



Minnesota Women of Today 2024-2025 Plan of Action

Marketing Vice President

*“Recipe for Success, Baking A Difference
For All”*

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Goals and Implementation

1. To provide training on the use of Marketing to drive member engagement.
 - a. Communicate with chapters and districts via email, CIPs, and Facebook
 - b. Provide training on the power of social media at one assembled meeting
 - c. Offer support to chapters and districts to create fliers and interactive Facebook posts
2. To provide training on the use of Communication to drive member engagement.
 - a. Communicate with chapters and districts via email, CIPs, and Facebook
 - b. Provide training at three assembled meetings on the topics: communications, professionalism, and writing effective emails
 - c. Offer support to chapters and districts to create informative and interesting chapter newsletters
3. To support MNWT through creating or supporting others in creating effective and interactive Facebook posts.
 - a. Work with staff to understand the difference and use the internal and external facing Facebook pages appropriately
4. To have at least 10 chapters submit their chapter brochures and at least 10 chapters submit their chapter newsletter for review by end of year.
 - a. Hold a chapter brochure competition at Winter State convention
 - b. Hold a chapter newsletter competition at Winter State convention
5. To encourage submissions from Executive Council members and chapters to submit articles for publication in NEWSLET.
 - a. Offer an incentive each trimester to encourage submissions