



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

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Hello marketing enthusiasts!

Here we are into Tri 3! What a truly amazing year this has been.

It has been my pleasure to continue to share and learn side by side with you.

It has been so much fun to see the excitement that chapters have when sharing how they are making a difference in their communities.

If your chapter is just starting to use social media and other marketing efforts we are so proud of you. This is not an easy piece and takes a lot of dedication and intention by those performing these tasks!

We see you! Keep up the great work!

Michelle

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

2/13-19	Membership Week
2/26	MNWT Webinar
3/1	March Planning
3/2	State Wide Committee Meetings
4/12	MNWT Day of Service
4/21-27	Volunteer Week
4/29	Tri 3 Close Out
5/2	Newslet Articles due

Day At The Rink

Join President Tevyan as the Frost, Minnesota's champion Professional Women's Hockey League team battle the Sceptres.

Place orders by Feb 1. Payment due by Feb 8. Tickets will be transferred electronically prior to the game.

**Ticket \$30 | Sunday, Feb 23 at 12:30
 Xcel Energy Center, 199 Kellogg Blvd, St Paul, MN**

What a great way to promote MNWT!



Trimester 3 Challenge

The new website is amazing but we could use some help with updated/newer content.

My Tri 3 Challenge is to submit a testimonial for the webpage.

Send via email to me at mkvp@mnwt.org

All chapters participating will be entered into a drawing at Annual Convention!

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 January 26th! Submit using the form NEWSLET Submission on mnwt.org.

It's never to 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 3 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

State Wide Committee Meeting

Our next State Wide Committee Meeting will be held on

March 2, 2025

Hampton Inn North, Rochester, MN

Come join the Marketing, Membership and Future Directions committee chairs for a fun and engaging day.

Check out the MNWT website or Facebook pages for detailed information. Marketing will start our meeting at 11:15, MMC will kick us off for the day at 10am!

New website is up and running!

Have you checked it out yet?

If you have not had a chance to check out the new website I encourage you to take a moment to do so. Our goal was to have resources in the places you would look to find them. Creating simplicity for our members to be able to connect with whatever area they are looking at.



April 12th is MNWT Day of Service!

Is your chapter ready? Do you know what you will be doing to participate? Have you created an event on your Facebook page? If you answered NO, now is the time to get that planned. Early planning will allow for greater chapter participation!

March Planning is for everyone!



Do you have a recommendation for MNWT?



YES? Fill out a email me form found under Chapter Management Resources. These are due to COB Amy by February 1st.

NO? That's ok!



We encourage you to attend the meeting that takes place on March 1st.

This is where we brainstorm ideas for MNWT. If you have ever wondering how committees/task forces are formed, they generally come out of March Planning.

Meeting begins at 10am and will be held at the Hampton Inn N in Rochester.

Next Webinar

Mark your calendars and join us on February 26th for our next webinar series.

Registration is online (Events/Training) so that you can get the link.

6:00-6:30pm: True Friends & MNWT

6:30-7:00: The new mnwt.org website

7:00-8:00: Heartstrong Monticello—Bringing AEDs to your community

February 10, 2025 the USWT will be hosting a Zoom Training on PR/Facebook!

This will start at 6:30pm and run approximately 45 minutes. PR Director Cindy will be sharing on promoting on social media along with tips.

Watch for a link on how to participate!



Minnesota Women of Today

Trimester Marketing Awards Nomination

Complete requested information below to the best of your ability and email to mkvp@mnwt.org. Indicate if nominating for chapter or district recognition and all information provided is to be specific to the current Women of Today year. The recipient for each area will be announced at a MNWT convention.

Nominator Information

Name _____ Date _____

Email _____ Phone _____

Nominee Information

Name _____

Position _____ Chapter/District _____

Award Being nominated for (select one)

____ Newsletter of the Trimester (include a copy of your newsletter)

____ Marketer of the Trimester

How has the member contributed to marketing within your chapter or district?

What makes your member stand out in your chapter or district?