



**Minnesota Women of Today**  
 2024-2025 Fall State CIP  
 Membership Vice President  
*Make A Difference*

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**HELLO MNWT Membership VPs!**

I am so excited to be serving as your Membership Vice President this year. I stepped into this position in August and it has been a steep learning curve, but we have a great Membership Team and we are all here to support you.

We still have the same goals this year with our primary focus to increase our state membership by 10 members to 934 and to add two new chapters. In order to do this and continue to strengthen MNWT, we need to all work together. You can MAKE A DIFFERENCE in your chapter in so many ways that make it a place others want to show up at.

In this CIP, you will find ideas to activate your members, orientate your new members and overall inject some fun and positive energy into your meetings & events. We are seeing great results in chapters with both engagement of members and recruitment of new members when chapters focus on making fun and interesting plans, promoting them publicly (beyond just your members & their circle), encouraging existing members to let them know you need them, and then having fun with whoever shows up!

We have a number of challenges this Trimester and hope you will give them a shot. There are incentives for the chapter, for individual members and for convention attendees. If you have an idea for what motivates you, please reach out and let me know what you'd like to see in Tri 3. Know that myself and all of the team are here for you. Please let us know what you need!

*Shellie*

**2024-25 TRI 2 Membership Dates to Remember**

**September**

- 22-28:** Women of Today Week
- 27-28:** Fall State Convention

**October**

- 11-12:** USWT Convention
- 16:** Membership Zoom
- 23:** Tri 2 Webinar
- 26:** Make A Difference Day

**November**

- 3-9:** Membership Week
- 14:** MNWT Orientation Zoom
- 15:** Early Bird Renewals Due
- 16:** Statewide Committees
- 30:** USWT Webinar

**December**

- 1:** Key Women Nominations Due
- 5:** USWT Webinar
- 15:** All Renewals Due for Tri
- 28:** Tri 2 Closeout
- 31:** End 2<sup>nd</sup> Trimester

**January**

- 24-25:** Winter State Convention

*Please consult the MNWT official calendar at [www.mnwt.org](http://www.mnwt.org), under **Events** to ensure that other key dates are not missed.*

**Tri 2 Membership Zoom**

Second trimester Membership Zoom will be October 16th at 7:00pm. We will focus on activities to engage members & the community, using social media to promote your chapter and the new Orientation offerings. All members are welcome!

**What's In This Issue?**

- Tri 2 Membership Zoom
- Facebook Info
- Activation for All
- Foundation Incentives
- Membership Challenges
- Fast Start Thank You
- MWeek Shout Out
- MNWT Orientation
- Tri 2 Membership Week
- First Trimester Results
- Anniversary Awards
- Winter State Fun
- Tri 2 Success
- USWT Membership Recognition
- Dues Billing
- US Add and Change Form
- More resources for membership

## FACEBOOK



Be sure to check out the membership Facebook page *MNWT Membership* for information on events and regular educational posts.

## Trimester 2 Focus: Activation for All

### *Getting NEW MEMBERS involved*

- Orient your new members so they know how to get involved and where information about what is going on is coming from
- Make an extra effort to include new members in chapter activities by asking them to co-chair an event or attend with you by carpooling
- Utilize mentors in the chapter like a "Big Sis/Little Sis" program. Have someone checking in to make sure the new member has the information they need and feeling comfortable & engaged.

### *Engaging EXISTING MEMBERS*

- Switch up what you are doing to make sure you are offering interesting activities, even at meetings.
- Personally reach out to members and let them know they are missed and you need them.
- Ask them to co-chair an activity with you that they might be interested in.
- Conduct a membership interest survey or have a brainstorming session to find out what members want that would get them participating. Make sure less engaged members have a chance to provide input. You may need to reach out to them individually.

### *Reengaging LONG TIME but PART TIME MEMBERS*

- Check in on them to see if everything is okay or if they need something.
- Ask them to co-chair projects with you or what projects they would like to see the chapter doing.
- Make it a group effort. Each month have a different member call other members to participate in your upcoming chapter socials.
- Ask them to be a Big Sis/Buddy. Remind them that they have a lot to offer a new member. When more experience members activate our new members, we share our chapter's knowledge and increase the number of hands available.

## Foundation Incentives

When your chapter signs 3 or more new members in Tri 2 (through December 31) and show GROWTH for the trimester, you will receive a \$25 rebate at Winter State!

Have 100% Retention and receive a \$10 State Store Gift Card!

Thank you to the MNWT Foundation for funding these membership incentives each trimester.

## 75 for 75 Membership Challenge

### **75 New Members**

We are looking for 75 new members in Tri 2 in honor of the 75<sup>th</sup> anniversary. If we reach our goal, President Tevyan will give away a **\$100 donation** to **TWO** lucky chapters. Earn a chance for each new member signed.

### **40 at 75% Retention**

If at least 40 chapters have retention of 75% or better, one chapter will win a Membership Event/Social to be hosted by the staff during Tri 3. We will come to you!

### **40 Add A Member**

If at least 40 chapters add a new member, two chapters will be selected to win 1 free Winter State Convention registration each.

### **Membership Week**

Hold an event and sign a new member during November 3-9 for a special incentive for your chapter.

### **Sign A New Member...You Eat First**

You & your chapter members can be FIRST at Winter State! For every new member signed by your chapter, you will earn one person in the first group through the buffet at the Winter State luncheon.

# Thank You

Thank you to the following Chapter & District Membership VPs who submitted your Fast Starts:

Jenna Kazmierczak-Rice  
Cheryl Watson-Burnsville  
Bonnie Blekestad-Anoka  
Donna Kremers-Avon  
Jan Cera-STMA  
Bernie Garding-Sauk Rapids  
Tanya Rothstein-Albany  
Donna Schwartz-Hutchinson  
Ronda Wagner & Becky Carlson-Duluth

## Shout Out for M-Week

Let's give a Shout Out to these chapters who held an event during Membership Week and let the Membership Team know about it.

**St Joseph      District 5**  
**New Ulm      Avon**  
**St James      Burnsville**  
**Brooklyn Park**  
**Blooming Prairie**  
**Brainerd Lakes Area**

# ORIENTATION TRAINING FOR NEW MEMBERS

## CHAPTER ORIENTATION

In the 1<sup>st</sup> trimester for a new member, get them orientated about your chapter. There is a packaged orientation ready for you to use, Download and edit it to conform it to your chapter. To find it:

- go to [www.mnwt.org](http://www.mnwt.org)
- click "member homepage"
- under membership tools click on orientation;
- scroll down until you see "Chapter New Member Orientation".



## MNWT ORIENTATION

In the 2<sup>nd</sup> or 3<sup>rd</sup> trimester for a new member, they will be invited to attend the trimester orientation zoom. This training is led by a staff member and introduces the district, state and national organizations to members. This orientation is open to all members to attend.

If you need help getting new members up to speed or any members who are less engaged in your chapter, just text, email, or call. I am happy to assist!

*November 3-9 is Tri 2 Membership Week.* This is a week we set aside each trimester to focus on all things membership across Minnesota. We are asking all chapters to promote their events and their members during this time so that we flood social media and mailboxes with MNWT!

The theme this trimester is GRATITUDE. You can do something to start off the season with gratitude or do your own thing. Don't forget to tag MNWT Membership in your posts or send an email to [mvp@mnwt.org](mailto:mvp@mnwt.org) to let Shellie know



**During membership week (November 3-9) receive incentives for signing new members & sharing retention success stories**



# First Trimester Membership Results

Congratulations to these Chapters & Districts for their membership accomplishments in Tri 1. When we focus together on Recruitment, Retention and Expansion, we strengthen our foundation for all members in the future.

**100% Retention – Receive a \$10 State Store gift card from MNWT Foundation**

Benson, Big Lake, Byron, Champlin, Duluth, Eastern Carver County, Elk River Area, Glenville Area, Hutchinson Area, Lake of the Woods, Madelia, Morris Area, Roseau, Sauk Rapids, St James, St Joseph, White Bear Lake, Windom

**75% or more Retention**

Aitkin, Albany, Anoka, Avon, Burnsville, Coon Rapids, Melrose Area, New Hope, Red Lake Falls, Slayton, St Michael-Albertville, Staples-Motley Area, Warroad Area

**Chapters with New Members – Receive \$10 per NMA up to \$50 from MNWT Foundation**

Aitkin(1), Albany(4), Anoka(1), Avon(1), Benson(3), Brainerd Lakes Area(1), Burnsville(1), Coon Rapids(3), Duluth(1), Eastern Carver County(1), Elk River Area(1), Hutchinson Area(4), Longville Area(1), Maple Grove(2), New Hope(1), New Ulm(5), Rice(1), Rogers-Otsego-Dayton(2), Roseau(1), Slayton(3), St James(1), Warroad Area(1)

**Chapters With Growth**

Albany(2), Benson(3), Coon Rapids(2), Duluth(1), Eastern Carver County(2), Elk River Area(1), Hutchinson Area(4), New Ulm(5), Roseau(1), Slayton(2), St James(1)

**Early Bird Recognition – 75% of renewals in by July 15th**

Aitkin, Albany, Anoka, Big Lake, Blooming Prairie, Brainerd Lakes Area, Brooklyn Park, Burnsville, Byron, Champlin, Duluth, Eastern Carver County, Hutchinson Area, Lake of the Woods, Longville Area, Maple Grove, Melrose Area, Monticello, Morris Area, New Hope, Rogers-Otsego-Dayton, Roseau, Sauk Rapids, Slayton, St Cloud, St James, St Joseph, St Michael-Albertville, Warroad Area

**In-Chapter Extension – 4 or more new members in one month**

Albany, New Ulm



**Chapter with Highest % Growth**  
**WARROAD AREA**

**District with Highest % Growth**  
**DISTRICT 9**

**District with Highest % Retention**  
**DISTRICT 4**

**One-A-Month Club...so far**  
**(NMA in June, July, Aug +1 more)**  
**HUTCHINSON AREA**

## Anniversary Awards

Starting at Fall State 2023, MNWT began recognizing members for years of service on their 5-year anniversaries (ending in -0 or -5). This is cumulative years in the organization. If you have a member that has been a member more than one time, please have them contact [mmc@mnwt.org](mailto:mmc@mnwt.org) to make sure they are receiving full credit for all of their years.

Join the Membership Team at Winter State Convention. We will recognize Early Bird Renewals & achievements for Retention, New Members & Growth. The luncheon will be a celebration of 75 years of our organization. We can't wait to see YOU!



Who loves TV game shows? I hope YOU!  
We are playing "Let's Make a Difference" at Winter State

Earn points throughout the trimester for Difference Dollars you can use as a VIP game show guest. And you may have a chance to trade in for the Big Deal of the day!

### Difference Dollars

- \$ Sign a new member: \$10/ea. NMA
- \$ In chapter extension (4 NMAs in one month): \$25 bonus/ICE
- \$ Active participant on MMC: \$25
- \$ Call into Closeout: \$10
- \$ Hold event on Make A Difference Day: \$15
- \$ Hold event during Membership Week: \$15
- \$ Submit USWT Shout out with PR: \$10
- \$ 80%+ Retention: \$25; 100%: \$40
- \$ Post on Chapter FB 4x/month: \$25

## Tri 2 Success Points

### Membership

- New Member Adds: 10 pts/NMA
- In-Chapter Extension (4 NMA/month): 50 pts/ea
- Renewals paid by Early Bird (11/15): 25 pts
- Trimester Retention >= 75%: 25 pts or 100%: 50 pts
- Trimester Growth (base +1): 50 pts

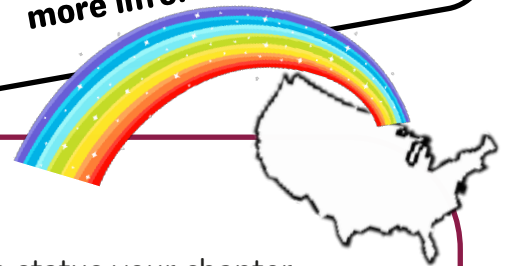
### Chapter Management

- Establish a quorum at a mtg: 10 pts/mtg
- Conduct Chapter Survey: 25 pts (1 time/year)
- Hold a membership/social event: 25 pts/max of 75 pts

### Presidential Bonus Points

- During M-Week (Nov 3-9), hold an event AND sign a member. Verified by MVP – 50 pts
- Submit article to NEWSLET for Post-Winter State edition. Verified by MKVP – 25 pts
- Volunteer or hold a service project on Make A Difference Day, Oct 26. Verified by PVP – 50 pts

Each month the USWT Staff is hosting a membership Zoom open to all members. Check out Today's Leader or USWT Facebook pages for more information.



## USWT Membership Recognition

Look for more information on USWT Membership on the USWT Membership Facebook page or the State Information Packet.

**One a Month Club:** To achieve One a Month Club status your chapter needs to sign one new member every month for the MNWT year (May – April). New members must be reported to the Chapter Service Center before midnight of the last day of each month to be counted.

**Fellowship Builder:** The Fellowship Builder Award is given to those chapters that take Friendship Day a step further by holding three more socials during the year. For chapter recognition, please complete the Fellowship Builder Form and return to [mvp@uswomenoftoday.org](mailto:mvp@uswomenoftoday.org) no later than April 30th.

USWT forms can be found here: <http://mnwt.org/bof/index.php> Enter "USWT Forms" in the Select Form by Category option and press "GO"

# How To Handle Trimester Dues

**The dues billings are emailed to your MNWT chapter email once per trimester (June, October, and February). (Need chapter email help? Contact [csc@mnwt.org](mailto:csc@mnwt.org))**

- Individual chapters may handle collecting dues differently. Discuss with your chapter's president and treasurer to define your role in the process.
- Each trimester, as MVP, you should contact all of the members in your chapter up for renewal and ask them to renew. Do not assume a member is not going to renew. Keep calling them until you talk to them and not their voice mail. If calling people does not come to you easily, try one or all of these renewal hacks. 1) The month before you start calling members put a little note in your chapter's newsletter reminding members you will be making dues calls soon. 2) Practice making the call with a close friend or your chapter's president. 3) List all members up for renewal and those renewed on the monthly agenda.
- Take the pressure off of collecting dues at the last minute and send in as many of your trimesters renewals as possible by the **EARLY BIRD** deadline, postmarked by July 15 (1st tri.), Nov. 15 (2nd Tri.), and March 15 (3rd Tri.). **How does a chapter get Early Bird Recognition?** A chapter qualifies for Early Bird Recognition when 75% of their overall total renewals for the trimester are submitted to the CSC (MN Women of Today Chapter Service Center, PO Box 216, Albany, MN 56307) by the early bird deadline. An example would be; 10 members are due 1st trimester. 6 paid before July 15. The information and dues were sent to the CSC postmarked by July 15. Two more paid by August 15. The information and dues were sent to the CSC postmarked by August 15. 6 (renewals postmarked by Early Bird deadline) divided by 8 (total renewals in the trimester) is 75%, and so early bird recognition is earned.
- Return the chapter dues billing to the chapter service center along with a check for members' dues postmarked by the trimesters due date (August 15, December 15, and April 15) to avoid a \$10 late fee. **If your chapter does not have anyone renewing, your chapter still needs to notify the CSC there are no renewals.** Don't forget to check in on the Trimester Closeout Zoom between 5:30 pm and 8:30 pm on the scheduled closeout dates (Aug. 30, Dec. 28, April 29) to report any last-minute member renewals, new member adds, and to talk to MNWT Staff about your chapter's health, needs, and success. A gift card drawing is held every 30 minutes throughout the night.

## USWT Add & Change Form

Even though this is a USWT form, the information will also be sent to the Minnesota Chapter Service Center.

### When to use:

- Adding a New Member
- Changing a member's contact information (address, phone, email, etc.)
- A late renewal (renewing 1 or 2 trimesters after the trimester they were due)

### When not to use:

- Trimester renewals

**Chapters still must send in payment per deadlines to CSC and are welcome to send in New Members or Changes directly to the CSC by email or mail.**

When sending in checks to CSC, make sure to make what/who it is for

## More Resources for Membership

### MNWT Membership Web Page – [mnwt.org](http://mnwt.org)

Resources & links to membership related materials, fast starts, forms and ceremonies

### USWT Membership Web Page - [sites.google.com/view/uswt](https://sites.google.com/view/uswt)

Check here for additional ideas, motivations, recognitions, and Add/Change Form.

### Chapter Management Vice President

[cmvp@mnwt.org](mailto:cmvp@mnwt.org) This VP focuses on chapters needing support, especially around low membership and healthy traits. Contact if you need support in operations areas like meetings.

### Membership Management Committee

[mmc@mnwt.org](mailto:mmc@mnwt.org) Supports the membership team through tool/asset development for chapter use focused on generating excitement and meeting membership goals.