



US Women of Today
Tri 1 SIP
2026-27 Membership VP
Jenise Teske
mvp@uswomenoftoday.org

BACK TO THE BASICS

Welcome to USWT Year 2026-2027!

My theme for the coming year is getting “Back to the Basics.” Using the acronym of R-O-A-R, I will have incentives and challenges related to recruitment, orientation, activation, and retention, as well as information on various awards for which your chapter/state can qualify.

At the beginning of each trimester, I will be sharing a State Information Packet (SIP) to distribute at the state and local levels. This document, in addition to the SIP from the Extensions Director and Public Relations Director, who will be on my Membership Team, will also have valuable resources for incentives and challenges.

I am looking forward to working with all of you to help you grow and strengthen our Women of Today organization. I will be holding regular Zoom meetings with an emphasis on Membership; anyone will be welcome to share ideas, give input, be encouraged, and network with other WT members.

A little bit about me:

I have been a member of Women of Today since February of 2013 when I joined the Champlin chapter in Minnesota. I joined because I wanted to become acquainted with other women in the community and learn of volunteering opportunities. I have held local positions—including chapter President and local program manager; district positions—including secretary, District Director, and Programming Vice President; and state positions—including Programming Manager for Community Connections and Priority Area, Extensions Director, Chapter Management Vice President, Membership Vice President and State President. In addition, I served as Extensions Director for the US Women of Today from 2024-2025. I retired from my 40+ year career as a Respiratory Therapist in 2020 and moved to Chandler, Arizona in March of 2025 to be near my adult children. I engineered extending a new chapter, Chandler East Valley in 2026.

In friendship,

Jenise Teske

TABLE OF CONTENTS

Page 1.....	Introduction
Page 2.....	Why Recruit
Page 2.....	Orientation
Page 3.....	Activation
Page 4.....	Retention
Page 5.....	Growth Plan
Page 5.....	Fast Start
Page 6.....	Recognition
Page 6.....	Challenges

IMPORTANT DATES & DEADLINES

6/22...	Membership Zoom
7/1.....	NMA's due (New Member Adds)
7/1.....	Founder's Day
8/1.....	NMA's due
8/2.....	Friendship Day
8/15.....	Fast Starts due
8/31..	End of 1 st Trimester
8/31.....	1 st Tri Renewals due
9/1.....	NMA's due

Why Recruit New Members?

Not only do new members bring new ideas, new perspectives and new energy to your chapter, but also extra manpower for your projects. New members can also introduce new skills and increase your knowledge overall as a chapter to explore new avenues of fundraising, opportunities for volunteering, and different ideas for making an impact in your respective communities. Having more members allows a chapter to do bigger projects, serve more people, and achieve membership goals more effectively. But, you as the Membership VP, do not have to be the sole recruiter. We should all be keeping an eye out for persons in our neighborhoods and circles of friends and family that may need a new friend or may be looking for what our organization has to offer.

How do We Recruit New Members?

Hold a “brainstorming” session at a meeting. Consider all ideas on how and where to look for new members. Share with one another what brought you to join Women of Today, your “WHY?” Going forward, you can have formal gatherings with the intent of a membership drive or informal methods such as challenging your members to bring a friend or family member to a meeting or social. Does your chapter have a Facebook page? Do you have frequent posts to keep events up-to-date? Is someone tracking who ‘likes’ your posts and inviting those (if a non-member) to come check you out at a meeting or event?

Some suggestions for formal Membership events—hold a coffee “meet and greet” at a local coffee shop or park (when weather permits), have an information table at a craft fair, post such events in your local newspaper. When you hold an M-event, encourage attendance by seasoned members and ask them to share their “WHY?” to prospective members. If there are prospective members present, ask for their email addresses and phone#s so you can notify them of upcoming events. In addition, have a brochure and a list of events coming up in the next two months and invite them to come.

See ideas on the US Women of Today page for other ideas—

https://uswomenoftoday.org/?page_id=1028

What’s Next?

When a new member decides to join, thank them and send a welcome card. Submit information to US Women of Today by the end of the current month.

<https://www.emailmeform.com/builder/form/hemn8uHcINPOc368sA9>

As soon as possible after a new member joins, hold a brief orientation to acquaint them with the organization. The sooner a new member has an orientation, the quicker they will have a sense of belonging. What should you include in the orientation? The Who, What, What, When, Where, and How of Women of Today. It is also a good practice to have a followup orientation 3-6 months later to refresh and reiterate the information because the initial information relayed can be a bit overwhelming. It doesn’t hurt to have mini-orientations within your chapter meetings to give updates on the organization.

Ideas for Mini-Orientations: Organizational structure, History of the chapter/state, Local officers, Programming Awards, National/State meetings, Acronyms, Description of non-profit Organizations, Giving a Report at a Meeting, Roberts’ Rules of Order, How to Properly make a Motion

Why Is Activation Important?

Activation means getting new members involved from the get go. This does not mean they have to take on a position or chair a project. It means to include them in activities, making a special effort to invite them, asking them how they would like to be involved or if they have new ideas for projects or activities. When members are active, they are enthusiastic and this sets an example and a welcoming atmosphere for prospective and new members. Active members allow your chapter to participate in a variety of projects without risk of burnout when a minority of members are doing all the work. In addition, active participation fosters lasting friendships and increases the likelihood that those members will renew their membership.

Some examples for activating new members:

- Call and invite them to meetings
- Ask them to co-chair a project with another member
- Ask them to partner with another member to bring treats to a meeting
- Spotlight them in your newsletter or at a meeting to show your gratitude for their involvement
- Create a GET TO KNOW YOU book for all members
- If they are staying away, ask if there is anything you can do to get them to an event or meeting
- Break down commitments to small steps so they do not feel overwhelmed
- ASK THEM TO GET INVOLVED!

An important way to get members activated right away is through **STEP** certifications: (Success Through Enthusiastic Participation)

STEP I

Purpose—to activate and orient new members, to be completed within the first 120 days. By participating in all the requirements, the new member becomes acquainted with all levels of the organization. Completed all the mandatory requirements plus two optional requirements. This form is only completed once.
<https://www.emailmeform.com/builder/form/42e4n20eOc1q2rv>

STEP II

Purpose—to activate members at all levels of the organization, to be completed within the first 12 months or less. Complete all the mandatory requirements PLUS four optional requirements. This form is only completed once.
<https://www.emailmeform.com/builder/form/42e4n20eOc1q2rv>

STEP III

Purpose—for members of 1-5 years, to continue to keep members activated in all areas of the organization. Complete all the mandatory requirements AND eight of the optional requirements. Do not have to complete STEPs I and II before this one. Complete annually from years one to five.

<https://www.emailmeform.com/builder/form/FA2ubfx5jy9MbW>

The STEPs forms can be submitted anytime between May 1 and April 30.

Retaining Members Is Crucial

Supporting your members and making them feel valued and engaged creates a positive energy in your chapter. This results in the group's activities having more impact and being more sustainable. Remind members at each meeting that all levels of participation are welcome—there is no minimum level of involvement required to be a member. When members renew their membership, it ensures continuity, stability, and a strong sense of community within your group. When members feel connected to other members and their community and when they are feeling their efforts in the group are meaningful, their level of excitement can be maintained. As a result, they are more likely to want to continue their journey with Women of Today from year to year.

COLLECTING TRIMESTER DUES

- 1) The dues billing will be emailed to your state once per trimester (June, October, and February)
- 2) Discuss with your State President and/or Treasurer what your role is in the process.
- 3) Each trimester, you as MVP should contact by phone each member who is up for renewal and ask them to renew. (Do not wait until renewal is due to first contact the member.) If this is something that makes you uncomfortable, let members via meeting or newsletter to expect a call from you. If need be, practice the conversation with a friend.
- 4) Collect dues as early as possible to take off the pressure and do not wait until the last day of the trimester to mail them.
- 5) If you have any last-minute questions or updates, contact me at mvp@uswomenoftoday.org

What to do if a member drops—

First of all, it happens. Do not be discouraged! Remember the member is a member until the end of the trimester.

- ✓ Continue to invite her/him to all events, meetings, etc. unless she/he specifically asks you not to do so.
- ✓ Tell the member that she/he will be missed and will be welcomed back anytime in the future. This ensures that her/his experience in Women of Today was valuable and increases the positive energy of the group.
- ✓ Inform the MVP of the drop on the dues billing form.

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

MAKE A GROWTH PLAN

1) Set Your Goals: How many members would you like to have by the end of the year? _____

2) Where Are You Starting From?

- Write down your May Base _____
- Look at your Chapter Roster. Write down the number of members up for renewal for each trimester.
Due Tri 1 _____ Due Tri 2 _____ Due Tri 3 _____
- Now look at the names and count how many you know will renew.
Renew Tri 1 _____ Renew Tri 2 _____ Renew Tri 3 _____
- Total the Trimester Renew numbers _____

3) Look At The Impact of Renewals On Your Goals:

- Subtract the Renew Trimester total from your Goal _____
(This is how many new members your chapter will have to add to meet your goal.)
- Estimate when you will get your new members (NMAs). Spread those out over the three trimesters.
NMAs Tri 1 _____ NMAs Tri 2 _____ NMAs Tri 3 _____

First Trimester

May Base _____
Minus Due Tri 1 _____
Plus Renew Tri 1 _____
Plus NMAs Tri 1 _____

Equals end base Tri 1 _____

Second Trimester

End base Tri 1 _____
Minus Due Tri 2 _____
Plus Renew Tri 2 _____
Plus NMAs Tri 2 _____

Equals end base Tri 2 _____

Third Trimester

End base Tri 2 _____
Minus Due Tri 3 _____
Plus Renew Tri 3 _____
Plus NMAs Tri 3 _____

Equals end base Tri 3 _____

SUBMIT A FAST START

Chapter/State MVP Fast Start

Why do a Fast Start? It is a tool for you to plan your year, focus your ideas, share your plans with your board and members.

Why send me a Fast Start? It is the first step in helping me understand your chapter and, hopefully, the start of a yearlong dialogue. This will help me better support you and your members.

Fast Start, Step One:

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

Fast Start, Step Two:

- 1) Make sure your NMAs are submitted by July 1, August 1, and September 1
- 2) Make sure your 1st Trimester renewals are postmarked by September 1.

Here is the link <https://www.emailmeform.com/builder/form/5y25aBI0ASM43548603U0F1H>

NATIONAL PRESIDENT'S CHALLENGE

Work with the organization of President Laura's choice—The Reel Hope Project

More info to follow; here is the link:

<https://www.thereelhopeproject.org/>

USWT 1ST TRIMESTER RECOGNITION

Fast Start: MVPs who submit a Fast Start will be recognized on Facebook, in Today's Leader, and receive a certificate at Mid-Year Convention

Retention: All chapters/states who received at least 80% retention for 1st Trimester will be recognized on Facebook, in Today's Leader, and receive a certificate at Mid-Year Convention.

New Members: Any chapters/states who add at least 3 new members during 1st Trimester will be recognized on Facebook, in Today's Leader, and receive a certificate at Mid-Year Convention as well as a GOLDEN TICKET at the Mid-Year Banquet.

OTHER USWT RECOGNITION

Founder's Day: Hold an event to celebrate on or about July 1. Submit the form

<https://www.emailmeform.com/builder/form/vz2556I1MA>

Friendship Day: Plan an event on any day in August (official day is 8/) to get members to know each other better and have some fun. Submit the form.

<https://www.emailmeform.com/builder/form/eV878zf0S3Lkf41aFM>

Fellowship Builder: Take Friendship Day one step further by holding 3 or more socials during the year, Submit the form.

<https://www.emailmeform.com/builder/form/0dPvJ72SQDkffCYst>

1ST TRIMESTER MVP CHALLENGE

Complete all of the following information by the deadline with verification to be entered into a drawing at Mid-Year Convention for a special gift.

- ✓ Participate in Founder's Day and submit the form.
- ✓ Participate in Friendship Day and submit the form.
- ✓ Hold a membership event in July
- ✓ Sign and submit information for 2 new members.
- ✓ Submit your Growth Plan

USWT RECOGNITION

Trimester growth: Having at least one member more than your trimester base.

Year-End Growth: Having at least one member more than May base on April 30.

In-chapter Extension: Signing 4 new members in one month.

Double In-chapter Extension: Signing 8 new members in one month.

Double-up Chapter: Ending the year with twice the number of members as May base.

Triple-up Chapter: Ending the year with triple the number of members as May base.

100% Retention: All members from your May base renew.

Gold Chapter: Chapter with 75% retention, that signs 4 new members, and achieves growth.

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