



**STATE INFORMATION PACKET  
(SIP)  
2<sup>nd</sup> Trimester 2024-2025  
Extensions Director**

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**REACHING OUT**

Happy Fall Women of Today members,

I don't know about you, but summer and the first trimester have flown by and I am looking forward to an exciting second trimester full of possibilities and opportunities.

What is your WHY? Why did you join Women of Today? Did someone ask you to join and did that make you feel needed, wanted, wonderful all over? Did you look forward to making new friends? Everyone you meet is a prospective member, so tell them your WHY, tell them about this wonderful group; tell them about the friendships you've made, volunteer opportunities, leadership training, the talents you have strengthened, the skills you have gained. When you meet a prospective member, invite them to a social or a membership event and don't forget to invite them to join.

Every new member that joins brings new ideas: for projects, for places to volunteer, for social and/or membership events. In addition, a new member brings more workers and new energy for those projects. We can learn from each other so be prepared to listen—with an open mind!

*Jenise*

**Always  
Be Ready  
To share your WHY**

**What's Included in this Issue:**

Page 1	Letter
Page 2	Membership Conversation An Extension Plan
Page 3	2 <sup>nd</sup> Trimester Challenge Emphasis Month

**SAVE THE DATE:**  
Tuesday, September 17, 6:30pm—USWT Membership Conversation  
Led by Extensions Director—"How to Start and Complete an Extension"  
<https://us02web.zoom.us/j/86813412470?pwd=OTtvZ0vgagza6kzXbLi0R2hTEyeN1e.1>

## Developing an Extension Plan

Has your state or your chapter ever considered doing an extension? Or does it seem a bit (or a lot) overwhelming? Deciding to do an extension is like taking on a big project. It starts with a GOOD plan, so, gather a few key people together and do some brainstorming. The following are some of the main concerns and issues to discuss that you might want to consider:

- 1) What is the purpose of your plan? A general statement should define the overall reason for the plan.
- 2) What are your goals? These should be specific statements of what you are going to accomplish with your plan.
- 3) Identify **WHO**: research and select possible extension sites; who will sponsor an extension (individuals, chapter, state); who should head the extension team; who will take care of the paperwork; who will be responsible for the **PR**; who will do the “hands-on” work?
- 4) Identify **WHAT**: what research needs to be done before an extension can be done; what resources are available for PR; what information needs to be obtained to start an extension; what does the extension team need to know; what are the expectations for the extension team?
- 5) Identify **WHERE**: where would be a good place to start an extension; where can resources be found to help with the extension?
- 6) Identify **WHY**: why do we want or need to do an extension; “why” should also be included in your goals.
- 7) Identify **WHEN**: when would be the best time to do an extension; when would another community be ready for an extension; “when” could be determined by the simple fact of a person requesting a chapter in their community?
- 8) Identify **HOW**: how will an extension be funded; how will it be decided which community to extend; how to get started; how many people are needed?

**Define your plan for public relations.** Before starting an extension, it is important to get the word out about Women of Today. Prior to selecting a site for an extension, you might want to consider a preliminary publicity blitz in several communities. This might give you an idea of how receptive they will be to Women of Today. All during the extension process, you will want to continue to utilize public relations to attract potential members. Part of the plan should identify media sources and samples to use. Please contact your USWT Public Director Cindy Golbuff at [pr@uswomenoftoday.org](mailto:pr@uswomenoftoday.org) for help with social media or articles to put in local papers.

*The most alluring thing a woman can have is confidence.  
...Beyonce*

**CHALLENGE FOR EXTENSIONS DIRECTORS AND/OR TEAMS**

If you have an idea for an extension, email me the following:

- 1) Name of the community AND
- 2) A proposal for public relations AND
- 3) What I can do to help with the extension.

**Deadline: January 1.**

**You will be entered into a drawing for a basket with supplies for an event.**

**EMPHASIS MONTH**

**October is Emphasis month  
For Extensions.**

**Any individual or chapter that files  
An Intent to Extend during October  
Will receive an incentive from me.**

