



Minnesota Women of Today
2024-2025 Plan of Action
Membership Vice President
"Make A Difference"

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Goals and Implementation

- I. To increase membership from May 2024 base of 925 members to 935 members (+10) and at least 82% retention by year end.
 - A. Promote the Membership VP Fast Start and offer an incentive to be awarded at Fall State for all who complete their Fast Start on time.
 - B. Provide membership education tips on ROAR through weekly Facebook posts, chapter mailing articles, chapter information packets (CIPs), and training.
 - C. Visit chapters and districts throughout the year to educate on and promote ROAR and celebrate membership successes.
 - D. Hold a Membership Zoom each trimester to recognize outstanding members, brainstorm recruitment and retention strategies, and express appreciation to members.
 - E. Promote a Membership Week each trimester and offer incentives for signing a new member and/or sharing retention success stories during that week.
 - F. Challenge chapters to sign members for one-a-month each trimester and offer an incentive for those that do.
 - G. Promote USWT one-a-month recognition, in-chapter extensions, and early bird renewals with incentives.
 - H. Promote a President's Birthday Challenge for the state to sign at least 22 members by President Tevyan's birthday on June 22 and offer an incentive drawing from chapters who participate.
 - I. Work with the MNWT Foundation and the Membership team to offer incentives each trimester for meeting specific goals with retention, recruiting and/or growth. Recognize these accomplishments at Conventions and in the MVP CIPs.
 - J. Promote chapter participation in each trimester closeout with incentives and acknowledgement on Facebook.
- II. Provide education to chapters on ROAR each trimester.
 - A. First trimester focus on Recruitment and Orientation by providing specific information and promotion in this area in CIPs, Facebook, Chapter Mailings, and other training opportunities.
 - B. Second trimester focus on Activation by providing specific information and promotion in this area in CIPs, Facebook, Chapter Mailings, Fall State membership roundtable, and other training opportunities.
 - C. Third trimester focus on Retention by providing specific information and promotion in this area in CIPs, Facebook, Chapter Mailings, Winter State membership roundtable and other training opportunities.
- III. Improve the Membership Experience throughout the year.
 1. Support Membership Management with 1st year initiatives and Membership Anniversary recognition.
 2. Work with Membership Management Committee to create a memorable membership program for Fall State.
 3. Work with the Marketing VP to create and share information with the chapters on how to use MNWT programs (President's award, Community Connections awards, Outstanding Awards) and MNWT Foundation offerings to attract new members.
 4. Work with Membership Team to develop and deliver a membership training/activity at the Regional meetings.