



Minnesota Women of Today
 2025-2026 Winter State CIP
 Membership Vice President
 "TOGETHER, We Can Do It!"

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HELLO MEMBERSHIP VICE PRESIDENTS!

Well would you look at that, we made it through another trimester. Tri 1 ended in a bang, but I think second trimester has been my most rewarding tri yet. SO many chapters showed up for their members, I personally had contact with more than just chapter board members which was amazing! Talking to and learning individual stories and their why is an inspiration and really solidifies why we do the work we do! THANK YOU ALL!

As the state leadership for membership, it's a balancing act of new members and retention. I'm so proud of all of the chapters that identified they needed to focus on the members they had and not recruitment—you are doing your chapter good on retention and making a healthy chapter that can start growing when it's ready! Kudos to those in their recruitment phase as well. If I've learned anything this year it's that each chapter is in a different phase of operation with members and there is no one size fits all support. So keep reaching out and asking the hard questions—your chapters are better because of you!

Third trimester will be focused on RETENTION. As we head in the last leg of the year, make note of milestones to celebrate with your members, reach out if you need help.

And remember.....TOGETHER, We Can Do It!

Andrea Schue

MNWT Calendar

February

- 12th Membership Zoom
- 15th March Planning Recommendations due
- 17th Random Acts of Kindness Day
- 18th-24th MNWT Membership Week
- 26th MNWT Trimester Webinar
- 28th NMAs due IN HAND to CSC

March

- 5th NEWSLET articles/personals due to Editor
- 7th March Planning
- 8th State Committee Meetings
- 12th Membership Orientation Zoom
- 15th Early Bird Renewals due
- 21st Region 1 Meeting-Bemidji
- 28th Region 2 Meeting-St. Peter
- 31st NMAs due in IN HAND to CSC

April

- 15th All Renewals due to CSC
- 19th-25th National Volunteer Week
- 25th LOTS Training
- 28th-30th Virtual LOTS
- 27th 3rd Trimester Closeout
- 30th NMAs due IN HAN to CSC

May

- 2nd SUCCESS due to Coordinator
- 2nd NEWSLET Articles for Post Annual Issue
- 15th-17th Annual Convention

Please consult the MNWT official calendar at www.mnwt.org, under Events to ensure that other key dates are not missed.

What's Inside...

- Tri 2 recap...
- Tri 3 Vision...
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- Webinar & Trainings...
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- Trimester Challengers---
- USWT Add & Change...
- Retention...

Who's out there is like ROSIE?

Rosie was resilient and worked through hard times to achieve so much, not just personally, but in collaboration with so many other females! The example she set and the stigma that was crushed by her doing hard things set a fire under so many other during that period. I challenge you to be the fire in your chapters this trimester!

I'm challenging chapter members to submit a testimonial to mvp@mnwt.org answering the following question.

"What is the most impactful thing about Women of Today and why? Think about impact on community, yourself, and other members around you."

Trimester Focus: RETENTION

- Members will drop if interest is not there.
- Be relevant.
- Ask members what their interests are.

- Is there value in your meetings?
- Are your gatherings interesting?
- Is there something to engage members, or a take-a-way?

- Call, text, email, send a letter.
- Connect one-on-one
- Let every member be a contributor.

MAINTAIN INTEREST

VALUABLE MEETINGS & EVENTS

MAKE IT PERSONAL

RETENTION:

The last "R" in R.O.A.R. just may be the most vital. You need to retain members so your effort in Recruitment, Orientation, and Activation are not lost.

- Respect member's time
- Communicate needs & expectations for smooth operations
- Have information ready

- Leave room for growth
- Don't let members get stuck in one role
- Every member has something to offer that is beyond just being a body at an event.

BE ORGANIZED

MORE THAN WORKERS

- Help members balance their commitments
- Give members room to grow by taking on duties of another member.
- Engage members in their areas of interests.

SUPPORT MEMBERS

BURNOUT IS REAL

- Do NOT let any one member carry the weight
- Members quit from this.
- Balance duties, events, and your calendar.
- Assess what is best for your members in the chapter--not the communities you serve.

Webinar:

THURSDAY, FEBRUARY 26TH

6:00pm-Consent Agenda. What is it? How does it work?

6:30pm-MNWT Committee Meetings/March Planning. Why Attend?

7:00pm-Changing the Narrative on Mental Health

Training:

THURSDAY, MARCH 12TH

MNWT ORIENTATION ZOOM:

This is for NEW members or members wanting a refresh. We will be using the power point on the website and talking about the basics of Women of Today.

There will be time for Q&A at the end of the presentation.

Remember! EMPOWERED Women EMPOWER Women!

TRIMESTER 3 MEMBERSHIP WEEK

February 18th-24th

Hold any type of event that week for members, celebrate retention, or recognize members. Send me an email at mvp@mnwt.org to be entered into a drawing! Bonus if you sign a new member!

Congrats
Districts 3, 7 & 9
Highest
Growth+3

Congrats
District 7
Highest
Retention
93%

Chapters with the
highest Growth+3
-Madelia
-Elk River Area
-Aitkin

Second Trimester Membership Results:

Congratulations to the follow Chapters & Districts for their hard work and accomplishments in Tri 2! When we let R.O.A.R. with Rosie we set ourselves up for success!

- 100% Retention:
 - Aitkin, Albany, Avon, Benson, Champlin, Coon Rapids, Glenville, Hanska, Iron Range, Madelia, Melrose Area, Monticello, New Hope, New Ulm, Slayton, St. James, White Bear Lake
- 75% or more Retention:
 - Anoka, Albany, Burnsville, Duluth, Fairmont, Greenbush, Hawley, Lake of the Woods, Longville, Maple Grove, Morris Area, Rice, Rogers-Otsego-Dayton, Roseau, St. Cloud, St. Michael-Albertville, Warroad Area
- Chapter with New Members: Receive \$5 State Store Gift Card per NMA from the MNWT Foundation
 - Aitkin (3), Albany (1), Blooming Prairie (4), Brainerd Lakes Area (3), Brooklyn Park (2), Burnsville (2), Byron (2), Champlin (1), Duluth (1), Elk River (4), Hanska (2), Hawley (3), Hutchinson Area (1), Iron Range (2), Litchfield (1), Maple Grove (3), Melrose (1), Morris Area (1), Madelia (3), New Hope (2), New Ulm (1), Rogers-Otsego-Dayton (3), Rice (1), Sauk Rapids (3), St. Michael-Albertville (1), St. Cloud (2), Staples-Motley Area (1), Warroad Area (3)
- Chapters with Growth: \$50 check for any chapter with growth from the MNWT Foundation
 - Aitkin (3), Albany (1), Brooklyn Park (1), Blooming Prairie (2), Champlin (1), Elk River Area (3), Hanska (2), Hawley (2), Iron Range (2), Litchfield (1), Madelia (3), Maple Grove (2), Melrose Area (1), New Hope (2), New Ulm (1), Rogers-Otsego-Dayton (2), Sauk Rapids (1), St. Cloud (1), Warroad Area (2)
- Early Bird Recognition-75% of renewals in by July 15th
 - Aitkin, Albany, Anoka, Avon, Blooming Prairie, Brainerd Lakes Area, Brooklyn Park, Benson, Byron, Champlin, Coon Rapids, Duluth, Glenville, Greenbush, Hawley, Hutchinson Area, Iron Range, Lake of the Woods, Longville, Maple Grove, Melrose Area, Monticello, Morris Area, New Hope, Rice, Rogers-Otsego-Dayton, Roseau, Sauk Rapids, St. James, St. Joseph, St. Michael-Albertville, Staples-Motley Area, Warroad Area, White Bear Lake.

USWT Membership Recognition

Gold Chapter: When a chapter achieves at least 75% retention and signs 4 new members.

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 no later than April 30th.

Check out USWT MVP Shellie Haun's SIP that can be found on the USWT Website: <https://uswomenoftoday.org/>



Tri 3 Challenges

- Signing 2 new members by Early Bird (March 15th) gets you into a drawing with all qualifying chapters for \$50 Amazon Card.
- Chapters with 80% Retention and sign 2 new member will receive a social in a box.
- Chapters that submit all renewals by Early Bird will be entered into a drawing for an Amazon Gift Card and a social in a box.
- Gain MULTIPLE entries into a drawing for sharing your event on Facebook.
 1. Tag a partnering organization
 2. Use the hashtag #MNWT and #CreatingRipples
 3. Share event to a community page

Let Me hear you ROAR!

SUCCESS Bonus Points

Do you know that SUCCESS is a planning tool!?!? It's not something you sit down at the end of the trimester and try to complete....so don't make it harder than it must be—plan your trimester for SUCCESS!

Call in for the Close Out Zoom, April 27th
(25points-verified by MVP)

Submit your Scrapbook pages by April 1st
(25 Points-verified by PA)

Participate in Random Acts of Kindness Day, February 17th
(50 points-verified by PA)

Submit a March Planning Recommendation
(25 Points-verified by COB)

Check out the Presidents CIP for all PRESIDENTIAL SUCCESS BONUS POINTS!
(Max 100 Points)

Foundation Incentives

Who doesn't want some cash from the Foundation or State Store gift certificates to get some fun and useful supplies for your chapter!?!?

- **\$10 per a new member add (No Limit!)**
Just think how a few extra dollars can help your chapter with a social or M-night to help support these new members!
- **100% Retention = \$10 state store gift card**
Purchase swag or member incentives at the State Store!

RETENTION IS ABOUT
RELATIONSHIPS!

