



United States Women of Today
 Membership VP
 The Colors of Membership

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Tri 2 - 2024



Welcome to 2nd Trimester!

The USWT chapters have really worked hard Tri 1 as evidenced by our continued retention and successes. Thank you to all who participated in Friendship Day and completed the submission form. It was inspiring to read all the wonderful and fun ways you celebrated your friendships!

Thank you for interacting with the Facebook posts and challenges. Our organization added new members and I am excited to celebrate with you at convention. Remarkable work, everybody!!! Read this CIP and follow Facebook for additional challenges and opportunities to win some fabulous prizes at Year-End convention.

For me, changes in season are always a great time to just REFOCUS on the big picture... but also find ways to just stop and delight in daily life. Each season brings little nuances and special things about it to treasure; be it different types of food, routines, the weather or whatever else.

The season's change is also a natural time to just check in with myself too. To remind myself of my big values in life, my intentions, and goals, and how I want to feel and show up daily in my life. So here is my list. I'm sharing it with you in confidence and in the hope that it inspires you to try some of these things or come up with your own! Journal, find some new seasonal recipes, make a seasonal bucket list, detox your environment, tweak your self-care routine, or make a new list.

Together with the membership team, Extensions Director Jenise Teske and PR Director Cindy Golbuff, we will continue to work with states/chapters, offer brainstorming sessions for ideas on recruiting, activation, and retention.

In friendship,

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Membership Calendar

- Sep 22-28**..... Women of Today Week
- Oct 11-12**.....USWT Mid-Year Convention
- Oct 26**Make A Colorful Difference Day
- Dec 15**..... 2nd Tri Dues Deadline
- Dec 30**..... Deadline for all 2nd Tri dues
- Dec. 30**.....2nd Tri MVP Challenge Due

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

Thank you!

Thank you to the following Membership contacts who submitted your Fast Starts—

- Daniel Kaiser, IL
- Jill Kirschner, MN
- Shellie Lemmerman, MN
- Shirley Viesselman, MN
- Pat Fern, ND
- Kim Hermann, NE

* * * * * **KEEP THE EXCITEMENT GOING!** * * * * *

**CHAPTER GROWTH PLAN
TAKE TWO**

Did your chapter create a growth plan?

*If **Yes**, it is time to take it out and re-evaluate.*

*If **No**, it is time to create one.
Having this visual for yourself and your chapter is an excellent way to stay focused on the overall health of your chapter in a non-intimidating way.*

1st Trimester membership results:

- Chapters with 100% retention: 42
- States with 100% retention: 6
- Chapters with growth: 23
- One a month chapter: 1
- In chapter extension 4+ members in one month: 4
- Gold Chapters 75% retention, 4 new members during the trimester and achieving growth: 5
- Friendship Day: 34

* * * * * **Taking Action** * * * * *

Activation

Start by asking your new member (s) these questions

- 1) On average how many meetings, events and projects do you participate in?
- 2) Are there things you are not interested in?
- 3) Which projects offer the most value to our community? Do you participate in these projects? Why or why not?
- 4) What would you like to see our chapter do more of?
- 5) What is your preferred way to receive chapter communications?

How can we make activation easier? It is very frustrating when members join and then become inactive. It can also take away from your chapter's positive energy. Try not to focus too much on the negative. Let's work together to find a solution that works for your chapter.

The first step is to have a Participation Tracking System for your chapter. [This is a spreadsheet to have members check off events participated in.]

- 1) Track which members have not done anything in 6 weeks or more. Give them a call and personally invite them to the next event. Don't let several months go by without any personal one-on-one contact!
- 2) Track which members participate in 2 or more activities in a month, but do not chair events. You have a list in front of you that says what they enjoy. Invite them to co-chair a project. Start them off simple, give them the easy tasks. At the same time, ask them if there is something they would like to change or do differently from similar projects your chapter has done. Allowing members to express themselves and make changes to existing projects helps increase the willingness to participate. This is true even for newer chapters who have only just begun to create patterns in projects. There is a balance between comfort of the known and the ability to make change we need to recognize and support.

MINI-Orientations

Mini orientations can be used as a "refresher course" for the entire chapter on a variety of topics. You can devote a few minutes at your business meeting or put an article in the local newsletter as a way of informing new members as well as updating others on a particular area.

Suggested topics include:

- Organization Structure
- History of your chapter
- Awards
- Programming
- Publications – timing, how to submit
- Acronyms
- Reporting at a meeting
- Extensions and processes
- STEP I, II, III and IV Certs
- Buckets of Sunshine
- Founders Day
- USWT website
- Conventions
- DVA
- Programming

3)Track which members chair projects monthly. Recognize them at general meetings. When you see one member doing everything, remind them that chapter burnout is real and they should make sure they are taking time to enjoy themselves and not just doing projects because no one else will.

The second step is to ask all your members about participation. This should be done yearly and can be anonymous. After receiving the responses evaluate your projects and events. Adjust to fit the current needs of your chapter. Sometime this means replacing current projects and events with new ones. It's not always easy, but it is needed.

A few other ideas for activating members are:

Call and invite them to meetings or events.

Offer to carpool.

Ask them to co-chair a project with someone.

Ask them to partner with someone to bring refreshments to a chapter meeting.

Spotlight them in chapter newsletter or on social media.

Create a GET TO KNOW YOU book about all the chapter members.

Find out what is keeping them away...can you make it easier?

Break down commitments to small steps that are more manageable.

Get To Know You

Members come and go from chapters every trimester and while we may do a good job introducing the new members, we often forget to introduce the existing members.

So here is a chance to get to know all your members! I invite you to have ALL of your members fill out a "Get To Know You" form. You can use the one at the end of this SIP or make up your own and share with your members. When you have collected them, you can share out as chapter directory, put some in your newsletter each month or share throughout the year with your chapter. You can even make a game or give an incentive tied to it. Keep a copy in a binder to have at meetings too.

And you can use this information to help with ideas for the year...causes, skills, incentives. The possibilities are endless!

******* KEEP ON R-O-A-R-ING*******

R--Recruitment

O--Orientation

A--Activation

R--Retention

2nd Trimester Membership Challenge

- 1) I am challenging all chapters/states to help us grow by 40 new members between October and November.
- 2) Sign and submit new member(s) through the website link
AND
- 3) Your chapter will be invited to a spectacular *FALL COLORS* zoom celebration on January 30 at 6:30pm CST to celebrate your success and President Jane's birthday!!

You don't want to miss this!!



INSPIRATION FROM SUCCESSFUL CHAPTERS

Have you ever been at convention and heard it announced...” Chapter has 6 new members this trimester!” And then after clapping graciously said to yourself, “How did they get 6 new members??”

It can be done AND we, the Membership team are going to share this with you! We will share these stories on Facebook, in Today’s Leader, and in future CIPs. We will be reaching out when we see the New Member Adds come in my email box to hear your stories and spread the secret so that others can be inspired.

Have a great idea to share? Send an email or FB message to USWT MVP Shellie at mvp@uswomenoftoday.org.



~ ~ ~ Reward Yourself! ~ ~ ~

MNWT Membership 2nd Trimester Recognition

Retention: All chapters that achieve a 100% retention rate will be recognized on Facebook and Today’s Leader.

New Member Adds: With *3 or more new members*, the chapter will be recognized on Facebook and Today’s Leader. Add *4 or more new members in one month* and be recognized at with an in-chapter extension.

Gold Chapter: Any chapter achieving 75% retention, signing 4 new members during the trimester and achieving growth will be recognized on Facebook and Today’s Leader.

USWT Add & Change Form

New last year is an **online** Add & Change form.

When to use:

Adding a New Member

Changing a member’s contact information (address, phone, email, etc)

A late renewal (renewing 1 or 2 trimesters after the trimester they were due)

When not to use:

Trimester renewals

Chapters still must send in payment per deadlines to the MVP and are welcome to send in New Members or Changes anytime during the trimester.

The link to the form can be found on the MVP page on the website.

T.E.A.M.

Together
Everybody
Achieves
More

Coming together is a beginning.
Keeping together is progress.
Working together is success.
Teamwork makes the dream work.

1st Trimester Recognition as noted in my SIP:

Retention: chapters who achieve 80% or higher retention 1st Trimester will be recognized at Mid-Year Convention with a certificate for their achievement. We have **8** chapters who have earned this distinction.

11 chapters have signed at least 3 new members and will receive the Rainbow Royal Treatment at Mid-Year. Is your chapter one of the 11? Chapters you will be notified by email invite to this exclusive perk!!



More Resources for Membership

USWT Membership Web Page – www.uswomenoftoday.org

Check here for additional ideas, motivations, recognitions, and Add/Change Form.

Extensions Director – extensions@uswomenoftoday.org

This Director focuses on chapters needing support, especially around extending a new chapter in their area. Reach out to her for the steps to start this process.

PR Director – prdirector@uswomenoftoday.org

This Director supports the membership through promoting public relations for member states or chapters focused on generating excitement!



Get To Know You

Insert
Picture
Here

Name: _____	Spouse/Partner: _____
Address: _____	
Phone: _____ H/C _____	Phone: _____ H/C Text Y/N _____
Birthdate: _____	Anniversary: _____
Children: (names, ages & birthdates) _____	
Occupation: _____	Spouse/Partner's: _____
Preferred Communications: Email Text Phone Face book Instagram Other	
Favorites	
Hobbies:	
Color: _____	Drinks: _____
Restaurants: _____	Stores: _____
Are you a member of other organizations? _____ If so, please list them? _____	
How long have you lived in the community? _____	
What special interest areas do you have? (<i>specific community projects, youth, senior citizens, personal development, education or fund raising for a specific area, etc.</i>) _____	
What do you look forward to in Women of Today? (<i>meeting people, community service, getting out of the house, etc.</i>) _____	
What projects have you heard about that you would be interested in working on?	
Anything else you would like to share about yourself? _____	

Thank you for this information that helps us get to know you better!