



**Minnesota Women of Today**  
 2024-2025 MNJOTS CIP  
 Membership Vice President  
*You Matter*

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**Well HELLO MNWT Membership VIPs!**

I am looking forward to getting to know all of you lovelies better this year. I am hoping you can make that one of your goals too. We need to reach out to each other (not just in your chapter) and tell someone that "YOU MATTER!" I see you and recognize you for the amazing person that you are and all that you do for in your chapter, in your community and in this amazing organization. It just takes a simple act of kindness to make all the difference.

I have been with the Maple Grove Chapter for 13 blissful years. I've held several positions and have learned a lot about myself, community and fellow members. I am happily married to my BFF Chris. He might not like me saying this but he does help our chapter a lot, I consider him an honorary member. I'm sure many of you can relate to this one 😊.

Many people have asked the question, why praytell would you take on Membership this year? Simple, I wanted to honor the memory of Sue Lemke from the Avon chapter. We tragically lost her this past November. We both often shared how much we LOVED and CHERISHED and ADORED all of you and MNWT.

So I am taking this opportunity to make this a special year where we truly take the time and effort to acknowledge each other. You will be hearing more in the months to come about what all those ways are. It's going to be one heck of a ride, so hold onto your hat and let's get this show on the road!

Carla Hanson

**2024 TRI 1 Membership Dates to Remember**

**June**

- 7-8:** USWT Convention
- 12:** Tri 1 Webinar

**July**

- 1:** USWT Founder's Day
- 11:** MNWT Orientation Zoom
- 15:** Early Bird Renewals Due  
MVP Fast Starts Due

**28-8/3:** Membership Week – *Ready, Start, It's the Olympics!*

**August**

- 1:** Key Women Nominations Due
- 4:** USWT Friendship Day
- 6:** National Night Out
- 15:** All Renewals Due for Tri
- 18-24:** Kids Week
- 30:** Tri 1 Closeout
- 31:** End 1<sup>st</sup> Trimester

**September**

- 22-28:** Women of Today Week
- 27-28:** Fall 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.*

**President Tevyan's Birthday Membership Challenge!**

President Tevyan's birthday is this month, June 22nd. How about a little pre-birthday challenge? Here are the details:

- From May 1st to June 22nd if we sign 22 New Members (or more) there will be 2 chapters drawn from those chapters who signed them and they will be entered into a drawing!
- A drawing for what?! President Tevyan will donate \$100 to each of the 2 chapters chosen to the charity of their choosing or towards a project of their choice!
- Challenge accepted! #wegotogether #mnwt #newmembers #celebrate

**What's In This Issue?**

- Membership Challenge
- Recruitment & Orientation
- Love Notes
- Facebook Info
- 1<sup>st</sup> Tri Membership Zoom
- What Is ROAR?
- MNWT Orientation
- Chapter Growth Plan
- MN Membership First Trimester Incentives
- First Trimester Bonus Success Points
- USWT Membership Recognition
- Dues Billing
- US Add and Change Form
- More resources for membership

# HELP!

If you have any questions or need assistance with anything related to membership, I'm here to help!

Feel free to reach out to me via email (mvp@mnwt.org), text (763.486.7434), or voicemail.

## "YOU MATTER"

My logo consists of three important components. First, the heart in the middle stands for each one of you! It symbolizes how significant you are to MNWT. Secondly, the state of MN represents that we are part of a civic organization that's mission is dedicated to service, growth and fellowship. Lastly, the people making the circle portray that as members of a chapter we reach out to our communities to help those in need. It also represents the endless possibilities of adding new members to our group!

### Trimester I Focus: Recruitment and Orientation

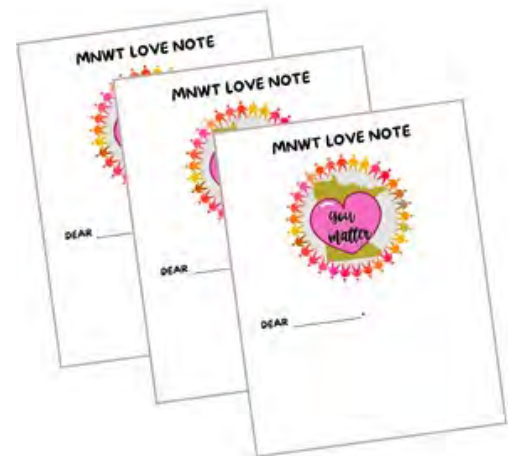
#### *Recruitment Strategies...*

- Get creative where you are looking for new members. Have an idea session with your members. How did each of you find out about Women of Today? What worked for you? Are those channels still there or something similar to attract new members? Don't be afraid to reach out.
- Review who has "liked" your social media posts. Is someone local? Do they have a connection in the chapter? Reach out and say we noticed you & invite them to come visit the chapter.
- Look for new members outside of your chapter circle. Hold bi-monthly one hour meet and greets. Post the information on Facebook, your local newspaper, online neighborhood groups, and bulletins at your places of worship.

#### *Orientation Strategies...*

- A good orientation and training program will provide volunteers with a positive experience and first impression of your organization.
- Provide a chapter orientation within a month of signing up. Let the member know how they will receive information and how they can get engaged. Don't forget the acronyms!
- Pair the new member up with an experienced member at meetings & events so they can ask questions if they need support.
- Check in with your new members to see how things are going.
- And continue to orientate (or educate) your members as you go along. It is not only new members who want to learn more about the chapter and the greater organization!

## "LOVE NOTES" are here!!!



They will be available at all MNWT and USWT events. It's the perfect way to show appreciation because "YOU MATTER!"

You can drop one in the mail to someone, give it to them personally or even post on FB!

Let's be excited for all the amazing ways members give of themselves, share their personality through acts of kindness, caring and loving ways!!!!

## Facebook

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

First trimester Membership Zoom will be August 15th at 6:30pm. We will focus on appreciation of each other, recognize outstanding members, and brainstorm on recruitment and retention strategies.

zoom

## Member Spotlight

We've got some truly fantastic members, and we want to celebrate them! Look out for 3 amazing folks getting highlighted each trimester on Facebook, the CIP, and at the convention.

- **Recruitment:** inviting others to share in the many opportunities available to Women of Today members
- **Orientation:** taking the time to explain the organization to new members, training about the organization to all members
- **Activation:** encouraging members to join in activities
- **Retention:** promoting membership renewals

## What Is ROAR?

NEW

## ORIENTATION TRAINING FOR NEW MEMBERS

It's perfect to use, you just need to 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".

If you need help just text, email, or call I would be happy to assist!

During membership week (7/28-8/3) receive incentives for signing new members and sharing retention success stories



# 2024-2025 Chapter Membership Goals

Want to see your chapter thrive this year? Then buckle up, because it's time to set some awesome membership goals!

- Fill out this handy form to project your chapter's goals. (Think of it like a roadmap to membership success!)
  - Setting goals is key, so let's shoot for the stars! ✨ But don't forget to consider how many members are likely to renew.
- Once you have both numbers, you'll see exactly how many new members you need to bring on board.

Psst... Submitting your growth plan to the Membership VP in the first two trimesters scores you Success points!  
So, what are you waiting for? Grab that form and let's make this year your best membership year ever!



Submit your  
Fast Start by  
7/15 and  
receive  
recognition at  
Fall State  
Convention



**YOU  
MATTER!**

## GROWTH PLAN

- I. **Set your goals** - How many members would you like your chapter to have at the end of the year? Write that number here \_\_\_\_\_ (this should match your third trimester goal)
  
- II. **Where are you starting from?**
  1. Write down your May base. \_\_\_\_\_
  2. Look at your chapter roster. Count up the number of members due each trimester and write those numbers below.  
  
 Due Tri 1 \_\_\_\_\_ Due Tri 2 \_\_\_\_\_ Due Tri 3 \_\_\_\_\_
  3. Now look at the names. Count up how many you know will renew.  
  
 Renew Tri 1 \_\_\_\_\_ Renew Tri 2 \_\_\_\_\_ Renew Tri 3 \_\_\_\_\_
  4. Total the Renew Trimester numbers. \_\_\_\_\_
  
- III. **Look at the impact of renewals on your goal.**
  1. Subtract the Renew Trimester total from your Goal. \_\_\_\_\_  
This is how many new members your chapter will need to meet your goal. You can lower this number if you renew (reactivate) more of your current members.
  2. Estimate when you will get those new members. Spread them out over the 3 trimesters. (note: NMA=new member add)  
  
 NMAs Tri 1 \_\_\_\_\_ NMAs Tri 2 \_\_\_\_\_ NMAs Tri 3 \_\_\_\_\_
  
- IV. **Set some trimester goals** - Check your progress every trimester!

First Trimester	Second Trimester	Third Trimester
May Base _____	Tri 1 Ending Base _____	Tri 2 Ending Base _____
Minus Due Tri 1 _____	Minus Due Tri 2 _____	Minus Due Tri 3 _____
Plus Renew Tri 1 _____	Plus Renew Tri 2 _____	Plus Renew Tri 3 _____
Plus NMAs Tri 1 _____	Plus NMAs Tri 2 _____	Plus NMAs Tri 3 _____
*****	*****	*****
Equals Tri 1 Goal _____	Equals Tri 2 Goal _____	Equals Tri 3 Goal _____

## Foundation Incentives

For each NEW MEMBER your chapter signs in Tri 1 (through August 31), you will receive \$10 for up to \$50! That's \$50 for FIVE new members!!

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

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

## SUCCESS

### 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) (Maximum 100 points)

**Join the Membership Team at Fall State Convention. We will recognize Early Bird Renewals & achievements for Retention, New Members & Growth. The luncheon will feature a Membership Renewal Ceremony and Years of Service Recognition. We can't wait to see YOU!**

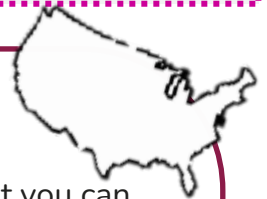
## USWT Membership Recognition

Look for more information on USWT Membership incentives to come out following USWT Convention (June 7-8) when the MVP is elected.

**Friendship Day:** This is celebrated the First Sunday in August, but you can plan an event any day in August. Friendship Day is a day set aside by the USWT to encourage members to get to know each other a little better and to have fun in the process. For chapter recognition, complete the Friendship Day Form and return to [mvp@uswomenoftoday.org](mailto:mvp@uswomenoftoday.org) no later than Sept. 1st.

**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.



# 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 15th (1st tri.), Nov. 15th (2nd Tri.), and March 15th (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 15th. The information and dues were sent to the CSC postmarked by July 15th. Two more paid by August 15th. The information and dues were sent to the CSC postmarked by August 15th. 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 15th, December 15th, and April 15th) 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. 29, 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.