



Minnesota Women of Today
2024-25 Fall State CIP
 Marketing Vice President
Recipe for Success, Baking A Difference For All

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Hello marketing enthusiasts!

What an amazing first trimester we have had!

It has been so much fun to watch the changes that are happening with our chapters as we continue to see more and more consistency in our social media presence.

I look forward to Tri 2 where we will continue to work with our social media content but will also look into another piece of communication that can connect us, the Chapter Newsletter.

I am just an email or text away if you need any help.

Michelle

You won't want to miss these events! Mark your calendars

9/22-28	Women of Today Week
9/27-28	Fall State Convention
9/29	NEWSLET Personals Due to Editor
10/23	MNWT Webinar
10/26	Make A Difference Day
11/3-9	Membership Week
11/16	State Wide Committee Meetings
12/28	Close Out Tri 2

Tips for Facebook Postings

When and how to post?

While you can post every day, generally speaking at least 3 times a week with engaging content is enough. Of course, if you have a lot to share, you can post more than 3 times a week.

One key to effective social media is for your posts to be fun, engaging and with purpose. That purpose can be informative, motivational/amusing, or helpful. Fun photos or images will help draw those viewing your post to interact.

Posting multiple times a day can feel overwhelming and you may lose the connections you are working for. Focus on that one post, keep it simple and fun, and watch your connections happen. :)



Trimester 2 Challenge

We are looking to update the carousel on the main MNWT website. Please send an updated photo or two of your chapter.

Send a photo via email to me at mkvp@mnwt.org or Tanya at csc@mnwt.org

All chapters participating will be entered into a drawing at Winter State!

NEWSLET Editor Suzanne is looking for Personals for the next issue of the NEWSLET.

What is a Personal? Think of it as a shout out, a thank you, way to go, or thinking of you that is published in the NEWSLET to a specific person or group!

Personals are due September 29th! Submit using the form NEWSLET Submission on mnwt.org. It's never too early to start jotting down who you would like to send one to!

There is a 25 word limit on your message. Cost: \$2 each, 12 for \$20 or 25 for \$40



Your Name: _____

Email: _____

Chapter: _____ District: _____

Your Message (25 word limit):

Personals are due September 29, 2024 for the post Fall State edition. Send this form with \$2 per message or you can buy in bulk of 12 messages for \$20 or 25 for \$40. Make checks payable to MNWT. Mail to: Suzanne Lalond, 6920Lombardy Lane, Crystal, MN 55428. Email personals will be accepted. They will not be published until payment is received.



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Tri 2 Success Points For Marketing

Meetings: Attendance at State Committee Meetings—25 pts

Chapter Mgmt: Publish a chapter newsletter—25 pts

Participate in an organized PR program—25 pts

Presidential Bonus: Submit article to NEWSLET for Post-Winter State edition. Verified by MKVP —25 pts



Picture Perfect!

Group photos are so much fun! But have you paused for a moment before gathering everyone up and thought how can we do this better?

Try using chairs to create levels. Don't race to grab the picture, make sure everyone has a place, take a couple, pause, look them over and decide—is this a good one?



What's the Word on a Newsletter?



Does your chapter have a monthly/bi-monthly/trimester newsletter?



YES? How do you use your newsletter? Is it sent to members? Is it posted by someone? How can someone who is not part of your chapter see it?



NO? What is holding you back?

A newsletter can be a fun & simple way to keep members informed about your chapter. It can also be useful to others outside the chapter to learn about you & take an interest to join or partner with you.

If you are looking for more about how to get started or do more with your newsletter, how to share it and get the word out about your amazing chapter, make sure to join us for the Webinar on October 23rd!

Communication Is Key!

Here are a couple of tips:



If your chapter does not already have a couple of people who are dedicated to posting on your chapter's Facebook page, think about creating a Social Media LPM or Communication Specialist. This allows members to know who to send photos to from events for posting online.



An idea to try to increase connections is to post several times during an event (a meeting counts). Share a kick off, an update and a final/over post to highlight your event.

Statewide Committee Meetings

Saturday November 16, 2024

Location: Star Bank, Eden Prairie

10:00am Marketing

11:00am – 12:30pm MMC

1:00pm FDC

Your chapter earns Success points for attending a Statewide Committee meeting.

These meetings are open to all members! The Marketing Committee is responsible for promoting MNWT and its chapters. Lunch is provided for a good will donation.

We would love to have you join us and learn more.