helpful hand by speaking at a meeting or help solve a problem." Next have someone go through your state organizational structure. Be brief but include National, State District and Local. Then have a different person go through the programming areas we have to offer. Be brief. Give them the basics. Don't overwhelm them.

BENEFITS OF BELONGING - 5 minutes. Have each Women of Today member share one or two sentences on what they enjoy most about Women of Today. Ideas: Helping the community, becoming a leader, projects that were a success and those that failed (there's usually a good laugh with the flops) building self esteem and confidence, becoming a better speaker and writer, achievements, having fun, building lasting friendships and volunteer experience is often valuable in many careers.

INVITATION TO JOIN "Does anyone have any other questions we could answer?" Answer them the best you can. If you don't answer, write it down and tell them you will find out and get back to them but be sure you do. "At this point in our meeting, we would like to invite each of you to join our organization. Remember to ASK EACH PROSPECTIVE MEMBER INDIVIDUALLY. Answer any other questions they may have. Let them know the dollar amount again and who they should write the check out to. HINT - First ask those who you are sure will join. Their action will help convince the others. Thank each prospective, even if they choose not to join. Smile and tell them you will keep them informed on upcoming events. If a guest says "yes" but does not make an effort to pay, advise them that you will hold their check until you have enough members required to complete the extension.

NEXT MEETING Whether perspectives joined or not, the date, time and place of the next meeting or event should be shared with everyone before they leave. Remember, you should continually recruit new members. If the perspectives didn't join, do some more public relations and make more phone calls to prospective members before the next M-Event.

DON'T GIVE UP! Sometimes it takes 3 to 6 meetings before a perspective will join. Schedule your meetings 2 to 3 weeks after the other until the membership goal has been met. As the saying goes, OUT OF SIGHT OUT OF MIND. Don't give them the chance to forget about you.

# 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 125 chapters and more than 1900 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 Kidney Foundation or 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.



Keeping each other warm during the cold Minnesota winter!



Keeping each other warm during the cold Minnesota winter!

Warm Up with Women of Today

Please be our guest at a gourmet hot cocoa party. Bring this packet of hot cocoa and we will add every day ingredients and transform hot cocoa into a gourmet delight.

Date:

Hosted By:

Location:

RSVP (Yes, No, Maybe) or questions call:

Would you like to be actively involved in your community?

Do you want to meet new people?

Could you benefit from personal enrichment or leadership training?

If your answer is yes to one or more of these questions, then Women of Today is the organization for you. You are invited to share the experiences of thousands of others across the country by joining a local Women of Today chapter.

Warm Up with Women of Today

Please be our guest at a gourmet hot cocoa party. Bring this packet of hot cocoa and we will add every day ingredients and transform hot cocoa into a gourmet delight.

Date:

Hosted By:

Location:

RSVP (Yes, No, Maybe) or questions call:

Would you like to be actively involved in your community?

Do you want to meet new people?

Could you benefit from personal enrichment or leadership training?

If your answer is yes to one or more of these questions, then Women of Today is the organization for you. You are invited to share the experiences of thousands of others across the country by joining a local Women of Today chapter.