



# Minnesota Women of Today

## Bidding for an SPM Position

There is a lot behind-the-scenes that goes on leading up to Winter State Convention when you bid to become a State program Manager (SPM). Included are tips, tricks, and tools that will help support you in the process. Before starting this process it is important to know you may not be the only one bidding for a specific position and bidding is not a guarantee that you will be the next SPM. Don't let this stop you from trying. The entire process is valuable and supports your growth and MNWT drive.

**Start Here:** Call or email the current PVP, [pvp@mnwt.org](mailto:pvp@mnwt.org). Let them know you would like to bid for an SPM position. Ask them to send you the paperwork needed (noted below) and a copy of Part One of the Operations Manual for the position you are bidding on.

**Next:** Before December 20th, you will need a letter of support from your chapter. What/How? At a general meeting a motion will need to be made that states "I move that we support (your name) in the event they bid for an SPM position at Winter State." Support can mean something different for each chapter. Some will be emotional support, others a driving buddy or help with projects, some chapters will offer financial support. Once the motion has passed, someone from your chapter will need to write a chapter letter of support. This is a positive letter that states why the chapter believes you will make an amazing SPM. Please note: Although the secrecy rules are not in effect for SPMs, it is asked that you respect the current year's SPMs and not discuss any specifics you may have planned. This includes new ideas, organizations you will support, projects, and fundraisers. A copy of the final letter should be emailed to you and the PVP ([pvp@mnwt.org](mailto:pvp@mnwt.org)). Keep it with your records.

**Logo and Theme:** You have an opportunity to create a logo and theme for your year. This can be as simple or creative as you like. It's a good idea to have a jpg version of your finished product.

### **Paperwork:**

Complete the [SPM Bid Form](#). This can be sent in as soon as it is completed. Include your letter of support with this form. Email to [pvp@mnwt.org](mailto:pvp@mnwt.org).

**Brainstorm and create your goals**, page 2

**Complete a draft Plan of Action (POA)**, page 3 – This can be emailed ([pvp@mnwt.org](mailto:pvp@mnwt.org)) after the Bid form, but should be complete by December 20th. Contact the PVP if you need help. The current SPM may also be a good resource.

**Update Plan of Action (POA) for your Bid** - The PVP along with the President, COB and Executive Director will review your draft. Expect the PVP to contact you with suggested updates by January 5th. Suggestions will be given on things like wording, goal amounts, grammar, and other things that may lead to a more successful bidding process and year. Update and send a final copy to the PVP by the Monday before convention (Jan \_\_\_\_\_).

Note: the PVP will forward all paperwork and copies of your POA to the President, Chairman of the Board (COB) and Executive Director.

## Your Goals

You need 3 goals. You can have more, but it is not recommended. Before starting read Part One of the Operations Manual for the position you are bidding on.

Required Goals:

- Goal 1 (goal describing promotion of your area): example: Promote (your area) each month to Members, Chapters, and Districts
- Goal 2 (goal describing program area participation): example: Increase participation in (your area, reporting, an event) by 10%
- Goal 3 (goal describing a new idea or promotion for your programming area): example: Promote (your chosen organization) each trimester

A good place to start is to look at the goal requirements above and work backwards. Under each goal write down things you want to do to complete the idea of goal. These are your implementation. After you have your implementation, come up with a goal that encompasses them.

Try to think outside of the box. If there are specific projects, collections, or events you want to hold try to include them in the implementation of a goal. Things like collecting money, forms, nominations, certifications, ect are best utilized under implementation. Example: Instead of having a goal of 10 chapters participating in Youth of Today week. Add "promote Youth of Today Week in MNJOTS CIP, CMHs, and on Facebook" to the implementation of goal #1 or #2.

If you are going to promote a charity, that could be a good goal #3.

You may be planning a forum at winter state or inviting your organization to hold one. Adding it to the implementation of one of your goals is an easy way to add substance.

There is an option to hold an enrichment session at Fall State. If you would like to do that add it to the implementation of one of your goals. If it's a new idea, it could be goal #3.

You will have a table at both the Fall State Project Fair to promote your area, and interact with members.

A few ways you can promote throughout the year; An LPM Introduction letter sent to chapter emails, Facebook, writing CMH (Chapter Mailing Highlights) (8 per year), chapter email, Newslet (4 per yr), post cards, phone calls, visits, CIPs (chapter Information Packets) (3 per year), letters, and challenges (to members, chapters, districts, and exec council).

If you are planning a fundraiser, include it in the Implementation. This could be anything from collecting change, selling tickets at a convention/project fair for a prize, selling other items, a collection of items, etc. Fundraisers and collections not included in your POA will have to be voted on at Executive Council, before you can hold the event. You do not need specifics. It could be as simple as saying "hold fundraiser at fall project fair and winter state connect." That leaves it open for you to do almost anything at your booth.

If you are planning on giving away prizes or gifts, it is best to include those in your implementation as well. This can be a simple "Give thank you gift to everyone who sends me a Fast Start." Or "Hold a drawing for my 1st trimester challenge."

Don't panic. Think simple. It's not about what the person before you did. It's about being the best you. What do you want to promote? How can you achieve that? What do you personally have time to commit to?

## Your POA

Ask the PVP for the POA/CIP template and update the Header and Footer information.

The Header: The top right of your POA is your logo and theme. Next to your logo (justified right) is (your first and last name), (your area) SPM, phone number (optional), the MNWT SPM email, and [www.mnwt.org](http://www.mnwt.org). The top left of your POA is; the MNWT Logo. Next to the Logo (justified left) is Minnesota Women of Today, 20XX – 20XX Plan of Action (your area spelled out), (Your theme)


The Footer: © Minnesota Women of Today: 20XX-20XX {Your Area} SPM POA, Page 1 of 1, Created by {Your Name} Approved: Proposal

Outside of the header and Footer use any font, spacing, and sizing you feel looks best and fits your personality and or theme. You will use this same formatting on your CIPS, so pick something you like. The body of your POA Plan of Action includes your goals and implementation. No need to write goals separate from Implementation.

FYI: The Header and Footer of your POA will be the same on your MNJOTS CIPS, the only thing that will change is the words 'Plan of Action' will be replaced with 'MNJOTS CIP'

Have a draft ready for the current PVP to review by December 20th.

POA Example:

	Minnesota Women of Today 2020 – 2021 Plan of Action Priority Area SPM {your theme here}	Jane Doe 000-000-0000 <a href="mailto:priority_area@mnwt.org">priority_area@mnwt.org</a> <a href="http://www.mnwt.org">www.mnwt.org</a>	Logo Here
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Goals and Implementation

- 1) Goal 1: Promote Wishes and More (W&M) programming to chapters monthly.
  - a. Visit foundation and coordinate programming opportunities for chapters with them.
  - b. Be a liaison between W&M and chapters.
  - c. Educate chapters on the organization's mission and history at the Fall State Project Fair and in Chapter Information Packets (CIPs).
  - d. Create weekly Facebook post supporting upcoming W&M programming.
  - e. Email chapters monthly with updates on W&M.]
- 2) Goal 2: Increase participation in the W&M programming area by 20%.
  - a. Promote challenges through CIPs, Facebook, Chapter Mailings, Newsletter articles, and chapter emails.
  - b. Contact known Local Program Managers (LPMs) Directly through email with updates each trimester.
  - c. Visit three (3) or more chapters each trimester.
  - d. Hold a forum about W&M at Winter State Convention.
  - e. Hold a challenge each trimester to promote participation.
  - f. Offer an incentive to all LPMs who complete a fast start and email me with updates each trimester.
- 3) Goal 3: Raise \$3,000 in cash and/or in-kind donations for the year.
  - a. Sell \$1 chances at the Fall State Project Fair to win a comfy basket. All ticket sales will be donated to W&M.
  - b. Encourage chapters to report volunteer hours and donations each trimester with an incentive for all that send in a report.
  - c. Hold a change collection contest at all four area meetings. The chapter that donates the most change at each area meeting will receive a snack bag at Annual convention.
  - d. Provide information from W&M through CIPs, emails, and Facebook regarding volunteer opportunities and fundraising opportunities.
  - e. Assist chapters with fundraising events.

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## Bid Day!!!

- You will bid Friday at Exec Council (Jan. \_\_\_\_\_ at \_\_\_\_\_ PM). Talk with the current PVP for the time you need to be there. Plan to meet with the PVP outside of the Exec Council Room.
- Ask if they will bring 25 copies of your POA or if you will need to.
- Have fun with it, dress professional, or in a theme with props, be you.
  - If you are currently on Executive Council, you will need to change. You cannot bid in your MNWT uniform.
- Note regardless of your current position you may not be in the room while others are bidding for SPM positions. All bidding SPMs will have an area to wait outside of the Exec Council room. A staff member will be assigned to sit with you.
- Before the bidding process begins the PVP will hand out copies of your POA to the Executive Council.
- You will be invited into the room. Once in Executive Council, the President will read the letter from your chapter and call you up to present.
- You will get five (5) minutes to present. Prepare what you are going to say and time yourself. Over four (4) minutes and under five (5) minutes is good. They may stop you if you go over five (5).
  - Start by introducing yourself and tell everyone what you are bidding for, plus your theme. If you are comfortable give them a 30 second story of what brings you there to bid. Go over your goals, not word by word. Maybe read the goal and summarize the implementation. End by thanking everyone for their time and letting them know how excited you are for next year or whatever you are comfortable saying.
  - After you are done they may ask you questions about your ideas.
  - After the questions are complete, you will be asked to leave the room.
- The Executive Council will discuss your bid and vote.
- The PVP will come out to get you one last time. Once in the room, the result of your vote will be announced.
- The PVP may have suggested formatting changes for you and other minor items based on the discussion. Your final official POA will need to be updated and emailed to [pvp@mnwt.org](mailto:pvp@mnwt.org) and [csc@mnwt.org](mailto:csc@mnwt.org) by the Monday before Annual Convention.
- That's it, enjoy the day!