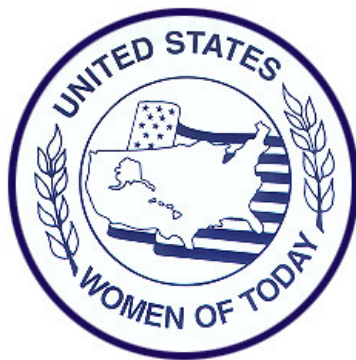


USWT MEMBERSHIP MANUAL



The mission of the United States Women of Today is to provide state and local member chapters opportunities in the areas of leadership training, personal growth, community service and work in partnerships with established foundations.

JUNE 2017

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Dear Membership Contact,

The information in this manual is a compilation of materials pertaining to the membership area. It is designed to furnish you with ideas about: membership recruitment, activation and retention; record keeping; and the incentive programs offered by the United States Women of Today.

Please take the time to familiarize yourself with the contents of this manual. There are forms included here that you will need to make copies of, for the purpose of reporting to the National Membership Vice President. Make copies of pages needed, but keep the manual intact, and pass along to your successor at the end of the year. It will help in training incoming officers.

The National Membership Vice President will expect to receive a Membership Dues Submission from your State Treasurer or the State Membership Contact each month, along with the white and yellow copy of the Add and Change Form. You will receive Add and Change forms with each dues billing. Also, be sure to use a Transfer form for members who leave one chapter and move to another and for at-large members from dropped chapters.

Replacement pages or a complete replacement manual on compact disk will be sent to you when changes are made in the national program. This way each state will have the most current information available in the membership area.

Good luck with your Base +1 Plan. It's the key to YEAR END GROWTH!

GOALS

Every success is achieved because a goal was set, plans were made to reach it and the plan was carried out. Here is the Plan for Success for the United States Women of Today in the Membership Area.

I. Goals and Implementation

- A. To achieve year-end growth of the United States Women of Today by one, or more members.
 1. National Growth
 - a) Continue Base +1 Membership Plan
 - b) Offer an Awards/Incentive program that encourages recruitment and retention
 - c) Implement the use of a monthly membership report that records details of membership activity
 - Distribute to National Board and State membership leaders
 - Include new member adds, states at growth, extensions, chapter activity

- d) Keep accurate and up-to-date membership records
 - Record new members monthly and trimester renewals by
 - Distribute and discuss information with state membership leaders
- 2. State Growth
 - a) Training for state leaders
 - How to promote membership activity
 - Keeping accurate records and analyzing statistics
 - Training/forum/seminar ideas
 - b) Individualize membership help/programs
 - Learn how each state handles membership
 - Work with presidents and/or membership leaders to help them maximize their successes
 - c) Coordinate information for state leaders to use in membership presentations and promotion
 - Forum/seminar training outlines to use at state meetings
 - Ideas for speeches or presentations to chapters
 - Ideas on ways to present membership information to chapters
 - **Special Mailings
 - **Phone Calls
 - **Skits
- 3. Chapter Growth
 - a) Keep in contact with state and chapters through the year.
 - Have national staff make calls if necessary when there are problems that you can't seem to control.
 - b) Mail information in two separate mailings to all chapters
- B. Encourage extensions and well-rounded public relations program
 - 1. Frequent communication with directors
 - 2. Provide ideas and support to directors
- C. Develop hands-on materials and tools for use in promoting membership, public relations and extensions
 - 1. Orientation Video - 8 to 10 minute introduction to the USWT
 - 2. Slide presentation for professional presentations such as Chambers
 - 3. Membership manuals for chapters and states
 - 4. Membership brochures for chapter or state or use the standard USWT brochure found on the website
 - 5. Membership Resource manual for chapter use (ideas only, no training)
- D. Work with the US Membership Committee to make positive progression in the administration of the membership program

II. Communication

- A. Articles in Today's Leader
- B. Letters to Extensions and Public Relations Directors
- C. Mailings/letters to Membership leaders

- D. Frequent phone communication with state presidents and membership leaders
- E. VP mailings
- F. Contributions to any chapter mailings
- G. Phone calls as needed to supervising officer and directors
- H. Notes as needed

III. Travel

- A. All national conventions and meetings
- B. State meetings as invited and as are possible
- C. Any other travel as needed and necessary

WHAT IS BASE +1?

Base +1 is a very simple plan for membership growth.

1. Know how many members you have (base)
2. Subtract the number of members due for the trimester
3. Add the number of renewals (estimate)

The difference between the number due and number renewed, plus one, is your new member goal

The key to making it work is to get each chapter working toward a goal of Base +1. If we tell them that as a national organization we need to renew/recruit 1215 members to achieve base +1 for the first trimester, or if we tell them that as a state we need to renew/recruit 102 members, these numbers are pretty incomprehensible if we can get them to look at their own chapter, and see that they have 5 members due, expect to renew 3 of these, then they will need to recruit 3 members to achieve base +1, this seems more achievable. And most importantly, by doing this, they will not only be strengthening their own chapter, but also their state organization and the US Women of Today.

Membership is important. The individual member is important. This plan does not do away with the need to orientate and activate our new members. It does not mean that the only important thing is to renew/recruit to achieve the desired numbers. It is a plan that can work in our chapters and our states, by being aware of what we need to do to achieve growth.

The following information is also being provided:

1. SODA (Schedule of Dues Admissions). This form tracks the current number of members and chapters per state according to the records of the USWT, and the number of members due each trimester.
2. Grow with Membership Plan, Grow with Membership worksheet and How to Work the Plan/ These forms will assist you in achieving Base +1 for the trimester by tracking base minus the number of members due, plus anticipated renewals. At the right is a blank form to record the actual renewals and NMA's. Blank forms are included for you to copy and use.

3. The Base +1 Plan. This form should be completed each trimester, indicating the new goal for each trimester as you go along. Blank forms are provided for you to copy and use.

GROW WITH MEMBERSHIP PLAN

NAME _____ CHAPTER _____

MAY 1 MEMBERSHIP BASE _____ DISTRICT _____ REGION _____

TRIMESTER	MEMBERS DUE	RENEWALS ANTICIPATED	NEW MBRS NEEDED	END MEMBER GOAL
1st				
2nd				
3rd				
TOTALS				

STEP 1: List the number of members due in each trimester. The totals of these numbers should equal your May 1 membership base.

STEP 2: Set your GROWTH goal for the year. _____ (Use 10%, 20%, +10, +15, over May 1 base, etc.)

Add your GROWTH goal to your May 1 base to get your total membership goal:

STEP 3: List the number of members you know will renew in each trimester; total.

STEP 4: Find the number of new members needed to achieve your membership goal for the year:

Membership goal
 - Renewals anticipated
 New members needed

STEP 5: Set your membership goals for each trimester. Remember that your plan should be to GROW each trimester. Your trimester membership goals should equal your total membership goal.

STEP 6: Find your End of Trimester Membership Goal:

Current membership base
 -Members due
 +Renewals anticipated
+New members needed
 End of Trimester Member Goal

STEP 7: Evaluate your plan. If you are not satisfied, raise or lower your goals.
 STEP 8: Use the "How to Work the Plan" chart to evaluate your Trimester progress.

Worksheet "Grow With Membership Plan"

Chapter Trimester	Beg. Base	# Due	# Renewed	# New for Trimester	End of Trimester Total Membership	# Over/Under for Trimester	# Over/Under for Year	# Over/Under from Goal	
								Goal	#
1st									
2nd									
3rd									
Total									

Setting goals is the first step to implementing your membership program. Updating your figures, at least each trimester, will give you the advantage of knowing exactly where you're at with membership. After plugging in the figures, analyze the information. Are you achieving your goals? If you are, great! If not, re-evaluate your membership activities to see what needs to be done and use the "How to Work the Plan" information to help you achieve your goals

STEP 1: Each trimester fill in the following columns: Beginning Base
 # Due
 # Renewed
 # Added
 End of Trimester. Member goal
 (from Grow with People Plan)

STEP 2: Figure End of Trimester Total

membership: Current Base
 -Members due
 +Actual renewals
+New members added for Trimester
 Trimester Membership Base

STEP 3: Figure "# over/under"

columns

Trimester Total Membership	For Trimester:	End of
Beginning Qtr. Base		-
Over/under for trimester		#
Trimester Total Membership	For Year:	End of
Base		-May 1
Over/under year-to-date		#
Trimester Membership	From Goal:	End of
<u>goal for trimester</u>		<u>-Member</u>
from goal		# away

MEMBERSHIP

HOW TO WORK THE PLAN

A strong, continuous program of recruitment, orientation, activation and retention doesn't just happen. It must be planned. On your Grow with People Plan, you set up your goals for the year...now you need to decide how to make that plan happen. By working with your board, your membership team, your membership vice president or membership director/program manager/chairman, you can keep a handle on your membership work by planning ways to work on each aspect of membership.

Setting up a plan like this for each quarter will not only make your job easier, it will help introduce the idea of membership as an ongoing, continuous part of state and/or chapter management. Your members will benefit as well -- they will see that they ARE important and that you value them!

TRIMESTER _____ # OF MEMBERS DUE _____ # OF RENEWALS PROJECTED _____

1. PLANS FOR RENEWALS (How & when they will be contacted: special recognition for those renewing; incentives for renewing, etc.)
2. PLANS FOR RECRUITMENT OF NEW MEMBERS (List of prospective members for quarter; how, when, and by whom will they be contacted; special M-nights; incentives for recruiters; incentives for those joining, etc.)
3. PLANS FOR ORIENTATIONS (This includes new member orientations, and general orientations for members; when scheduled, who will take part, etc.)
4. PLANS FOR ACTIVATION (how to get members working on projects, attending events, coming to meetings, etc.)
5. EVALUATION
 - a) Actual number of renewals _____
 - b) Reason for each dropped member:
 - c) Actual number of new members _____
 - d) Names of those to follow up on in next quarter:
 - e) Orientations held (date, topic, number attending)

Base +1

Chapter/State President or Chapter/State Membership Contact:

Use the following outline to help you plan your membership year. Complete the plan and **send a copy** to your State Membership Vice President/Contact and to US Membership Vice President. If your state does not have an officer in charge of membership, send it to the State President and to US Membership Vice President.

Step One

Count the number of members on your roster, beginning May 1. That number is your **beginning base**. Write the number in #1 below.

Step Two

To be at Base +1 at the end of the year, you will need to end with one or more members than your beginning base. Write that number is #2 below. (*Ex. If you have a beginning base of 15, add 1 to make your Base +1 number 16.*)

Step Three

Look through the names on your roster. Make any corrections as needed.

How many of those members will renew this year? Estimate that number and write it in #3 below.

Step Four

Subtract the estimated renewals from Base +1 number. The final number is the number of new members you will need to sign during the year. Write that number in #4 below.

- | | | |
|---------------------------------|---|-------|
| 1. Beginning Base | | _____ |
| 2. Base +1 | | _____ |
| 3. Number of members to renew | - | _____ |
| 4. Number of new members needed | = | _____ |

RENEWAL QUICK CHECK PLAN

Every member is due during one of three trimesters. You can tell which trimester a member is due by looking at the roster and noting the number in the "Trimester Due" column.

Only renew members during the trimester they are due

- _____ 1. Look at the members due for 1st trimester.
- _____ 2. Have they attended two meetings in the last trimester?
- _____ 3. Have they worked on one project in the last trimester? If so, great!

If not, contact them now! Work to activate them so that they will renew their membership. Personal contact is the key, and now is the time to use that key!

WHAT IS A TRANSFER?

Transfers within a state

When a member moves to a different community within your state and joins their Women of Today chapter, she is called a "transfer member." Their name is removed from the old chapter roster and added to the transfer chapter. This transfer also needs to be recorded on the (SODA) Schedule of Dues Admissions report. Since the member is not a drop, we don't drop the membership and add the person as a new member to the new chapter. It is recorded in the "Transfer" column of the (SODA) Schedule of Dues Admission report. The new chapter's May 1 base membership is adjusted to add one more (if they started the year with 25, that number is now adjusted to 26.) A +1 is recorded in the transfer column. The previous chapter's May 1 base membership is adjusted to subtract one (If they started the year with 14, the number is adjusted to 13.) A -1 is recorded in the transfer column. If transfers have occurred in your state please verify with the US Membership Vice President that you have taken care of it correctly. You cannot transfer your membership the same trimester you are up for renewal. Example: if your dues are up second trimester you cannot transfer any time during the second trimester. You must transfer either first or third trimester.

Transfers from state to state

If a member of your state moves to another state, to a community with a Women of Today chapter, they may transfer. National dues are transferred to the new state. Each state should develop a policy on how to handle state dues in the case of a transfer in or out of their state.

Does your chapter have a method for notifying other chapters when members move to another town? It's an excellent way to assure keeping a good, active member in the organization at her new location. Reciprocity of membership for transferred members can help strengthen the Women of Today organization. It adds much to the feeling of personal loyalty a member will have toward the organization, as it helps her to get acquainted and active in her new community.

If you have a member move away and there is a Women of Today chapter in the area, be sure to write to the local president and recommend your member to her. Be sure to include the member's name, family information, date member joined your chapter, record of her activities, offices held, present address, date expected to move and new address. And if there is no chapter presently in the area, keep your member informed of your activities, and when she gets acquainted, maybe she will consider helping to start a Women of Today chapter in her new community.

Again, the transfer is recorded on the SODA (Schedule of dues admissions) report and the state and chapter bases are adjusted.

You cannot transfer your membership the same trimester you are up for renewal. Example: if your dues are up second trimester you cannot transfer any time during the second trimester. You must transfer either first or third trimester.

DROPPED CHAPTERS

Remember to communicate about chapters in your states which you know are dropping. Use the Dropped Chapter Form. For several reasons, we don't want to keep them recorded as a chapter if they really aren't. We don't want National officers calling chapters that no longer exist.

Instead, when you notify the US Membership Vice-President that a chapter is dropped, she will transfer those members who have not already transferred to another chapter into what is called the "Members at Large." This is a "holding tank" so to speak, of members who no longer belong to a chapter.

Your state should have a policy on how to handle chapters that are considering dropping. If not, contact the US Membership Vice-President to develop a plan.

REMINDER: The US Women of Today Bylaws state that chapters must have a minimum of 5 members to be considered a chapter. If a chapter drops below 5, they have 2 trimesters to get their membership up to or over 5 or they will be dropped as a chapter. DUAL MEMBERSHIPS are not allowed on the national level.

SUBMISSION OF NEW MEMBER AND RENEWAL DUES:

At the beginning of each year, a list of each state's membership figures, including the trimester renewal figures, will be distributed to State Presidents. THIS BASE WILL NOT BE ALTERED.

New members are to be submitted on a monthly basis. All new members for a given month should be mailed to the US Membership Vice-President postmarked no later than the 1st of the next month. In order to be "counted" for that month, the following must be included: a check for \$5.00 for each member submitted, information on the US Women of Today Add and Change Form, and a monthly membership dues submission. ANYTHING POSTMARKED LATER THAN THE 1ST WILL BE FIGURED IN FOR THE NEXT MONTH! The only exception for postmark to be the 2nd would be when the 1st is on a Sunday.

A trimester dues billing statement will be sent by the United States Women of Today Dues Billing Provider to each State Treasurer (or membership contact as indicated in the beginning of the current membership year.) This form will indicate the number of members up for renewal in that trimester.

The State Treasurer (or membership contact) must complete the form, indicating the names, addresses, etc. of those members renewing. The complete renewal information, monthly membership due submission, along with a check (made payable to the United States Women of Today) for \$5.00 for each member renewing, must be postmarked no later than the 1st of the next month. ANY MEMBERS NOT POSTMARKED BY THE 1ST OF THE NEXT MONTH WILL BE COUNTED AS DROPPED MEMBERS FOR THE ORIGINAL QUARTER, AND LATE RENEWALS ADDED TO THE NEXT QUARTER. (They would then be in the next quarter when they come up for renewal the next year.)

SOME IMPORTANT NOTES CONCERNING EXTRAORDINARY CIRCUMSTANCES:

1. When a chapter is dropped, YOU MAY NOT SIMPLY JUST WIPE OUT ANY OF THEIR MEMBERS. The dropped chapter's members must stay on the state's membership list until the quarter in which they are due. At that time, they would be counted as a drop.
2. When a member transfers from one chapter to another, you can handle it internally. You can simply subtract 1 from the base of the chapter she was in, and add 1 to the base of the

chapter she transferred into. A transfer does not count as a new member. A transfer should occur before the members trimester due date. Should the transfer occur during the trimester in which she is due, make sure she pays dues to the chapter she moves from so she isn't lost in your renewal figures.

3. In the case of a member moving to another state: her national dues \$5.00 will transfer, providing she transfers during a trimester other than that in which she is due, OR, in the case of a move during the trimester in which she is due, her national dues will transfer if she pays her dues to the state which she moves from. Any state dues do not transfer. The membership bases of the states involved would be adjusted to reflect the transfer.

United States Women of Today Individual Membership Dues Procedures

Individual Dues per member are \$5.00

SODA (Schedule of Dues Admissions)

*Will be given to each state at the first of the year and the beginning of each trimester

*This form includes the following about each state:

Membership Base

Chapter Base

Trimester renewal numbers broken down into the 3 trimesters

This form is to let the states know how many members are due each trimester

Trimester Dues Billing

*Will be sent to the states for the chapters indicating to them of the number due.

*This form must be returned by the due date as indicated on the form.

*Information listed on the form:

Chapter name

Members name

Address

Zip

Birth Date

Email

United States Women of Today Add and Change Form

*Should be sent in monthly by the 1st of the month following the month the member was recruited.

*Information needed on the form:

State name

State number

Chapter name

Chapter number

Members name

Address

Zip

Email

Birth Date

Recruiter Information

*This form is to help the state and national organization in recording all new members and to indicate name and/or address changes for current members.

**All checks should be made out to the "United States Women of Today"
The check and forms are to be sent to the US Membership Vice-President**

MONTHLY MEMBERSHIP DUES SUBMISSION UNITED STATES WOMEN OF TODAY

Name of State _____

Month _____

Submitted by _____

Address _____

Phone Number _____

Number of New Members _____

Number of Renewals _____

Total Number of New Members/Renewals _____

Times Amount Due Per Member _____ X \$5.00 _____

TOTAL AMOUNT DUE _____

Check made payable to the **United States Women of Today**.

Mail one copy of this form and the new member and/or renewal forms to the US Membership Vice-President.

New member dues are due postmarked by the **1st of the month** following recruitment.
Renewal dues are due postmarked by the **1st of the month** following the end of the trimester.

R.O.A.R.

There are so many things **you** can do to help the US Women of Today realize their goal of growth. The basics you already know:

1. **R**ecruit new members -- New ideas and fresh enthusiasm are always needed.
2. **O**rientations for all members -- The more members know about Women of Today, the more interested and involved they will become.
3. **A**ctivate members. Encourage chairmanships. Remember to call and keep them informed. Write notes. Work with them. Be a friend.
4. **R**etain your members -- Contact each member that is due and ask them to renew. EACH member should be asked personally.

MEMBERSHIP GETTING STARTED

The very first step is to establish a membership program in your state or chapter. Discuss the importance of a membership program with the entire chapter or with the state board. Set aside some time for evaluating and brainstorming -- ask questions and provide information that will get your members thinking about the importance of membership.

1. Why is it important to gain new members?
 - * More members provide more ideas
 - * More members provide more help with projects
2. Why is it important that we retain our members?
 - * Experienced members assume leadership roles
 - * These members gain knowledge, and can pass their knowledge on to others.
3. How are we doing so far?
 - * Are members attending meetings?
 - * Do we offer something to attract newcomers? Married, single people?
 - * Are we leaving prospective members with a good first impression?
 - * Are we retaining new members? Why or why not?
 - * Are we making prospective and new members feel welcome?
 - * Are we orienting all of our members?
 - * Are we retaining experienced members by utilizing their talents and knowledge?
4. Get personal input from all members. By focusing on their experiences in Women of Today, you will gain valuable information about the need and status of your chapter. By asking for opinions, members will know that they are an important part of the chapter, and that their opinion is valued.
 - * Why did you join?
 - * What do you like best about our chapter?

* Why is it important to you to be active?

* Is there anything you dislike?

After you have determined the need to view membership as an on-going project the next step is to implement a program that is organized and workable.

1. Have someone (a director, VP, program manager or chairman) in charge of this area specifically.
2. A membership committee can be another effective approach, with delegation of responsibilities of membership: recruitment, activation, retention, and orientation.
3. Provide the person(s) in charge with all the tools you can -- information from state and national officers, pertinent correspondence, national and state membership manuals, ideas from other states/chapters.
4. Encourage those in charge to use as many other chapter members as possible. They should keep everyone informed of plans and results, through reports and/or printed articles.

REMEMBER: GROWTH is people with experience.
GROWTH is people with new ideas and enthusiasm.
GROWTH is people who will become your friends.
GROWTH is people who will be the people-power for the projects.
GROWTH is people to chair the projects.
GROWTH is people to become the leaders.
GROWTH is people to give life to your group!

MEMBERSHIP RECRUITMENT . . . A KEY TO "BASE +1"

BE A WOMEN OF TODAY SPOKESPERSON

A. Qualifications

1. Believe in the Women of Today way of life.
2. Be willing to share this philosophy.
3. Be excited about Women of Today.

B. The Four Basic Approaches

1. Relate community involvement project.
2. Relate personal testimony. Speak from the heart.
3. Appeal to prospect's interest areas.
4. Develop prospect's self-worth.

C. Suggested Openings

1. Are you a Woman of Today member?
2. Is there a reason you aren't a Woman of Today member?
3. Have you ever heard about Women of Today?
4. Has anyone ever talked to you about Women of Today?

D. Standard Objections

1. I don't have enough time.

2. I'm not a business minded person.
3. Women of Today don't do anything I'm interested in.
4. It costs too much.

E. Closing the Sale

1. Ask her to join.
2. Ask if you can pick her up for her first meeting.
3. Encourage participation in an upcoming project or invite to a chapter social event.

SELLING WOMEN OF TODAY

1. Act enthusiastic. You will soon become enthusiastic.
2. See people. See lots of people and you're bound to succeed.
3. Develop self-confidence in your ability to speak in public.
- 4.
5. Learn your prospect's needs and help her get what she wants.
6. Make your prospect aware of her needs – what can Women of Today do for her?
7. Ask questions - don't make statements.
8. Find the key issue. What interests your prospective member?
9. Be a good listener.
10. Make your prospective member believe you. Believe in yourself.
11. Know Women of Today! This will win your prospective member's confidence.
12. Praise competitors. Knocking them will alienate you.
13. Understate - never exaggerate.
14. Use testimonials. Have your prospect call another member.
15. Look your best. A good appearance is a great asset.
16. Be cheerful. This will make you a welcome caller.
17. Remember names. It will show you are genuinely interested.
18. Be brief. Most salesmen talk too much.
19. Admit if you don't have the answer. Know where to get it.
20. 21. 22.
23. Never neglect a prospect.
24. Follow leads while they are hot.
25. Learn to close - ask for the application and money.

WHERE TO RECRUIT NEW MEMBERS

1. EVERYWHERE!
2. At the market.
3. PTA meetings, etc.
4. Church.
5. The beauty shop.
6. At work.
7. In every line you wait in.

Whom do you know:

From your church, Sunday School

Through your family

Who is your hairdresser

Who sells real estate

Who is your child's swim instructor?
Who is in your carpool
Who runs the recreational center
From other neighborhoods
Who sold you your car
Who sells clothes and shoes
Who gives your child piano lessons?
Who teaches your children
Who sells you your cosmetics
Who works in the grocery store

Obtain names by:

Checking the church bulletin for parents of babies being baptized.
Roster from nursery school.
Names of newcomers from the Welcome Wagon.
Names from your banker.
Names from your public utilities

WHAT TO SAY

1. Who and what we are.
2. What the individual member can gain from being a Woman of Today.
3. Date, time, place of the next meeting.
4. Offer means of transportation.
5. We need you...we need your ideas, enthusiasm, woman power, knowledge, talents and cooperation.
6. ASK THEM TO JOIN OUR ORGANIZATION!

WAYS OF MAKING APPROACHES MORE EFFECTIVE

1. Regular members may phone prospective members and offer rides to meetings.
2. The chairman should try to find the interests of the prospects and introduce them to members with similar interests.
3. Use get-acquainted or mixer games.
4. Hold small at home parties where the prospects are not overwhelmed with strangers.
5. Display scrapbooks at membership parties.
6. Keep an accurate file on each new prospect from the first contact on. Make notes of any special interest or abilities, and an account of the response for each method.
7. The president should write a note of encouragement after first visitation and a welcome note after joining.
8. Guests should be introduced from the floor at the start of each meeting and welcomed.
9. Be careful not to "over pressure" a prospective member. Better to wait a while, then go back when you have an interesting program coming up.

PROBLEMS ENCOUNTERED IN RECRUITING MEMBERS

1. Getting the prospective member to her first meeting.
2. Can't join because I'm already involved in too many things. Stress that they don't have to work on every project. They can choose where they would care to spend their time.

3. You have a small group, consequently your group is too close to really offer a sincere and warm welcome to newcomers. If you really want to grow, you must make a special effort to be friendly and welcome outsiders to the group.
4. Personality conflicts. This occurs in all organizations. A dual effort to improve our skills in human relations and to place the chapter first may help overcome this problem. You are first and foremost a chapter member working to improve yourself and your community.
5. Lack of enthusiasm from the community. Undertake the type of project of significance and keep the news releases going to the local paper. Develop your relationship with the local newspaper and see that you have meaningful news in every issue.
6. Get the prospective members interested without pressuring them. Be natural, be friendly, and be enthusiastic. Your attitude toward the organization and your fellow members will do more to sell membership than what you tell the prospective member.

FIVE EASY STEPS TO RECRUITING

1. Introduce yourself.
2. Get the person talking about themselves.
3. Tell them about our organization.
4. Get the person agreeing with you.
5. Ask the person to join, complete a questionnaire, name, address, phone number, birth-date and email.

Every membership campaign experiences a combination of successes and disappointments. Perhaps the persons you most hoped would join your group decided against it. Remember, for every prospect you wished to enroll and didn't, you probably have some other new member who will contribute just as much to the group and get just as much from it.

Keep in mind during recruitment that the only person in your community who can't be a Woman of Today are those under 18. Look at every individual around you. If perhaps you are tempted to reject someone and not even invite them to join, STOP! Now, ask yourself this question: Was I a "quality" member when I was asked to join Women of Today? I'm sure that you will reconsider that individual. It is because of Women of Today and through Women of Today that we have become the people that we are today. Give other women that same opportunity to grow and develop into "quality" members.

Growth

I am not what I ought to be,
Not what I meant to be,
But thank God I am not
What I used to be.

Give everyone the opportunity to grow

TO BE A STAR RECRUITER. . . REMEMBER YOUR ABC'S

- A - ASK. When you ask someone to join Women of Today, she may say yes! Even if she says no, you've exposed her to the Women of Today organization, and any positive public relations work is a plus for your chapter.
- B - BELIEVE. When you believe that leadership training, community service and personal growth are valuable assets to offer in a volunteer organization, then you'll want to share these opportunities.
- C - COMMUNICATE. COMMUNICATE! COMMUNICATE! Within your chapter, your community, and with potential members.
- D - DECIDE. Do you want others to experience the fun, challenges and friendships that you've found to be part of the Women of Today?
- E - ENTHUSIASM. Let it show!
- F - FUNDAMENTALS. Explain our purposes and programming to a prospective member.
- G - GENERATE A PLAN. Help your chapter develop a membership plan for the year.
- H - HUMOR. We wouldn't continue in this organization if it weren't fun.
- I - INTRODUCE PROSPECTIVE MEMBERS TO EVERYONE! Make them feel welcome and a part of what's going on.
- J - JUST BE HONEST. It works so well!
- K - KINDLY ASK PEOPLE TO JOIN. Don't be too aggressive.
- L - LISTEN. Take the time to be genuinely interested in the person you are trying to recruit.
- M - MEDIA. Use the media to promote membership drives and any community service projects. P.R. is vital!
- N - NEVER BE NEGATIVE!
- O - ORGANIZE YOUR EFFORTS. Use that plan.
- P - PATIENCE. It is a virtue and so often a necessary one.
- Q - QUESTION. Ask an individual about her interests, talents, and opinions on how to improve the community you both live in.
- R - REMEMBER. That this is a volunteer organization and don't get discouraged.
- S - SMILE AND BE SINCERE!

T - TALK ABOUT WOMEN OF TODAY. Mention to friends, neighbors, co-workers, church members, little league mothers, etc., what your chapter is doing. That's the groundwork that will soon spur interest.

U - UNLIMITED OPPORTUNITIES. What your chapter will reap when new members join.

V - VOLUNTEER. Offer a ride to that prospective member. Offer to serve as a big sister and help a new member get involved.

W - WELCOME ANYONE WHO SHOWS AN INTEREST. Treat each new member as a valuable asset to the organization.

X - XTRA EFFORTS. Send a prospective member a copy of the chapter newsletter, so she knows what's coming up, and a note of thanks for her time and interest. The personal touch adds so much!

Y - YOU ARE THE KEY TO SUCCESSFUL RECRUITMENT. You have to make a conscious decision and effort to extend a hand to others.

Z - ZEALOUSNESS. Put your heart in it!

Those are the basics. But just as learning the alphabet does not ensure the ability to read, recruiting a new member or extending a chapter is not an end in itself. The follow-up is crucial!

The STEP activation program is one method of getting new members involved in the total Women of Today program. Be sure to utilize the STEP manual.

SUCCESSFUL RECRUITING PROJECTS

SPECIAL MEMBERSHIP BLITZES

1. Membership Sweepstakes - copy attached.
2. Chapter Challenges - chapter president and/or board offer challenges to their members for signing a new member. They're encouraged to utilize the special talents they have to offer a unique variety of incentives. (Housecleaning, baby-sitting, gourmet meal, a special hand-crafted item, a special dessert, etc.) They comprise a list of incentives their members can choose from. It's been proven time and again that members will work harder if they're working toward an incentive they really want!
3. "Local President for Ransom" - arrange to have the chapter president kidnapped and kept at a member's home. Members have to recruit and sign new members to pay the "ransom." The committee sets the number of new member they have to sign to meet the ransom. Prospects and new members can gather where the president is being kept for social hour of meeting members and hearing about Women of Today.
4. End-of-the-Trimester Incentive - with the "push" for new members at the end of each trimester. Presidents are encouraged to offer an incentive to members who sign a new member during the last week of the quarter. Again, creativity is encouraged!

CONTINUAL RECRUITMENT ATTEMPT IDEA

1. Point System - president establishes a point system: "x" amount of points for talking to a prospective member, "x" amount of points for bringing a prospective member to a meeting, "x" amount of points for signing a new member. Again, incentives are offered based on the number of points earned.
2. "Pop-A-Balloon" - at each meeting, prospective member who signs can pop a balloon that has a slip of paper in it with an "x" amount of dollars off their dues. If chapter funds allow, the member who signed that new member can also pop a balloon. To make this successful as a continual recruitment project, the latter part is essential.
3. Chapter Scouting Report - chapters in large areas implement a scouting report of their own. They include it in each newsletter so members are continually aware of the importance of and need of new members. Drawings can be held for those who submit names to the scouting report.
4. "Go Fish" - A fish bowl is present at all meetings where members can put the names of prospective members into it. After an "x" amount of names are in it, a special drawing is held. This encourages participation from members who do not feel comfortable talking to prospective members. They're able to be a part of the recruiting process and feel comfortable about it because they don't have to be the one to contact the prospective member.

MEMBERSHIP EVENTS

1. Wedding Night - Member and prospective wear their wedding gown or a bridesmaid's dress they wore in a wedding. They model their gown or dress, walking down a white runner, of course! Wedding albums are brought and memories are shared. Punch and wedding cake are served.
2. Puzzle Piece - Members of the committee make a puzzle from a large piece of poster board. Each prospective member receives a piece to the puzzle with their invitation. The invitation says, "Come and learn about the _____ Women of Today and see where you fit in."
3. Banana Bonanza - In their invitation, prospective members are simply told to bring a banana. At the "membership" night, prizes are awarded for the largest banana, smallest, greenest, ripest, etc. Banana splits are then prepared.
4. Naked Spaghetti Dinner - Promote as such (very eye-catching!) but simply have the spaghetti noodles and a variety of sauces to choose from.
5. Scavenger Hunt - Have a list of items teams must return with - each item is worth an "x" amount of points. An exceptionally higher amount of points are given for returning with a current member, bringing back a prospective member and 1000 points are given if that prospective member signs. Simple prizes are awarded to the teams: Slo Poke suckers to the team that returns last, Dum Dum suckers to the team with the highest points, Smarties candy to the prospective members who sign.

6. Road Rally - Committee members decide upon a starting point and an ending point. (They're the only ones who know the ending point.) They devise a course to follow for each car. For example, go to the stop sign, turn left, go 10 blocks, turn right, at the second stop light go north, etc. This course leads them to the ending point, perhaps a member's home, where they enjoy Hors D'oeuvres and drinks. This is also a fun evening for members and their spouses/boyfriends. In that case, the one rule is that members and their husbands are not allowed in the same car!

7. Pregnant "M" Event - Members and prospective members come "pregnant." They play games normally played at baby showers; each receives a corsage made of diaper pins, pacifier, rattle, etc. Six months later another "Membership" Event is held and everyone brings their "babies."

OTHER

1. Chapters devise their own personalized brochure to place in businesses and to send to prospective.

2. Have an informational booth at malls or fairs. To attract women within our age group have a lollipop wheel for the children. If possible, don't charge the children for spinning the wheel; but, if necessary, make sure the cost is minimal. Have brochures to give to the women and also offer a free drawing. Chapter will then have the names, addresses and phone numbers of prospective members!

3. To project professionalism to the community and prospective members, have business cards made for your chapter. Place them in businesses and also give to prospective members. You can get business cards from Vista Print for just the cost of shipping. Go to www.VistaPrint.com.

4. View each project as an opportunity to find names of prospective members! If your chapter runs a Halloween Carnival, have a drawing for the kids. They're to include their name, their parents' name, address and phone number. You may use this to encourage the kids to go home immediately after the carnival.

In order to win the prize, the child must be home to receive the call. Thus the justification for needing the name of their parents and their phone number. The end result is you have the names of many prospective members.

Utilize each project to have a free drawing to acquire the names of prospective members. To make this financially feasible, chapters need to specify that an "x" amount of dollars from the proceeds goes toward the drawing.

5. Invite prospective members and their families to socials you have for your families. This has proven very successful for chapters.

**SAMPLE MEMBERSHIP SWEEPSTAKES:
YOU ARE A WINNER! ! ! ! ! ! ! !**

Carol Doe
Rural Route
Mytown, MO 64000

Mrs. Joe Schmoe
23 Holly Drive
Anytown, AZ 85223

Ms. J. R. Moneybaggs
1500 Diamond Blvd
Beverly Hills, CA 90213

Miss Candy Getz
461 Kennedy Ave.
New York, NY 10001

THE ANYTOWN WOMEN OF TODAY MEMBERSHIP SWEEPSTAKES HAS
OFFICIALLY BEGUN!!!!

Dear Carol,

You are a WINNER!! You have been entered into the Anytown Women of Today Membership Sweepstakes. This sweepstakes will give you the opportunity of a lifetime to join and become a WOMAN OF TODAY!

At the bottom of your letter you will find a STAR sticker. There are three STAR colors and each one is worth a specific dollar amount off your paid Anytown Women of Today Dues!

There is only one catch ---**YOU MUST ATTEND AND JOIN THE ANYTOWN WOMEN OF TODAY ORGANIZATION BEFORE _____!**

The color of your STAR sticker will determine if you will receive \$3.00, \$5.00 or the Grand Prize of \$10.00 off your paid Women of Today dues! **YOU MUST ATTEND AND JOIN THE ANYTOWN CHAPTER BEFORE _____!**

DON'T HESITATE! JOIN TODAY!
YOU WON'T WANT TO MISS OUT ON THIS GRAND PRIZE SWEEPSTAKES OFFER!!!

The general rules of this sweepstakes are as follows:

1. Any woman age 18 or over can join.
2. Must be interested in having fun and making new friends!
3. Must be willing to share ideas and help to continue the success of the Anytown chapter.
4. Interested in the betterment of OUR community!
5. Willing to take on challenges and explore new ideas!
6. VOLUNTEERING AS YOU ARE ABLE!

DON'T FORGET THIS SWEEPSTAKES ENDS _____ - (you may be eligible for future contests.) **BUT DON'T WAIT FOR THE NEXT SWEEPSTAKES! JOIN NOW** and bring your STAR sticker to the October 18th meeting, along with this letter to see what you have won!!!

REMEMBER -- You have a chance at \$3, \$5 or the Grand Prize of \$10 off your paid Anytown Women of Today membership -- **JOIN TODAY!**

ANYTOWN WOMEN OF TODAY
SUSIE MEMBER
CHAPTER PRESIDENT 1997-98

ORIENTATION

The purpose of orientation is to help and encourage a new member to become an active part of your chapter as soon as possible. By telling the Women of Today story and giving her a good understanding of the history and purpose, you enable her to find her place in your group much more quickly. Well-planned orientation programs are a big step forward in solving your retention problems.

Orientation begins when a member joins your chapter and continues throughout her membership of your chapter. She will always have the opportunity to: learn the history of the Women of Today; learn about the local chapter; learn how the local Women of Today function and what their goals, purposes, and projects are; become familiar with terminology including awards, officers and their functions, state activities, etc.; find out what belonging to Women of Today can do for her; meet the officers of the local chapter; meet and become acquainted with as many members as possible; choose committee work best suited to her talents and abilities.

It is probable, however, that unless a definite orientation program is developed, that most of your members will know very little about the organization to which they belong.

ORIENTATION PROGRAM AND OUTLINE

Plan a time, date, and place for your orientation. Personally invite or send invitations to all new members. Prepare an outline for the orientation and follow it. Prepare materials for your members. Provide light refreshments.

Necessary Topics:

1. Purpose of the organization.
2. Types of projects - categories and examples in each.
3. Officers and their duties.
4. Chairmanships - responsibilities and duties.
5. Opportunities and duties for members of the chapter.
6. Benefits from participation in Women of Today activities.
7. What does the chapter expect from you?
8. Question and answer period.

Suggested Outline:

1. History of the state organization.
2. Brief explanation of the Women of Today purpose and goals.
3. Structure of the state organization.
 - a) Officer and duties.
 - b) Voting delegates.
4. State projects and programs.
5. Local chapter history.
6. Local officers' duties.
7. Local projects of the chapter.

A POEM TO THINK ABOUT:

"THE NEW MEMBER"

I'm a new member. . .I see you at meetings.
But you never say, "Hello;"
You're busy all the time you're there with those you already know,
I sit amongst the people, yet I'm a lonesome gal;
The "new members" are as strange as I, and the "old timers" pass me by,
But darn it, you people asked me in, and you talked of friendship;
You could just step across the room, but never make the trip.
Why can't you nod and say "Hello," or stop and shake my hand;
Then go and sit among your friends
Now that I understand.
I'll be at your next meeting,
Perhaps a nice evening to spend
Do you think you could introduce yourself
I want to be your friend.

Something similar to this could be used by local chapters:

BIG SIS/LITTLE SIS PROGRAM

Purpose: To provide companionship and information throughout the year to make a new member's initiation into the Women of Today a pleasant experience.

Responsibilities of Big Sis:

1. Provide transportation to and from the meeting for six months.
2. Introduce members to the officers, chairwomen and the other members.

3. Explain discussion relating to past projects, procedures and relation to the state level. In this way, your little sis may soon feel comfortable enough to volunteer or even chair a project from the onset of her commitment to Women of Today.
4. Explain the purpose and functioning power of Parliamentary Procedure.
5. Co-chair first project with her.
6. Explain and help her complete STEP I Certification.
7. Encourage her to ask questions.
8. Remember success is dependent upon your commitment and follow through.

- 9.
- 10.

11. NAME _____

12. ADDRESS _____

PHONE (HOME) _____ (WORK) _____

OFFICES HELD WITH LOCAL WOMEN OF TODAY CHAPTER _____

ACTIVATION

Most of us would not have to think too far back to when we were new members, anxious to be an active part of the chapter but not knowing quite where or how to begin. This is a critical time for the new members. The desire to serve the chapters is there but she needs guidance and assurance that she is needed and wanted. If no one takes an interest she is likely to drop out. This can be avoided by a carefully planned activation program.

The biggest thing we can do to assist a new member through this critical period of adjustment is to have as much personal contact with her as possible. The best way to make new members feel wanted and needed is to treat them as important individuals. Nothing sours a new member more than being serenaded and lauded while being persuaded to join and then ignored afterward. Keep in touch with new members at least once a week and keep them informed of chapter happenings. (This can be handled through a Big Sis/Little

Sis program.) An informed member who feels she is part of the chapter will become interested - and an interested member is an active member.

Forces which activate members spring from a deep source - the desire for recognition, the desire for identity, the need to belong, the desire to serve her community and the desire for self-esteem. All these and many more hidden ambitions and needs comprise the subconscious reasons people join volunteer organizations. These hidden inner needs must be taken into account.

Set standards - when women meet these standards, they should be recognized for their work; when they fail to meet these standards, they should be tactfully guided toward the attainment of them. Incentives and awards should be a regular part of your yearly membership, for behind many actions of a member lies a desire for recognition or the spirit to compete - and win.

Give new members an opportunity to serve. Use the new member as a co-chairman with an experienced member. Encourage her attendance at district, state and national meetings and on chapter visitations. Give her a chance to use her own initiative and follow up to see if she needs assistance. Give personal credit for her participation - orally, in committee reports and in the monthly newsletter. It is the duty of all members to help new members achieve a feeling of self-satisfaction and pride.

Many chapters make a small ceremony of welcoming a new member by presenting some token such as a rose. This tends to show the new member you welcome her as an individual and not just a percentage gain in membership.

While it is certainly true that you only get out of the Women of Today what you put in, all members are responsible to see that the new member is shown how to participate. It is the duty of all members to help a new member achieve self-satisfaction, the greatest reward of all.

A primary tool for all local chapters is the STEP Program (Success through Enthusiastic Participation.) The program has requirements that encourage participation from the local members and allow some recognition for them when the requirements are filled.

RETENTION

Retention is the most important and most overlooked area in many chapters. Retention is the manner in which we keep members interested and active in the local organization. So often we become concerned with obtaining and orientating new members that the experienced members are forgotten. By maintaining an active membership, your chapter will be a more interesting, inviting and challenging chapter in your community.

I'm sure you've pondered the question, "**Why didn't she renew?**" Although we talked to her many times this quarter about renewing, reminded her through our many communications, it's quite possible we lost her before.

Being a volunteer organization, we have to rely on the motivation of our membership to continue working and joining us. Our lives are demanding and complicated. One of the duties of the local president to be responsible for the workings of the chapter and to always "motivate" your membership to participate. All of us are here for a different reason. The amount of effort we volunteer varies with each individual. But the one common factor we all have is the importance of a "SENSE OF BELONGING."

We must feel important. We must feel that our time is needed and appreciated. If we want the loyalty, interest, and best efforts of our members, we must remember that they need: **A sense of belonging, a sense of sharing in the planning, that the goals and objectives are attainable, what we are doing has real purpose, what we expect of each other, that responsibilities are challenging, that we are making progress, that we have open lines of communication, and a confidence in our leadership to be fair and consistent.**

If we keep the above ideas in mind, those new members we just signed will definitely renew next year!

Retention begins when the prospective becomes a member. Since the first contact of a member is usually membership meetings, it is important to remember:

1. Meetings should be conducted in a democratic manner using parliamentary procedure.
2. The president must be prepared. She should have an agenda to keep the meeting moving.
3. Meetings should begin and end on time.
4. Be friendly and welcome each member.
5. Welcome and encourage new ideas from every member.
6. Try to bring fun into your meetings through a speaker or skits.

In order to assist you in retaining your members, know their capabilities, don't overlook their talents, keep the workers willing, don't overburden them. Praise them for a job well done. Most of all, remember the reason we joined the organization.

1. Fellowship
2. Personal Development
3. Community Service

Retention Plan

1. Upon receipt of dues billing, treasurer and/or president notifies members of renewals due.
2. Collects money.
3. Personally contact any member who has not submitted renewal dues at least one week before final due date.
4. Sends renewals in to state membership contact responsible for collecting dues.
5. If dues billing is being sent to wrong address, change chapter address on Add and Change Form.
6. All dues billings to be sent to the state membership vice president/contact by the 15th of the 3rd month in the quarter.
7. All new members are to be sent in by 1st of each month to the US Membership Vice President using an Add and Change Form.

SAMPLE DUES BILLING LETTER

Date

Sue Member
Box XXX
Anytown, US 68xxx

Dear Sue:

This is to advise you that your yearly dues of \$xx.xx are now due. We value your membership and are looking forward to another year with you as a member. I have enclosed a pre-addressed envelope for your convenience. Please return the bottom of this form with your payment.

Thank you,

Chapter membership vice president/contact Name
Address
Phone Number

P.S. SEE YOU AT THE NEXT MEETING!!

Name _____ Address _____

Programs that you would like to see run this next year in the personal development area are:

Projects you would like to see us work on in our community _____

Ideas that you have to improve our chapter newsletter _____

Any other comments: _____

RETENTION CHECK LIST

Below is a questionnaire on your chapter. Your chapter Board should read it and answer the questions with a YES or NO. If you answer NO to any questions, your chapter may be headed for retention problems.

1. Do you have a sound organizational structure: officers, standing chairmen and committees, project chairmen with adequate committees resulting in efficient operation?
2. Does every member understand your purposes as a chapter and your yearly goals?
3. Do you keep your chapter plans and goals within a reasonable limit considering the time, interests and capabilities of your members?
4. Do you give every member a chance to participate as much or as little as she wishes, in whatever she wishes?
5. Do you keep all your members informed?
6. Do you make each member feel welcomed?
7. Do you welcome and encourage new ideas from each member, old and new?
8. Do you ask each member to participate?
9. Do you give adequate direction and help to members?
10. Are your meetings productive and interesting?
11. Do your committees' meetings accomplish what they set out to do?
12. Do you say "Thank you?"
13. Do you use experienced members for guidance and help whenever you can?
14. Do you review your program at the end of the year and make constructive criticisms for future programs?
15. Do you make your MEMBERS feel that this is their chapter?
16. Do you offer a well-rounded program: Community Involvement, Personal Enrichment courses, etc.?
17. Do you care about your members all year long, and not just when they are due?
- 18.
19. Please utilize this questionnaire a number of times during the year -- it can serve as a good reminder of ways to work continually on retention.

RECOGNIZING YOUR MEMBERS

Each of us has a need to feel important and to be recognized for our efforts. The recognition you give to each member will be very important in making her feel her accomplishments are appreciated.

Awards are a great way to spark excitement and recognize members who have contributed to our Women of Today organization in various ways. Awards can be serious, funny, expensive or inexpensive. They let our members know that they are appreciated for their efforts.

AWARDS CAN

- A** - Acknowledge
- W** - Welcome
- A** - Achieve
- R** - Recognize
- D** - Delight
- S** - Stimulate

Recognition used properly will keep a member going. Incentives are used to get a member going.

Awards can be given monthly, quarterly and at year end. This all depends on the chapter and its officers. They can be determined by participation chapter vote, board vote or presented by the president. Some ideas are:

1. Outstanding Member/Chairman/Board Member/Project/STEP/New Member.
2. Perfect attendance.
3. Certificates of Appreciation.
4. Care Award (traveling pin.)
5. Top recruiter.
6. Recognition to a member chairing her first project.
7. Spirit award.
8. Presidential awards.
9. Key Woman
10. Fun awards. Light Bulb (best idea,) Early Bird (first at meeting,) Gas Can (traveled the most.) LET YOUR CREATIVITY BE YOUR GUIDE!

There is no sure-fire formula for retaining every person that joins your chapter as an active member, but here are suggestions:

R is for RIDES that you will offer her to the meeting, even if you already have a calling committee.

E is for the EXPLAINING -- the how, what, where and when for all your projects about which she knows little or nothing and which even a good orientation program cannot possibly cover.

T is for the TIME you will spend getting to know her better, what she does and what she likes, her talents and interests, and for showing her how and where she can best fit in with your chapter.

E is for the ENERGETIC, ENTHUSIASTIC, EARNEST, EFFICIENT ENDEAVOR that you will enjoy in your efforts to make her an active member.

N is for her NAME that you must remember, finding out how it is spelled and pronounced. Use of name tags (or place tags) at every meeting will help both you and her.

T is for the TALKING you do after the meetings, always including her in your conversations.

I is for the INTEREST you should show in her family and friends and the work she is doing to help your chapter.

O is for the ORIENTATION program set up by your board of directors or your membership chairman which you and the new members should attend together. New members need to know, and experienced members need to be reminded, what kind of an organization they belong to.

N is for the NEED that you have for each other. New members need your friendly conversation, your knowledge of how things are done, and your help and understanding in everything they do. You need new members to stimulate and increase your interest, to give you a different viewpoint on an old problem, and to renew your understanding by having to teach someone else.

Put these suggestions together and they spell RETENTION. There is no better way to retain your own interest in this organization than by helping someone else become an active member.

Officers should first know that they do not make the chapter - the chapter made them.

1. Praise should be given freely and at all times.
2. Be ready to step in and assist when problems seem to arise.
3. Remember that you have been elected to lead. So lead in the right way.
4. Give everyone a chance.
5. Bring out a person, ask for opinions and ideas.

Members: you may not be an officer - but you're just as important.

1. Don't be afraid to ask questions or give ideas.
2. If you think you can do the job, say so.
3. You are just as much a member as anyone else so don't just sit there, get into it!

USWT TRIMESTER MEMBERSHIP AWARDS

FAST START

Recognition for State Membership Vice Presidents/Contact completing criteria.

HIGHEST PERCENTAGE OF GROWTH CHAPTER

Each trimester and for year end, growth by the highest percentage for chapter will be recognized.

HIGHEST PERCENTAGE OF GROWTH STATE

Each trimester and for the year, growth by the highest percentage for states will be recognized.

CHAPTERS AND STATES WITH 100% RETENTION

Each trimester, chapters and states with 100% retention will be recognized.

GOLD CHAPTERS

Each trimester any chapter achieving 75% retention, signing 4 new members during the trimester and achieving growth

MIDYEAR MEETING RECOGNITION

FRIENDSHIP DAY

A social held any time in August.

ANNUAL CONVENTION RECOGNITION

GOLD CHAPTERS

This program begins first trimester. Any chapter achieving 75% retention, signing 4 new members during the trimester and achieving growth. Chapters must have achieved this status 2 out of 3 trimesters.

YEAR END GROWTH

Chapters and states achieving year end growth.

100 PERCENT RETENTION

Year to date retention of 100%.

ONE A MONTH CLUB

Chapters that sign one new member a month this year.

DOUBLE OR TRIPLE UP CHAPTERS

Chapters that double in membership this year.

FELLOWSHIP BUILDER AWARD

Chapters that participate in FRIENDSHIP DAY plus hold 3 more chapter socials throughout the year.

5 MEMBER RECRUITERS

Members that recruit at least 5 new members.

10 MEMBER RECRUITERS

Members that recruit at least 10 new members.

OUTSTANDING STATE MEMBERSHIP VICE PRESIDENT

CHAPTER AND STATE GROWTH

GOLD CHAPTERS - This program begins first trimester. Any chapter achieving 75% retention, signing 4 new members during the trimester and achieving growth, will be recognized as a GOLD chapter. At year end, if chapters have achieved this status for 2 of 3 trimesters, they will be honored as a GOLD CHAPTER OF THE YEAR. This will not be easy to achieve -- it was designed to really challenge chapters and to encourage both excellent recruitment and retention.

FAST START - Recognition for State Membership Vice Presidents/Chairmen completing criteria.

YEAR END GROWTH - Chapters and states achieving year end growth will be recognized.

100% RETENTION CHAPTERS - Year to date retention of 100% will be recognized.

HIGHEST PERCENTAGE GROWTH CHAPTER - Each trimester and for the year, growth by the highest percentage for chapters will be recognized.

HIGHEST PERCENTAGE GROWTH STATE - Each trimester and for the year, growth by the highest percentage for states will be recognized.

MOST NEW MEMBER ADD CHAPTERS - Each trimester and for the year, growth by the highest percentage for states will be recognized.

THE TATER FAMILY

COMMON TATER: I want you to meet the Tater Sisters, sometimes known as the Tater Bags. They are Mrs. Dick Tater, Mrs. Irri Tater, Mrs. Hesi Tater, Ms. Agi Tater, and their cousin, Miss Pater. They all belong to the _____ Women of Today. Each has a big problem and I hope we can help each of them.
(Common Tater introduces each person and asks her to tell the group what her problem is.)

MRS. DICK TATER: How do you do. My name is Mrs. Dick Tater. I'm one of the more important Tater girls because I know how things ought to be done in the _____ Women of Today. No, I don't actually do much but I have a voice loud enough and a tongue long enough to tell any woman what to do. I don't have time to listen to their ideas - probably no good anyway. I have a marvelous understanding of the Bylaws and constitution. I practically memorized the manual and I've figured out almost everything except this: Why do I always wind up sitting in a row by myself?

MRS. IRRITATER: Yes, I'm Irri Tater. I don't mind telling you that. I've always been a faithful member of the _____ Women of Today and I wouldn't miss a meeting for anything. You see, I found out a long time ago where our President ties her goat, so I try to get that goat every chance I get. I just love to whisper, for instance, during the business meeting and then ask the President to repeat what she has just said. I enjoy making people uncomfortable. Guess it's because I've always been uncomfortable myself. How do I serve my chapter? Oh, if I do anything, I try to help with a project, maybe. After all, it's a free

country and I'm over 21 - by just a little. Besides, I figure I can do as I please. No chapter is perfect and I do have a problem: Why does someone always rub me the wrong way every time we meet?

MRS. HESI TATER: Hello girls, I'm a Woman of Today too. I've never been an officer or anything and I have yet to really work on a committee. After all, I'm not a college graduate and I might not be smart enough to do the job right. I don't even like to do any project work like Irri does. They wanted me to be Treasurer and take care of the money - why, I couldn't do that. I hesitate to pay my own dues until I just have to. You all know how my husband can be, and I might lose my job or I might have an extended illness, so I wait until the day before they are to drop my name from the chapter. I'll come to the meetings when it suits me, but don't expect too much. Would I be chairman of the Cutest Baby Contest? I should say not! You should realize that one person can't do it all. One thing I just can't understand: Why don't I enjoy the fellowship of Women of Today like the others do?

MRS. AGI TATER: How do you do, ladies. I'm Agi Tater. I like to keep things in an uproar. I know all the latest gossip and I'm an expert at adding a little flavor to my stories. I figure it's not the truth that counts, it's what folks will believe. I have a keen sense of knowledge. I don't like to choose my friends. What I mean is that I'd rather PICK them to pieces. I tell everything I can get my ear on. I may not know Women of Today members well enough to speak to them, but I know them well enough to talk about them. Yes Sirreeee! You just ought to see how quickly I can damage a friendship with my attitude. I'm a born agitator. Just don't understand why I don't have any close friends -- other people do.

MISS PARTISSA PATER: Hello friends. Yes, I'm Tissie Pater and I want you to know I thoroughly enjoy Women of Today. My cousins simply don't seem to understand the purpose of Women of Today. They have never taken time to find out just how much Women of Today stands for. Personal development, community involvement, the opportunity to meet new people and make new friends. Working within our chapters, we find that we can accomplish so much by working together toward a common goal. When one participates, she learns so much faster. I wouldn't trade places with any one of my cousins. I have too much fun, pride and fellowship in the chapter. I too have a problem - What are we going to do with Dick, Irri, Hessi and Agi?

COMMON TATER: Now that we've heard from all the family, how can we help Tissie bring about a change in her cousins? All of us need to be participating members of our Women of Today chapters. Knowledge, participation, fun and fellowship make a good chapter. Let's all make Partissa Paters of our members by being one ourselves.

(The Tater family came onto the stage and lined up side by side with Common Tater at one side and more to the front of the stage. Hanging from their necks were name tags measuring about one foot long by about five inches wide, cut in the shape of a potato.)

Borrowed from the Iowa Women of Today

CHANNEL CHANGERS

(This skit could be put on at a recruitment or membership meeting.)

Cast of Characters:

1. STORY LADY - Carries child's story book; is very sweet. Book should be of Little Red Riding Hood.
2. WOMAN OF TODAY - Regular clothing or club shirt, may carry Woman of Today newsletter or hold something pertaining to Women of Today and should act happy and enthusiastic.
3. GANGSTER - Wears trench coat with collar turned up and hat pulled down over eyes (or wears western style clothes, complete with gun) talks tough and may carry cigar in mouth.
4. RECIPE LADY - A well-padded grandmotherly person; carries a mixing bowl and wooden spoon; speaks very slowly and carefully.
5. FOOTBALL ANN - Carries a microphone and wears earphones; acts like Howard Cosell. Should wear a man's sport coat and some kind of sporty hat.

The Action:

All characters stand in a line with backs to audience. Each turns quickly to face the audience when speaking and turns away from audience after speaking. The action is fast, with no breaks between speaking parts, just as it would be when changing channels on the TV.

MASTER/MISTRESS OF CEREMONIES: (Should have channel changer) Have you ever flipped through the channels on your TV set, searching for something interesting to watch? Let's imagine we've got a TV set right here (gesture toward stage.)

(Cast of characters enters and lines up on stage with backs to audience.)

MC: Our TV set has five channels, each with a different show. These include a Story Lady, a Woman of Today member, a Gangster, a Recipe Lady and Football Ann.

(As each character is introduced, he/she turns to face audience and bows, then turns away from the audience.)

MC: Let's see what happens as we switch TV Channels. . . .

STORY LADY: Today, Boys and Girls, our story is about Little Red Riding Hood. Once upon a time, there was a little girl named Little Red Riding Hood. One day her mother asked her to go through the wood to visit her grandmother. And on her way, who should jump out from behind a tree but. . .

WOMAN OF TODAY MEMBER: The _____ Women of Today! You can be sure, the _____ Women of Today is just the organization for you. Why just for the asking. . .

GANGSTER: You can shove it down your throat! Try and steal my girl will ya? Why for two cents I'd. . .

RECIPE LADY: Set carefully in a Quart of Prune Juice, and when the mixture is settled, ladies, just pop it into the. . .

FOOTBALL ANN: End zone for a touchdown! WOW! Did you see that last Play, Ladies and Gentlemen? TERRIFIC! And now a word from our sponsor, Shavo. With Shavo, the

sharpest razor in the world. . .

GANGSTER: You can cut your throat for all I care, you dirty lowdown slob!! Who do you think you are anyway?

STORY LADY: Little Red Riding Hood. . .

RECIPE LADY: What a smell! Doesn't that just make your mouth water, Ladies? Now for the vegetables. Ladies, this next recipe is very unique. It calls for one. . .

FOOTBALL ANN: Broken leg! The star is definitely out of the game. The Chiefs really need help! Guess they'll have to call in the. . .

WOMAN OF TODAY MEMBER: _____ Women of Today! Each year we have a Fall and Winter Meeting and they are at different cities in _____ and in May we have our State Convention and there is nothing like it. There are all kinds of forums and exciting Fire-Up Sessions and lots and lots of good food and the best part is meeting so many new people and developing new friendships. We also have workshops for the new officers to take part in. The National Convention is quite a trip. Last year, it was in _____. There is nothing like it. Some had an airplane ride. You're out with the wind, the stars, and. . .

STORY LADY: Little Red Riding Hood, as she entered the cottage, she said. . .

GANGSTER: This is the dumbest thing I've ever done! How could I ever have called you a friend when you turn on me and steal my girl. You slob! You're nothing but a. . .

RECIPE LADY: Hot dog. Slice it carefully and then cook the casserole on top of the. . .

FOOTBALL ANN: Football field. That should do it for the Chiefs folks. With Montana out of the game, it doesn't look like they have a chance. Now they line up. The Snap! Draw Play! What a handoff! There goes Johnson! Look at him go! He's going all the way to the. . .

WOMAN OF TODAY MEMBER: Kitchen sink. You'll share fellowship working together in all aspects of Women of Today. After one of our projects you can't help but say. . .

GANGSTER: I think I'll shoot myself! That gal meant more to me than. . .

RECIPE LADY: A handful of chopped nuts! Chop them up fine and fold them into the flour mixture. Next, beat the eggs until they look like. . .

FOOTBALL ANN: Mud in your face. What a pile up! The Raiders didn't even get past the line of scrimmage. Boy, these Chiefs have really worked hard this half. With the score at 10 to 10 and five minutes to go, who will win?

WOMAN OF TODAY MEMBER: The _____ Women of Today. Boy, you can't pass up this opportunity to join. Right now you are probably saying to yourself. . .

STORY LADY: What a big mouth you have! And the wolf said. . .

GANGSTER: Listen Honey. You're coming with me. I'm tired of all this fooling around. And you, you dirty Yeller Rat. You're nothing but a . . .

FOOTBALL ANN: Hound dog running down the field. OH! OH! It looks like he's heading right for the. . .

RECIPE LADY: Garbage! There's no need to keep it. After this dinner ladies, you'll sigh with satisfaction. Your husband will tell you it's delicious and you'll say, "Oh you. . ."

STORY LADY: Dirty Old Wolf! Little Red Riding Hood ran out of the house screaming, "Save me, Save Me who will Save Me?"

WOMAN OF TODAY MEMBER: The _____Women of Today!!!

Borrowed from the North Dakota Women of Today