



**Hello MNWT Membership VPs!**

What a great trimester! We have a brand-new chapter, the Iron Range Women of Today! We also grew across the state by 14 members getting us even closer to our goal to end with at least 934 members.

In this CIP, you will find ideas for retaining your members and orientating your new members. and overall inject some fun and positive energy into your meetings & events. The membership team will also be providing training at the Regional Meetings and LOTS and celebrations at Annual Convention. And don't forget to join us for our trimester Zoom. Make plans to join us!

We have a number of challenges this Trimester and hope you will give them a shot. There is a monthly challenge to engage on Facebook in your community. Cash and gift card rewards for retention and new members. And check out the Silly Supper opportunity! If you have an idea for what motivates you, please reach out and let me know what you need. Know that myself and all of the team are here for you.

On a personal note, the year has gone by so fast. I am so happy to have been able to be part of and work with this amazing group of ladies. I am making new lifelong friendships and can't wait to see what the future holds. Thank you for the fun and interesting year.

*Shellie*

**Tri 3 Membership Zoom**

The third trimester Membership Zoom will be March 5th at 7:00pm. We will focus on activities to ideas for activating new members and the new Orientation offerings. All members are welcome!

Join the Membership Team at the Regional Meetings, LOTS, and the MNWT Annual Convention. We will have training on all facets of ROAR and how to grow your chapter. Also, we will recognize Early Bird Renewals & achievements for Retention, New Members & Growth for the 3<sup>rd</sup> Tri and the Year.

**What's In This Issue?**

- Tri 3 Membership Zoom
- Where to find the MTeam
- Website Info
- Maximizing Retention
- Foundation Incentives
- Membership Challenges
- Random Acts of Kindness M-Week
- MNWT Orientation
- Tri 3 Success Points
- Second Trimester Results
- USWT Membership
- Dues Billing
- US Add and Change Form
- More resources for membership

**2024-25 TRI 3 Membership Dates to Remember**

**January**

**24-25:** Winter State Convention

**February**

**13-19:** Membership Week  
*Random Acts of Kindness*

**23:** Day at the Rink

**26:** Tri 3 Webinar

**March**

**1:** March Planning

**2:** Statewide Committees

**5:** MVP Zoom

**13:** MNWT Orientation Zoom

**15:** Early Bird Renewals Due

**22:** Region I Meeting

**29:** Region II Meeting

**April**

**1:** Key Women Noms Due

**5:** True Friends Cleanup

**12:** MNWT Day of Service

**15:** All Renewals Due for Tri

**20-26:** Volunteer Recognition Wk

**26:** LOTS

**29:** Tri 3/Year End Closeout

**30:** End 3<sup>rd</sup> Trimester

**May**

**16-17:** Annual 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.

## Membership on mnwt.org

Have you checked out the new mnwt.org website?

The simplified pages have consolidated resources for supporting and managing your chapter membership in a couple of places.

**Staff pages** – On the MVP, CMVP, and Extensions Director pages you will find key forms and information.

**Membership Resources** – All membership management forms and tools are listed here. This includes orientation and marketing materials.

## Foundation Incentives

In celebration of 40 years of the MNWT Foundation, there is a \$40 incentive for chapters!

All chapters in Tri 3 who have at least 80% retention AND sign at least 2 new members will receive the incentive!

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

## Trimester 3 Focus: Maximizing Retention

Retention is a vital part of the four elements of membership. All your efforts in recruitment, orientation, and activation lead up to retention. Your chapter needs to retain members who can share their experiences and help your chapter thrive.

- **Maintain Interest:** Members often drop when they lose interest or its not meeting their expectations. There is a competition for time and interests. Continue to offer relevant and various activities to keep members engaged.
- **Valuable Meetings:** Ensure your chapter meetings are adding value to the members. Meetings are best if organized, on time, have something interesting, and engaging all members.
- **Make it personal:** Reach out to members and ask them personally to participate. Help them to see why they are needed and how they can contribute to the chapter.
- **Be wary of Burn Out:** When one member is carrying too much of the workload, they can become burnt out. This often leads to them walking away because they see no other way out. Work to balance the load and make sure more than one person is able to take on a role in your chapter.
- **Support each other:** When members become more engaged, they can get very busy. Make sure they are getting the support they need to offload some activities to take on others.
- **More than a worker:** Work to make sure everyone has an opportunity to take on different roles, not just worker. This will keep them engaged through some challenges without taking on everything.
- **Be organized:** Respect others time and be organized and make use of meetings outside of chapter meetings. Communication needs an opportunity to happen or things will be missed and members may not want to volunteer again.

## Tri 3 Challenges

### New Members by Early Bird

All chapters that sign at least 2 new members by March 15 will receive 1 paid registration to their Regional meeting for use by one of their members. Each chapter that qualifies and has a member attend will be entered into a drawing for a \$10 gas card. Drawings will be at each Regional.

### Programming Too!

Each chapter that has 90% retention AND completes the Trimester Programming Report will receive an Amazon gift card and entered into a drawing for a Service Project-In-A-Box valued at \$50.

### Grow For Your Supper

Each chapter that grows by at least 2 for the trimester will be entered into a drawing for a Silly Supper. State staff members will host the event for your chapter, providing everything needed!

### #MembersMakeADifference

Post chapter event information on Facebook and 1)share with a local community group, 2)hashtag the share with #MNWT #WeGoTogether #MembersMakeADifference and 3)let us know. Send an email to [mvp@mnwt.org](mailto:mvp@mnwt.org) and be entered into a monthly drawing for a \$25 Amazon gift card. First drawing is Feb 1<sup>st</sup>!

## Membership Week Random Acts of Kindness

### *February 13-19 is Tri 3 M- 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 Random Acts of Kindness. There are so many activities your chapter can do and invite others to join you or use it to engage current members. Check out ideas on Pinterest or reach out to me or CMVP Shirley for RAK ideas. Don't forget to tag MNWT Membership in your posts or send an email to [mvp@mnwt.org](mailto:mvp@mnwt.org) to let me know what your chapter does!

## 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. Find it on [mnwt.org](http://mnwt.org) on the Membership Resources page. See under Member Resources.



### 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!

## Tri 3 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  $\geq$  75%: 25 pts or 100%: 50 pts
- Trimester Growth (base +1): 50 pts
- Growth for the Year: 50 pts

### Presidential Bonus Points

- During M-Week/Random Act of Kindness Week (Feb 13-19th), hold an event or complete a RAK project. Verified by MVP/CMVP – 25 pts
- During M-Week (Feb 13-19th) sign a new member. Verified by CSC – 50 pts.
- Camp Friendship/True Friends cleanup day, April 5th, have 2 or more members participate. Verified by CC SPM – 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
- Conduct a local orientation: 25 pts

# Second Trimester Membership Results

Congratulations to these Chapters & Districts for their membership accomplishments in Tri 2. 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**

Albany, Anoka, Avon, Big Lake, Brainerd Lakes Area, Champlin, Coon Rapids, Duluth, Eastern Carver County, Elk River Area, Greenbush, Hawley, Maple Grove, Montevideo, Morris Area, New Ulm, Sauk Rapids, Slayton, Staples-Motley Area, Windom

**75% or more Retention**

Aitkin, Benson, Burnsville, Fairmont, Lake of the Woods, Longville, Madelia, Melrose Area, Monticello, New Hope, Red Lake Falls, Roseau, St Joseph, St Michael-Albertville, White Bear Lake

**Chapter Sign 3+ new members AND show growth – Receive \$25 from MNWT Foundation**

Anoka(3/+3), Avon(3/+3), Hanska(3/+2), Morris Area(4/+4), New Hope(3/+2), Rice(4/+1)

**Chapters With Growth**

Albany(1), Anoka(3), Avon(3), Brainerd Lakes Area(1), Brooklyn Park(1), Champlin(2), Coon Rapids(1), Duluth(1), Eastern Carver County(1), Hanska(2), Hawley(2), Maple Grove(2), Morris Area(4), New Hope (2), New Ulm(1), Red Lake Falls(1), Rice(1), Sauk Rapids(1), Staples-Motley Area(1), Windom(1)

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

Aitkin, Albany, Anoka, Avon, Benson, Blooming Prairie, Brainerd Lakes Area, Brooklyn Park, Byron, Champlin, Coon Rapids, Duluth, Eastern Carver County, Glenville, Lake of the Woods, Maple Grove, Melrose Area, Monticello, Morris Area, New Hope, New Ulm, Rice, Rogers-Otsego-Dayton, Roseau, Sauk Rapids, Slayton, St James, St Joseph, St Michael-Albertville, Windom

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

Rice



## USWT Membership

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

Check out the Facebook posts for chapters to use, borrow, steal to help promote their chapters. They are posted each Monday on USWT Administration.

**Chapter with Highest % Growth**  
**HAWLEY**

**District with Highest % Growth**  
**DISTRICT 3**

**District with Highest % Retention**  
**DISTRICT 3**



# 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 6:00 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 state what/who it is for

## More Resources for Membership

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

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

### USWT Membership – [uswomenoftoday.org](http://uswomenoftoday.org)

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.