



Shellie Matthes
Membership Vice President
2024-2025 Plan of Action

Goals

1. Achieve membership growth in the United States Women of Today (USWT) of +5 by April 30, 2025.
2. Achieve retention of 83% by April 30, 2025.
3. Communicate with state contacts and Directors monthly.
4. Work with the Membership Committee to develop three new M-events.

Implementation

- 1.) Realize membership growth in the USWT of +5 by April 30, 2025.
 - a.) Promote Fast Start, Friendship Day, and Fellowship Builder awards in the State Information Packets (SIP), Today's Leader, US Women of Today Membership Facebook page.
 - b.) Host several membership challenges throughout the year using the USWT President's birthday, Friendship Day, Super Bowl, Cinco de Mayo, Holidays as the starting point.
 - c.) Work on creating a Membership brochure with the Membership team and Committee.
 - d.) Encourage use of the USWT website to locate resources listed under the Membership tab.
 - e.) Send a "Welcome" postcard to new members.
- 2.) Attain retention of 83% by April 30, 2025.
 - a.) Encourage usage of the membership renewal ceremony each Trimester. I will include ideas and a sample ceremony in SIP. I would like to hold a renewal ceremony at Mid-Year for all attendees.
 - b.) Provide support with new chapters/extensions by hosting a membership training each trimester.
 - c.) Promote the STEP program in my SIP's, newsletters, and Facebook.
 - d.) Post reminders on US Membership Facebook page on the deadlines for renewal due dates.
 - e.) Send emails to all State Presidents and contacts reminding them of membership renewals dates.
 - f.) Offer incentives to states with 80%+ retention.
 - g.) After the completion of each Trimester, I will reach out to the State Presidents and contacts to discuss membership and ask what I can do to help.
- 3.) Communicate with state contacts monthly.
 - a.) Contact each state monthly via their preferred method of communication.
 - b.) Host a bi-monthly Membership zoom meeting – everyone welcome.
 - c.) Host monthly touch base meetings via zoom with the Membership team.
 - d.) At the beginning of each month, I will be sending via email a flyer called "Membership Minute" which will encompass reminders, thoughts, upcoming events, and ideas.
 - e.) Work with the membership team to put out a Trimester Newsletter to State Contacts.
 - f.) Post to Facebook upcoming events, socials, membership events, dues reminders, report reminders etc..
 - g.) Respond to emails, texts, and phone calls within 24 hours if possible.
 - h.) Encourage attendance at conventions and start a new activity to honor a "member or state excitement"!
- 4.) Work with the Membership Committee to develop three new M-events.
 - a.) At our monthly team meetings brainstorm innovative ideas or share events they found on Facebook.
 - b.) Ask state contacts if they have any ideas on new M-events to share.
 - c.) Explore other non-profit organizations to see what type of membership events they are hosting.