



Welcome to a new USWT year, 2024 – 2025!

My goal is to offer encouragement, facilitate training and offer you terrific incentives to retain, grow and engage your new members, as well as share tips on how to sustain your current membership.

Please refer to my SIP (state information packet) each trimester, in addition to the SIP's from the balance of the Membership Team — Extensions Director and PR Director for ideas and challenges.

What is your chapter accomplishing in your community? Is your chapter supporting your members with social, learning/growth opportunities? Is your chapter actively looking for new members? [See later pages for ideas on recruitment].

Why is Membership important? Bringing in new members, who are looking for opportunities in the areas of service, personal growth, and friendship generates new ideas, manpower to assist with projects in the community and more friends. Keeping your members involved and engaged reinforces "why" they joined USWT and they will want to renew.

Introduction:

I joined the White Bear Lake WT in August of 2011. I have held several positions at the local level; held positions of District Secretary and District Director, Marketing VP and Membership VP on the state level and just completed my first role as PR Director on the USWT level. I couldn't have done it without the support of my chapter. I work full time for a marketing company in downtown Minneapolis and will be celebrating my 23rd year with the firm. I am co-owner with my husband Steve in his trucking business celebrating our 35th year. I am a proud mom to my daughter Amanda who lives in St. Paul with my 2 grand puppies Thomas and Tillie.

I am here to help you with membership. Please feel free to call me, text me or email me with your questions or ideas.

In Friendship ~



June Emphasis is STEP

June 27th Membership zoom at 6:30m CST

July Emphasis is Membership and Extensions

July 1st Founder's Day

July 1st New Members adds postmarked

July 15 Membership Listening Tour Zoom 6:30 CST

August 1st New Member adds postmarked

August 6th Friendship Day

August 15th Fast Starts due

August 31st Membership VP 1st Trimester Challenge due

August 31st End of Trimester 1



*******HOW TO GET STARTED*******

What is the role of the Membership VP (MVP)? You are the heart of the chapter. It is vital to not only recruit, but also to hold orientation sessions and activate new members. In addition, it is important to recognize, include, and give growth opportunities to your active, seasoned members. New members bring more manpower to your chapter for projects and events; in addition, they can bring inspiration, new ideas and energy, along more opportunities for mentorship in your community. Each member is valuable, and you can share that message with your fellow members.

Check my SIP (state information packet) each trimester for tips and tricks on with Membership.

Please check out this link on the USWT webpage for

<https://sites.google.com/view/uswt/USWT-Awards-Resources/USWT-Membership-Resources>

Chapter/States MVP Fast Start

- Why do a Fast Start? It is a tool for you to use to help you plan your year and help you focus your ideas, sharing your plans with your board and members.
- Why send me your Fast Start? It is a first step for helping me understand your chapter and for, hopefully, the beginning of a yearlong dialogue between us. The more I understand your chapter's/state's unique needs, the better job I can do of supporting you and your members throughout the year.

Fast Start, Part One: Complete the three steps listed below and email them to me:

mvp@uswomenoftoday by August 15.

- 1) Complete a chapter growth plan (see page 3)
- 2) Plan a membership event for 1st Trimester with details.
- 3) Describe your plan for membership within your chapter/state for the next year.

Fast Start, Part Two: Make sure your chapter sends in their New Member Adds by June 1, July 1 and August 1. Make sure your 1st Trimester Renewals postmarked by September 1.

Below is the link to the electronic form on the USWT website:

<https://www.emailmeform.com/builder/form/5y25aBIOASM43548603UoF1H>

*******THE BASICS OF MAKING A GROWTH PLAN*******

Making a Growth Plan, Simplified

Create a new growth plan each year for your chapter/state. This visual for yourself and your members is an excellent way to stay focused on the overall health of your chapter/state in a non-intimidating way. Using these simple steps will make your job as an MVP much easier. Remember, chapter/state growth equals new ideas, enthusiasm, and more hands to help support your own community.

Step 1: Enter your May base (# of members on your chapter roster as of May 1 [When you receive the Dues Billing from USWT, make sure this number matches your roster.]

Step 2: Plan your chapter’s growth by entering the total number of members you would like to have by the end of 2024-2025 by entering at least 1+ your current May Base. [Note: more active members equal an ability to better serve your community and reduce chapter fatigue.]

Step 3: Look at your chapter roster and count the number of members due each trimester and enter below. These three numbers should add up to equal your May Base (see step 1). [Again, double check that your roster matches your USWT dues billing form.

1st Trimester _____ 2nd Trimester _____ 3rd Trimester _____

Step 4: Consider how many members you think will be renewing each trimester and enter below:

1st Trimester _____ 2nd Trimester _____ 3rd Trimester _____

[Review each name on your roster. Are they active? If not, do you know why? Is there something you can do now to get them active? How can other members help get them “activated” and engaged? Newer members (less than 2 years) may need an orientation or be invited specifically or need a “Big Sis” or buddy to encourage them.

Experienced members may feel they are out of loop and are not sure how to jump back in. Let them know there is a place for them and welcome them back with open arms.

Active members with a vested interest in fellowship and service within your community will want to renew.

ACTIVITY IS CONTAGIOUS!!!

Step 5: Add up the numbers from Step 4. _____

Step 6: Subtract Step 5 from Step 2. _____

This is the number of new members you will need to add to achieve the amount of growth stated in Step 2.

What opportunities need to be on your calendar each month to attract new members? What challenges can you present to your members to encourage them to recruit? What marketing/public relations needs to be done and where to attract new members?

I have included ideas and tips in this SIP to help you reach your membership goals.

HINT: The more members that renew equals fewer new members you will have to add to meet your goal.

**Remember to email your growth plan to the MVP. The more information that the Membership team has, the more support we can offer your chapter and community.

Recruit:

Now is the time to gather your members to have a brainstorming session on where and how to look for new members. Get creative! Remind your members to recall why they joined Women of Today? What avenue brought them to our organization? Is that channel still available to bring in new members? Take a look at your “social” media. Who likes your posts? Are they local? Do they have a connection to a chapter member? Send them a message stating you noticed their “like” and invite them to an event or chapter meeting to check you out.

Suggestion—hold “meet and greet” events (coffee shop, at a park, at a farmer’s market) 1-2 times per trimester. Advertise in your local newspaper, on FaceBook, in local neighborhood groups, by word of mouth through your members, and flyers. Have at least a couple members present ready to share their passion for Women of Today. Also have a schedule of upcoming events to hand out to prospective new members as well as obtaining their phone# and email addresses. You will not be successful every time. Keep trying! There are many ideas for socials, events, etc. on the USWT website.

Orientation:

New members are activated much quicker with a sense of belonging if they learn the Who, What, When, Where, Why and How of Women of Today. Having a new member orientation as soon as possible after they join will bring them up to speed. Having a 3-6 month follow up can also be beneficial to reiterate or review information related because the initial orientation can be overwhelming. Even current members can often benefit from mini-orientations to give them updates on the organization. This information can also be shared through trainings or reports. You never know what information might catch someone’s attention and spark their motivation to be active in a new way!

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| <p>Examples of
MINI-ORIENTATIONS—</p> <ul style="list-style-type: none"> *Organizational structure *History of the local chapter/state *Local officers *Programming Awards *State, National Meetings *Acronyms *Plan of Action and Goals *Bylaws and Policies *Description of non-profit organizations *Giving a report at a meeting *Roberts’ Rules of Order |
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Activation:

Activation of members means getting them involved. With enthusiastic, activated members, your chapter will be able to run a variety of projects, create lasting friendships and increase retention. Having active members in your chapter sets a good example for new members to join and become active themselves.

We all either know or belong to that chapter where on the best day only half of the members show up for anything, and often is the same half. Instead of 18 members, you only ever have the support of 9 or 10. Think what kind of a difference your chapter could make in the community if ALL members were active and engaged. It can happen!

A few ideas for activating members are:

- Call and invite them to meetings or events
- Ask them to co-chair a project with another member
- Ask them to partner with someone to bring refreshments to a meeting
- Spotlight them in chapter newsletter or on social media (get permission)
- Create a GET TO KNOW YOU book about all of the members
- Find out what is keeping them away...can you make it easier? Offer them a ride
- Break down commitments to small steps that are more manageable
- ASK THEM TO GET INVOLVED

<p>No One Can Do</p> <p><i>EVERYTHING</i></p> <p>But Everyone Can Do</p> <p><i>SOMETHING</i></p>
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Retention:

When you support your members, you increase the positive energy vibe. Take time to show appreciation for the gifts your members' offer to your chapter and your community. It only takes a few hours to make a difference in your energy, membership involvement, and your impact on the community.

- *Do not let asking for membership dues be the first or only personal contact you have with members.*
- *Consider personal phone calls to all your chapter members once per trimester. Personally invite them to an upcoming meeting or activity.*
- *Remind members at your general meeting and in newsletter articles that all levels of participation are welcome. Remember to respect each member's choice for their level of involvement. They can come to socials or just work on one project if that is what is right for them.*
- *Highlight different members each month in your chapter newsletter or on social media. Share a word of thanks, praise, congratulations, or even a "we missed you at _____". Have a section in your newsletter where members can send notes to each other.*
- *Hold a "members only" social (chapter social) a minimum of once per trimester. Send personal invitations. Have a game night, movie night, dinner out, or any other activity your members would enjoy where they can connect with friends and build their bond.*

How to Handle Trimester Dues

- The dues billings will be mailed to your state once per trimester (June, October, and February).
- Individual states/chapters may handle collecting dues differently. Discuss with your president and treasurer to define your roll in the process.
- Each trimester, as MVP, you should contact all the members up for renewal and ask them to renew. Do not assume a member is not going to renew. Keep calling them until you talk to them and not their voice mail. If calling people does not come to you easily, try one or both of these two tricks. 1) The month before you start calling members put a little note in your newsletter reminding members you will be making dues calls soon. 2) Practice making the call with a close friend or your chapter's president.
- Take the pressure off from collecting dues at the last minute and send in as many of your trimesters renewals as possible before the last day of the trimester.
- If you have any last minutes updates/changes, please email me at mvp@uswomenoftoday.org.

USWT ADD & CHANGE FORM

This form is available online <https://www.emailmeform.com/builder/form/hemn8uHcINPOc368sA9>.

When to use:

- Adding a new member
- Changing a member's contact information (address, phone#)
- A late renewal (renewing 1 or 2 trimesters after trimester due)

When not to use:

- Trimester renewals

Chapters still must send in payment by deadlines to MVP.

WHAT TO DO WHEN A MEMBER DROPS

We have all been there. It is time to remind members of the renewal deadline and a member says they will not be renewing. Now what do you do?

First, and foremost, the member is a member until the end of the trimester! Do not remove the member(s) from the trimester, unless specifically requested. Unless they have asked to be removed from the roster/email list, continue to invite them to all events, include them on mailing list for newsletter, and treat them like all other members. Secondly, tell the member they will be missed and remind them that they would be welcomed back any time in the future, if/when their situation changes. It adds value to their experience when they are leaving and increases the positive energy of that member and of the members. It does not help anybody if a member leaves frustrated and discontented. Thirdly, inform the Membership VP that you have a member that is not renewing (marked as a drop on the dues billing form). If there are more than one members not renewing, please contact me ASAP and we can work on preventing more drops in the next trimester. Your chapter needs members to support your community. I am here to support you and your chapter in meeting this goal.

WOW!

WOW!

USWT MEMBERSHIP 1ST TRIMESTER RECOGNITION

WOW!

WOW!

Fast Start: MVPs who submit their Fast Starts will be recognized on FaceBook, Today's Leader and receive a certificate at Mid-Year convention.

Retention: All chapters who achieve 80% or higher retention 1st Trimester will be recognized at Mid-Year convention, Facebook, Today's Leader and receive a certificate at Mid-Year convention.

New members: Any chapter/state that adds at least 3 new members during the 1st Trimester will be recognized on Facebook, Today's Leader and receive a certificate at Mid-Year convention **AND** receive the **Rainbow Royal Treatment** at the Banquet.

1st Trimester MVP Challenge

Let's have some fun this trimester by completing four of the items listed below and emailing them to me at: mvp@uswomenoftoday.org

1. Take a photo of your members in front of a sign with your community name.
2. Describe a social you held during 1st trimester and take one or more photos.
3. Request a proclamation from your city's mayor for Founder's Day. Take a photo at presentation ceremony.
4. Describe a project held during 1st trimester in 3 short sentences with photo.
5. Host a Founder's Day event and post photos to Facebook and tag me.
6. Post photos from any event on Facebook and tag me.

Send an email to me identifying your chapter/state with the above items by August 30 to have your name placed in a drawing for a goody basket.

USWT RECOGNITION

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

Friendship Day: Planning an event on any day in August (official Friendship Day is 8/1) to encourage members to get to know each better and have some fun. Submit form to mvp@uswomenoftoday.org by 8/31. This form is online.

One-a-Month Club: Sign at least one new member each month between May and April.

Fellowship Builder: Take Friendship Day a step further by holding three more socials during the year. Submit the form to mvp@uswomenoftoday.org by April 30. This form is online.

STEP Certifications – Emphasis in June

What STEP do I need to complete and when?

Step 1:

STEP I Certification is designed to promote the orientation and activation of the new member. All steps of the program **must be completed during the member's first 120 days** (date from when dues are paid). By participating in the required activities, the new member becomes familiar with all levels of the organization.

To certify in STEP I the individual must complete all of the mandatory requirements and two (2) of the optional requirements. The certification form should be sent within 30 days of the completion of the program. This is only completed once.

Here is the link to the online form:

<https://www.emailmeform.com/builder/form/42e4n20e0c1q2rv>

Step 2:

STEP II is designed for the member who **has been a member for 12 months or less**. By participating in this program the member will become activated on all levels of the organization.

To certify in STEP II, the member must complete all of the mandatory requirements and four (4) of the optional requirements within 30 days of the completion of the program. (It is not necessary to complete STEP I to complete STEP II.) This is only completed once.

Here is the link to the online form:

<https://www.emailmeform.com/builder/form/yg0Axe5XOzUw9kfji9b8>

Step 3:

STEP III is designed for the member who has been a member for one (1) to five (5) years, and for any past member in good standing that leaves the organization for any length of time and then rejoins the organization at a later date. This program is for continual activation of those members in all areas of the organization. {It is not necessary to have completed the earlier STEP certifications.}

To certify in STEP III, the member must complete all of the mandatory requirements and eight (8) of the optional requirements. **This can only be completed once per year in years 1-5, and within 30 days of the completion of the program.** From May 1 – April 30.

Here is the link to the online form:

<https://www.emailmeform.com/builder/form/8cGed8Jcap24o4BF0Vy>

Step 4:

STEP IV is designed for the member who has **been a member for six (6) years or more**, and for any past member in good standing that leaves the organization for any length of time and then rejoins the organization at a later date. This program is for continual activation of those members in all areas of the organization.

To certify in STEP IV, the member must complete all of the mandatory requirements and eight (8) of the optional requirements. This can be completed once per year within 30 days of the completion of the program. This can be completed yearly, from May 1 – April 30.

Here is the link to the online form:

<https://www.emailmeform.com/builder/form/f97i5W20Ph6cM58nTTLNu3As8>