



Jenise Teske
Membership Vice President
2026-2027 Plan of Action

Back to the Basics

GOALS:

1. Achieve membership growth in the United States Women of Today (USWT) of +3 by April 30, 2027.
2. Attain retention of 83% by April 30, 2027.
3. Communicate with state contacts monthly and Directors twice monthly.
4. Maintain accurate membership records.

IMPLEMENTATION:

1. Achieve membership growth in the USWT of +4 by April 30, 2027.
 - a. Promote Fast Starts, Friendship Day, and Fellowship Builder Awards in the State Information Packets (SIPs), the Today's Leader, and the USWT Membership Facebook page.
 - b. Promote Membership challenges throughout the year using the USWT President's birthday, Friendship Day, Holidays and seasons, and the components of R-O-A-R.
 - c. Encourage use of the USWT website under Membership Resources.
 - d. Provide trimester challenges in the SIPs and Today's Leader.
2. Attain retention of 83% by April 30, 2027.
 - a. Promote STEP in my SIPs newsletters, and on Facebook.
 - b. Post reminders for membership renewal deadlines on the Facebook Membership page.
 - c. Send emails to all State Presidents and State contacts reminding of membership renewal deadline dates.
 - d. Provide practical ways to use the concepts of R-O-A-R.
 - e. Have a challenge every trimester specific to R-O-A-R.
3. Communicate with state contacts monthly and Directors twice monthly.
 - a. Contact State contacts monthly with their preferred method of communication.
 - b. Host Membership Committee Zoom meetings once per trimester.
 - c. Host monthly Zoom meetings with the Membership team.
 - d. Collaborate with the Membership team to distribute a trimester newsletter to the State contacts.
 - e. Post pertinent information on Facebook Membership page—including upcoming events, socials, membership events, dues, and reports reminders.
 - f. Respond to emails, texts, and phone calls within 24 hours, whenever possible.
4. Maintain accurate membership records.
 - a. Maintain an up-to-date accurate of membership renewals and new adds.
 - b. Work with dues billing person at the end of each trimester to make sure records match.

TRAVEL:

1. Summer Staff retreat
2. USWT Mid-Year Convention
3. Winter Staff retreat
4. USWT Year-end Convention
5. State meetings, as schedule and funds permit