



# Minnesota Women of Today

## 12 Week Extensions Plan

### 12 Week Extension Plan

NEW Chapter Name: \_\_\_\_\_

Planned District: \_\_\_\_\_

Area New Chapter Will Cover: \_\_\_\_\_

Extension Team – Local Contact(s): \_\_\_\_\_

MNWT Contacts(s): \_\_\_\_\_

Start Date: \_\_\_\_\_ Completion Date (Goal): \_\_\_\_\_ (12 weeks after start)

Community Needs: \_\_\_\_\_

Community Festivals and Events: \_\_\_\_\_

Mission Statement of Proposed Chapter: \_\_\_\_\_

Week 1 – 1<sup>st</sup> Public Meet & Greet: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 2 – 2nd Public Meet & Greet: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 3 – Membership Event: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 4 – Community Service Project: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 5 – Public Meet & Greet: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 6 – Public Meet & Greet: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 7 – Membership Event: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 8 – Community Service Project: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 9 – Public Meet & Greet: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 10 – Public Meet & Greet: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 11 – Membership Event: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

Week 12 –Final Membership Event: Date: \_\_\_\_\_ Time: \_\_\_\_\_ Location: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Facebook / Newspaper / Next door App / Community Center/ Other \_\_\_\_\_

### **Extension Director/Team Checklist**

1. Meet with contacts within the area of interest. For state sponsored extensions create a team of 2 – 4 people outside of Exec Council Members and meet as defined below.
  - a. Talk about what MNWT can offer the community.
  - b. Discuss other chapters in the area, what area the new chapter would like to represent, and respectful boundaries.
  - c. Go over basic fees and expectations for a chapter (NMA, renewals, & insurance – Submitting renewals and a programming report each trimester).
  - d. Discuss what the local needs are within the community and how the community could benefit from a chapter.
  - e. Discuss any incentives (USWT, MNWT and/or Foundations).

2. If MNWT is the right fit for both the organization and the community, the Extensions Director leads the discussion to complete the Extension Plan. This should be completely filled out within one week of the date both parties involved decide to go forward with an extension.
3. Once the Extension Plan is Complete.
  - a. The Extension Director will send the CSC an email with the chapter's name & district, AND request a formal MNWT email address at that time. It is up to the team to determine who will manage the email account. No forwarding of emails to a private account. The extension chapter emails should be handled within the MNWT email system.
  - b. The Extensions Director will email a copy of it to the Extensions Team, MVP and State President.
  - c. The Extension Director will set up the Extensions Facebook page for the chapter as an Admin. They will also add any other members of the Extension team as editors. The MNWT Executive Director will be added as an admin solely for the purpose of managing an account if members become locked out or an extension fails. Ask the MNWT [PR Assistant](#) or [Social Media Team Lead](#) for help if needed.
  - d. Once the Extension becomes an official chapter the chapter members will then take over the Facebook page and may remove the Extensions Director as Admin. However, the Executive Director will stay on as admin for the same purpose as stated above.
  - e. There should be no other social media accounts set up for an extending chapter. This includes but is not limited to a website, YouTube, Twitter, Instagram, and Snapchat.
  - f. The Extension Director will promote the twelve planned events on Facebook and encourage other members of the team to post photos and other materials that will increase participation.
4. The Extensions Team will promote and support all activities.
  - a. 6 Public Meet and Greets- (can be as easy as meet/greet at coffee shops with flyers and brochures)
  - b. 4 Membership Events (examples; Death by Chocolate, Vision Boards, Oreo Cookie Taste)
  - c. 2 Community Service Events (Painting Rocks, Making Thank you cards for First Responders, filling birthday bags for local homeless/domestic violence shelters).
5. If needed, request support for promotions from the MNWT Marketing MVP.
  - a. Flyers or brochures
  - b. Press Releases
  - c. Facebook posts
6. After the 12 weeks are complete...
  - a. If there are *6 or less members*, this is not the right time to extend.
  - b. If there are *7 - 9 members*, consider if this is the right time to extend. You may add four more weeks to the extension if needed before deciding to not extend.
  - c. If there are *10 or more members*, complete the USWT intent to extend form and begin the MNWT process to charter the new chapter.
7. The Extensions Director will begin the MNWT process to charter.
  - a. Charter fee (\$25)
  - b. File an [Intent to Charter Form](#)
  - c. Names of all members along with their address, phone, email and birthdate, must be included on an add/change form and sent to the MNWT Chapter Service Center.

- d. Dues for all chapter members must be paid to the MNWT before the chapter can be recognized.
- e. Apply for the Funding Applications:
  - i. [\*\*MNWT Foundation Application for Extension Funding\*\*](#) – this funding is available to assist teams/chapters/districts with an extension, up to a maximum of \$150 per extension.
  - ii. [\*\*MNWT Foundation Application for Grant for Newly Extended Chapters\*\*](#) – this funding is available up to \$250 per new chapter within the first two years after charter date and may be used multiple times throughout the first two years.
  - iii. [\*\*MNWT Foundation Application for Loan for Newly Extended Chapters\*\*](#) – this funding is available as an interest-free loan up to \$200 for a new chapter within 5 years after charter date.
  - iv. [\*\*USWT Application for Extension Funding\*\*](#) -this funding is available up to \$30 to assist chapters and/or individuals with an extension; funds dispersed upon completion of the extension.
    - 1. **Some of these applications require verification of expenses so it is important the extensions team save receipts and copies of expenses that have been incurred during the extension process. It is also important that the new chapter plan a budget to show income and expenses that are anticipated, which can be included in an application.**