



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

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Hello marketing enthusiasts!

As your Marketing VP, this year my theme is Recipe for Success, Baking A Difference For All!

I am excited to work with members on all levels of the organization; chapter, district and state on how to get the best recipe for success with marketing.

Some of the ways I can assist is by helping with digital content, how to effectively communicate but most of all leading by example. I will be there for you and your chapter. This CIP is just the first step.

Lets get our ingredients ready for a fabulous year of creating!

Michelle

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



Who is the MKVP ?

Let me introduce myself, I am Michelle Cloutier from the Burnsville chapter. I live in Lakeville. I have been married to my husband Rob since 1995. We have two amazing children and a fur-child, Haylee (25), Hunter (22) and Louis Vuitton our Shitz Zu who may be the most popular member of our family!

I have been a member of the Burnsville, chapter since April 2011. I have held many positions within my local chapter, along with being a District Director. At the state level I have been on several committees as well as serving as MMC Chair. This past year I had the privilege of serving behind the scenes with Membership, as well as assisting training with our District Directors.

I chose my theme with my love of baking so you know there will be baked goods in your future! Texting or email is the best way to connect with me during the day. In most cases, I can respond right away. I am here for you!



Trimester 1 Challenge

Founders Day is July 1st! What a great reason to gather your chapter members and have a social...even better let's invite our prospective members to join us as well.

Send a photo via email to mkvp@mnwt.org or by text 612-810-9546 with your chapter name and what you were doing.

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

JULY 1 FOUNDERS DAY—PERFECT FOR PROMOTION

Don't let your chapter Founders Day celebration go by without tooting the horn. Request a proclamation from your City or Mayor. Take a picture of receiving it or at least with someone in your chapter. Use this in social media posts or a newspaper article. Spread the word about what your chapter contributes to the community.

SAMPLE FOUNDERS DAY PROCLAMATION

WOMEN OF TODAY FOUNDERS DAY

Whereas: The Minnesota Women of Today and the (city) Women of Today have set aside July 1 to recognize the many community activities of dedicated Women of Today across the state; and

Whereas: The Minnesota Women of Today is an organization of over 1300 members in over 66 communities; and

Whereas: The Minnesota Women of Today and the (city) Women of Today are dedicated to actively promoting such public awareness and service programs as: Can Do Canines, Isaac's Journey Foundation, True Friends/Camp Friendship, and the March of Dimes; as well as (list local projects); and

Whereas: The Minnesota Women of Today and the (city) Women of Today provide personal enrichment and leadership training for members of all ages; and

Whereas: The Women of Today believe that "Through us Great Lessons Can Be Learned, Worthy Deeds Performed, and a Hand of Fellowship Extended to Millions of Women Everywhere";

I DO HEREBY PROCLAIM JULY 1, 20__ TO BE MINNESOTA WOMEN OF TODAY FOUNDERS DAY IN (your city).

(Signed) _____ (Date) _____ Mayor's Signature

A Word On The NEWSLET

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, 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

Tri 1 Presidential Success Bonus Points

Submit Chapter Officer sheet by June 30
(25 points – verified by CSC)

Or

Donate \$25 or more toward printing the State POA
(25 points – verified by Secretary)

Or

Submit at least 3 Fast Starts (25 points) or 5 or more
Fast Starts (50 points) - verified by CMVP

*** Only 1 Fast Start will be counted per position; One LPM
Fast Start per Programming Area*

Or

Submit results of financial audit completed in 2024
to FVP (25 points – verified by FVP)

*** See FVP CIP for additional details*

Or

Submit Outstanding Program Manager Nomination
(25 points – verified by PVP)

Or

Submit picture of City or Mayoral Proclamation for
chapter to MKVP (25 points – verified by MKVP)
(Maximum 100 points)

What is in your chapter's marketing recipe box?



Does your chapter have one or two
people who do your social media
posting?



Does your chapter have a newsletter
that is sent out to your members?



How current is your chapters webpage?
If prospectives visited your site could
they find current information about when
you meet? Where you meet? What are
some upcoming events?

**If you have some “maybes” or “don't
know” to the questions above it may be
time to adjust your recipe.**

Let me know if I can be of any help.

Does your recipe need a little tweaking when dealing with digital content?

Here are a couple of tips:



Have **fun content or pictures**
that allow your followers to en-
gage in conversation. Don't forget
to share and like posts.



Hashtags are a must! What is a
hashtag? Here it is # some good
ones are **#mnwt #wegotogether** just to
get you started.

Statewide Committee Meetings

Saturday July 13, 2024

Location: Staples/Motley

10:00am MMC

11:00am Marketing

12:00pm 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.

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