

United States Women of Today MEMBERSHIP MANUAL



MISSION

“OUR MISSION IS TO PROVIDE OPPORTUNITIES IN THE AREAS OF COMMUNITY SERVICE, LEADERSHIP TRAINING, PERSONAL GROWTH AND WORK IN PARTNERSHIPS WITH MULTIPLE CHARITIES.”

VISION

“WE ARE PASSIONATE PEOPLE OF ACTION... EMPOWERING INDIVIDUALS TO MAKE A DIFFERENCE IN THEIR LIVES AND COMMUNITIES.” BENEFITS FROM PARTICIPATING IN WOMEN OF TODAY:

BENEFITS

BENEFITS FROM PARTICIPATING IN WOMEN OF TODAY:

- UNITED IN OUR VISION TO MAKE A DIFFERENCE THROUGH SERVICE AND COMMUNITY INVOLVEMENT.
- ENRICH AND EMPOWER WOMEN IN OUR COMMUNITIES.
- FOSTER A WELCOMING AND INCLUSIVE SOCIAL EXPERIENCE.
- WOMEN GAIN CONFIDENCE TO LEAD.
- CREATING SUPPORTIVE CONNECTIONS AS WE DEVELOP LIFELONG FRIENDSHIPS.

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Dear Membership Contact,

The information in this manual is a compilation of materials pertaining to the membership area. It is designed to furnish you with ideas about: membership recruitment, activation, and retention; record keeping; and the incentive programs offered by the United States Women of Today.

Please take the time to familiarize yourself with the contents of this manual. The forms are available on the USWT website for reporting to the National Membership Vice President. It will help with training incoming officers.

The National Membership Vice President will expect to receive a Membership Dues Submission from your State Treasurer, or the State Membership Contact each month. The Add and Change Form is available on the USWT website. Also, be sure to use a Transfer form for members who leave one chapter and move to another and for at-large members from dropped chapters.

Good luck with your Base +1 Plan. It's the key to YEAR END GROWTH!

GOALS

Every success is achieved because a goal was set, plans were made to reach it and the plan was conducted. Her/him is the Plan for Success for the United States Women of Today in the Membership Area.

I. Goals and Implementation

- A. To achieve year-end growth of the United States Women of Today by one, or more members.
 - 1. National Growth
 - a) Continue Base +1 Membership Plan
 - b) Offer an Awards/Incentive program that encourages recruitment and retention.
 - c) Implement the use of a monthly membership report that records details of membership activity.
 - Distribute to National Board and State membership leaders
 - Include new member adds, states at growth, extensions, chapter activity.

- d) Keep accurate and up-to-date membership records.
 - Record new members monthly and trimester renewals by August 31, December 31 and April 30.
 - Distribute and discuss information with state membership leaders.
- 2. State Growth
 - a) Training for state leaders
 - How to promote membership activity
 - Keeping accurate records and analyzing statistics
 - Training/forum/seminar ideas
 - b) Individualize membership help/programs.
 - Learn how each state handles membership.
 - Work with presidents and/or membership leaders to help them maximize their successes.
 - c) Coordinate information for state leaders to use in membership presentations and promotion.
 - Forum/seminar training outlines to use at state meetings.
 - Ideas for speeches or presentations to chapters
 - Ideas on ways to present membership information to chapters.
 - **Emails
 - **Special mailings
- 3. Chapter Growth
 - a) Stay connected with state and chapters throughout the year.
 - Share information with chapters and states when needed.
 - b) Mail/Email information to all chapters.
- B. Encourage extensions and well-rounded public relations program.
 - 1. Frequent communication with directors
 - 2. Provide ideas and support to directors.
- C. Develop hands-on materials and tools for use in promoting membership, public relations, and extensions.
 - 1. Orientation Video - 8 to 10 minute introduction to the USWT
 - 2. Slide presentation for professional presentations such as Chambers.
 - 3. Membership manuals for chapters and states
 - 4. Membership brochures for sharing or using the standard USWT brochure found on the website.
 - 5. Membership Resource manual for chapter use (ideas only, no training)
- D. Work with the US Membership Committee to make positive progress in the administration of the membership program.

II. Communication

- A. Articles in Today's Leader
- B. Letters to Extensions and Public Relations Directors
- C. SIP's/emails/newsletter to Membership contacts.

- D. Frequent communication with state presidents and membership contacts.
- E. Contributions to any chapter mailings.
- F. Phone calls as needed to National President, directors or state contacts.
- G. Notes as needed.

III. Travel

- A. All national conventions and meetings
- B. State meetings as invited and as are possible.
- C. Any other travel as needed and necessary

WHAT IS BASE +1?

Base +1 is a very simple plan for membership growth.

1. Know how many members you have (base).
2. Subtract the number of members due for the trimester.
3. Add the number of renewals (estimate).

The difference between the number due and number renewed, plus one, is your new member goal.

The key to making it work is to get each chapter working toward a goal of Base +1. If we tell them that as a national organization we need to renew/recruit 1215 members to achieve base +1 for the first trimester, or if we tell them that as a state we need to renew/recruit 102 members, these numbers are pretty incomprehensible if we can get them to look at their own chapter, and see that they have 5 members due, expect to renew 3 of these, then they will need to recruit 3 members to achieve base +1, this seems more achievable. And most importantly, by doing this, they will not only be strengthening their own chapter, but also their state organization and the US Women of Today.

Membership is important. An individual member is important. This plan does not do away with the need to orientate and activate our new members. It does not mean that the only important thing is to renew/recruit to achieve the desired numbers. It is a plan that can work in our chapters and our states, by being aware of what we need to do to achieve growth.

The following information is also provided:

1. SODA (Schedule of Dues Admissions). This form tracks the current number of members and chapters per state according to the records of the USWT, and the number of members due each trimester.
2. Growth Plan: These following forms will assist you in achieving Base +1 for the trimester by tracking base minus the number of members due, plus anticipated renewals. On the right is a blank form to record the actual renewals and NMA's. Blank forms are located on the USWT website under Member Resources tab.

3. The Base +1 Plan. This form should be completed each trimester, indicating the new goal for each trimester as you go along. Blank forms are located on the USWT website under Member Resources tab.

GROW WITH MEMBERSHIP PLAN

NAME _____ CHAPTER _____

MAY 1 MEMBERSHIP BASE _____ DISTRICT _____ REGION _____

TRIMESTER	MEMBERS DUE	RENEWALS ANTICIPATED	NEW MBRS NEEDED	END MEMBER GOAL
1st				
2nd				
3rd				
TOTALS				

STEP 1: List the number of members due in each trimester. The totals of these numbers should equal your May 1 membership base.

STEP 2: Set your GROWTH goal for the year. _____ (Use 10%, 20%, +10, +15, over May 1 base, etc.)

Add your GROWTH goal to your May 1 base to get your total membership goal:

STEP 3: List the number of members you know will renew in each trimester; total.

STEP 4: Find the number of new members needed to achieve your membership goal for the year:

Membership goal
- Renewals anticipated
New members needed

STEP 5: Set your membership goals for each trimester. Remember that your plan should be to GROW each trimester. Your trimester membership goals should equal your total membership goal.

STEP 6: Find your End of Trimester Membership Goal:

Current membership base
 -Members due
 +Renewals anticipated
+New members needed
 End of Trimester Member Goal

STEP 7: Evaluate your plan. If you are not satisfied, raise or lower your goals.
 STEP 8: Use the "How to Work the Plan" chart to evaluate your Trimester progress.

Worksheet "Grow with Membership Plan"

Chapter Trimester	Beg. Base	# Due	# Renewed	# New for Trimester	End of Trimester Total Membership	# Over/Under for Trimester	# Over/Under for Year	# Over/Under from Goal Goal #	
1st									
2nd									
3rd									
Total									

Setting goals is the first step to implementing your membership program. Updating your figures, at least each trimester, will give you the advantage of knowing exactly where you're at with membership. After plugging in the figures, analyze the information. Are you achieving your goals? If you are, great! If not, re-evaluate your membership activities to see what needs to be done and use the "How to Work the Plan" information to help you achieve your goals.

STEP 1: Each trimester fill in the following columns: Beginning Base
 # Due
 # Renewed
 # Added
 End of Trimester. Member goal
 (from Grow with People Plan)

STEP 2: Figure End of Trimester Total

membership: Current Base
 -Members due
 +Actual renewals
+New members added for Trimester
 Trimester Membership Base

STEP 3: Figure "# over/under"

columns

Trimester Total Membership	For Trimester:	End of
Beginning Qtr. Base		-
Over/under for trimester		#
Trimester Total Membership	For Year:	End of
Base		-May 1
Over/under year-to-date		#
Trimester Membership	From Goal:	End of
<u>goal for trimester</u>		<u>-Member</u>
from goal		# away

MEMBERSHIP

HOW TO WORK THE PLAN

A strong, continuous program of recruitment, orientation, activation, and retention doesn't just happen. It must be planned. On your Grow with People Plan, you set up your goals for the year...now you need to decide how to make that plan happen. By working with your board, your membership team, your membership vice president or membership director/program manager/chairperson, you can keep a handle on your membership work by planning ways to work on each aspect of membership.

Setting up a plan like this for each trimester will not only make your job easier, but it will also help introduce the idea of membership as an ongoing, continuous part of state and/or chapter management. Your members will benefit as well -- they will see that they ARE important and that you value them!

TRIMESTER _____ # OF MEMBERS DUE _____ # OF RENEWALS PROJECTED _____

1. PLANS FOR RENEWALS (How & when they will be contacted: special recognition for those renewing; incentives for renewing, etc.)
2. PLANS FOR RECRUITMENT OF NEW MEMBERS (List of prospective members for trimester; how, when, and by whom will they be contacted; special M-nights; incentives for recruiters; incentives for those joining, etc.)
3. PLANS FOR ORIENTATIONS (This includes new member orientations, and general orientations for members; when scheduled, who will take part, etc.)
4. PLANS FOR ACTIVATION (how to get members working on projects, attending events, coming to meetings, etc.)
5. EVALUATION
 - a) Actual number of renewals _____
 - b) Reason for each dropped member:
 - c) Actual number of new members _____
 - d) Names of those to follow up on in next trimester:
 - e) Orientations held (date, topic, number attending)

Base +1

Chapter/State President or Chapter/State Membership Contact:

Use the following outline to help you plan your membership year. Complete the plan and **send a copy** to your State Membership Vice President/Contact and to US Membership Vice President. If your state does not have an officer in charge of membership, send it to the State President and to US Membership Vice President.

Step One

Count the number of members on your roster, beginning May 1. That number is your **beginning base**. Write the number in #1 below.

Step Two

To be at Base +1 at the end of the year, you will need to end with one or more members than your beginning base. Write that number is #2 below. (*Ex. If you have a beginning base of 15, add 1 to make your Base +1 number 16.*)

Step Three

Look through the names on your roster. Make any corrections as needed.

How many of those members will renew this year? Estimate that number and write it in #3 below.

Step Four

Subtract the estimated renewals from Base +1 number. The final number is the number of new members you will need to sign during the year. Write that number in #4 below.

- | | | |
|---------------------------------|---|-------|
| 1. Beginning Base | | _____ |
| 2. Base +1 | | _____ |
| 3. Number of members to renew | - | _____ |
| 4. Number of new members needed | = | _____ |

RENEWAL QUICK CHECK PLAN

Every member is due during one of three trimesters. You can tell which trimester a member is due by looking at the roster and noting the number in the "Trimester Due" column.

Only renew members during the trimester they are due

- _____ 1. Look at the members due for 1st trimester.
_____ 2. Have they attended two meetings in the last trimester?
_____ 3. Have they worked on one project in the last trimester? If so, great!

If not, contact them now! Work to activate them so that they will renew their membership. Personal contact is the key, and now is the time to use that key!

WHAT IS A TRANSFER?

Transfers within a state

When a member moves to a different community within your state and joins their Women of Today chapter, she/he is called a "transfer member." Their name is removed from the old chapter roster and added to the transfer chapter. This transfer also needs to be recorded on the (SODA) Schedule of Dues Admissions report. Since the member is not a drop, we don't drop the membership and add the person as a new member to the new chapter. It is recorded in the "Transfer" column of the (SODA) Schedule of Dues Admission report. The new chapter's May 1 base membership is adjusted to add one more (if they started the year with 25, that number is now adjusted to 26.) A +1 is recorded in the transfer column. The previous chapter's May 1 base membership is adjusted to subtract one (If they started the year with 14, the number is adjusted to 13.) A -1 is recorded in the transfer column. If transfers have occurred in your state please verify with the US Membership Vice President that you have taken care of it correctly.

You cannot transfer your membership the same trimester you are up for renewal. Example: if your dues are up second trimester you cannot transfer any time during the second trimester. You must transfer either/him first or third trimester.

Transfers from state to state

If a member of your state moves to another state, to a community with a Women of Today chapter, they may transfer. National dues are transferred to the new state. Each state should develop a policy on how to handle state dues in the case of a transfer in or out of their state.

Does your chapter have a method for notifying other chapters when members move to another town? It's an excellent way to ensure keeping a good, active member in the organization at her new location. Reciprocity of membership for transferred members can help strengthen the Women of Today organization. It adds much to the feeling of personal loyalty a member will have toward the organization, as it helps her/him to get acquainted with and active in their new community.

If you have a member move away and there is a Women of Today chapter in the area, be sure to write to the local president and recommend your member to her/him. Be sure to include the member's name, family information, date member joined your chapter, record of her/him activities, offices held, present address, date expected to move and new address. And if there is no chapter presently in the area, keep your member informed of your activities, and when she/he gets acquainted, she/he will consider helping to start a Women of Today chapter in her/him new community.

Again, the transfer is recorded on the SODA (Schedule of dues admissions) report and the state and chapter bases are adjusted.

DROPPED CHAPTERS

Remember to communicate about chapters in your states which you know are dropping. Use the Dropped Chapter Form. For several reasons, we don't want to keep them recorded as a chapter if they really aren't. We don't want National officers calling chapters that no longer exist.

Instead, when you notify the US Membership Vice-President that a chapter is dropped, she/he will transfer those members who have not already transferred to another chapter into what is called the "Members at Large." This is a temporary place to hold them until they find a new chapter, for up to one year.

Your state should have a policy on how to manage chapters that are considering dropping. If not, contact the US Membership Vice-President to develop a plan.

REMINDER: The US Women of Today Bylaws state that chapters must have a minimum of 5 members to be considered a chapter. If a chapter drops below 5, they have 2 trimesters to get their membership up to or over 5 or they will be dropped as a chapter. DUAL MEMBERSHIPS are not allowed on the national level.

SUBMISSION OF NEW MEMBER AND RENEWAL DUES:

At the beginning of each year, a list of each state's membership figures, including the trimester renewal figures, will be distributed to State Presidents. THIS BASE WILL NOT BE ALTERED.

2nd

New members are to be submitted on a monthly basis. All new members for a given month should be mailed or fill out online form to the US Membership Vice-President postmarked no later than the 1st of the next month. To be "counted" for that month, the following must be included: a check for \$5.00 for each member submitted, information on the US Women of Today Add and Change Form, available on USWT website and a monthly membership dues submission. ANYTHING POSTMARKED LATER THAN THE 1ST WILL BE FIGURED IN FOR THE NEXT MONTH! The only exception for the postmark to be different, would be when the first is on a Sunday or a holiday.

A trimester dues billing statement will be sent by the United States Women of Today Dues Billing Provider to each State Treasurer (or membership contact as indicated in the beginning of the current membership year.) This form will indicate the number of members up for renewal in that trimester.

The State Treasurer (or membership contact) must complete the form, indicating the names, addresses, etc. of those members renewing. The complete renewal information, monthly membership due submission, along with a check (made payable to the United States Women of Today) for \$5.00 for each member renewing, must be postmarked no later than the 1st of the next month. ANY MEMBERS NOT POSTMARKED BY THE 1ST OF THE NEXT MONTH WILL BE COUNTED AS DROPPED MEMBERS FOR THE ORIGINAL TRIMESTER, AND LATE RENEWALS ADDED TO THE NEXT TRIMESTER. (They would then be in the next trimester when they come up for renewal the next year.)

SOME IMPORTANT NOTES CONCERNING EXTRAORDINARY CIRCUMSTANCES:

1. When a chapter is dropped, YOU MAY NOT SIMPLY JUST WIPE OUT ANY OF THEIR MEMBERS. The dropped chapter's members must stay on the state's membership list until the trimester in which they are due. At that time, they would be counted as a drop.
2. When a member transfers from one chapter to another, you can handle it internally. You can simply subtract 1 from the base of the chapter she/he was in, and add 1 to the base of the

chapter she/he transferred into. A transfer does not count as a new member. A transfer should occur before the member's trimester due date. Transfers cannot occur in the trimester a member is due because they will be lost in the dues billing process. A transfer form must be completed and sent to the National Membership VP.

3. In the case of a member moving to another state: her/his national dues \$5.00 will transfer, providing she/he transfers during a trimester other than that in which she/he is due. A transfer cannot occur in the trimester the member is due. No state dues do not transfer. The membership bases of the states involved would be adjusted to reflect the transfer.

United States Women of Today Individual Membership Dues Procedures

Individual Dues per member are \$5.00

SODA (Schedule of Dues Admissions)

*The SODA is to be updated each month by the USWT Membership VP.

*This form includes the following about each state:

Membership Base

Chapter Base

Trimester renewal numbers broken down into the 3 trimesters

This form is to let the USWT Membership VP to know how many members are due each trimester.

Trimester Dues Billing

*Will be sent to the states for the chapters indicating to them who are due.

*This form must be returned by the due date as indicated on the form.

*Information listed on the form:

Chapter name

Members name

Address

Zip

Birth Date

Email

Joined date

United States Women of Today Add and Change Form

*Should be sent in monthly by the 1st of the month following the month the member was recruited.

*Information needed on the form:

State name

State number

Chapter name

Chapter number

Members name

Address

Zip

Email
Birth Date
Recruiter Information

*This form can be found on the USWT website under the Membership VP page and is to help the state and national organization in recording all new members and to indicate name and/or address changes for current members.

**All checks should be made out to the "United States Women of Today".
The check and forms are to be sent to the US Membership Vice-President.**

MONTHLY MEMBERSHIP DUES SUBMISSION UNITED STATES WOMEN OF TODAY

Name of State _____

Month _____

Submitted by _____

Address _____

Phone Number _____

Number of New Members _____

Number of Renewals _____

Total Number of New Members/Renewals _____

Times Amount Due Per Member _____X \$5.00_____

TOTAL AMOUNT DUE _____

Check made payable to the **United States Women of Today**.

Mail one copy of this form and the new member and/or renewal forms to the US Membership Vice-President.

New member dues are due postmarked by the **1st of the month** following recruitment.
Renewal dues are due postmarked by the **1st of the month** following the end of the trimester.

R.O.A.R.

There are so many things **you** can do to help the US Women of Today realize their goal of growth. The basics you already know:

1. **Recruit** new members -- New ideas and fresh enthusiasm are always needed.
2. **Orientations** for all members -- The more members know about Women of Today, the more interested and involved they will become.
3. **Activate** members. Encourage chairmanships. Remember to call and keep them informed. Write notes. Work with them. Be a friend.
4. **Retain** your members -- Contact each member that is due and ask them to renew. EACH member should be asked personally.

MEMBERSHIP GETTING STARTED

The very first step is to establish a membership program in your state or chapter. Discuss the importance of a membership program with the entire chapter or with the state board. Set aside some time for evaluating and brainstorming -- ask questions and provide information that will get your members thinking about the importance of membership.

1. Why is it important to gain new members?
 - * More members provide more ideas.
 - * More members provide more help with projects.
2. Why is it important that we retain our members?
 - * Experienced members assume leadership roles.
 - * These members gain knowledge and can pass their knowledge on to others.
3. How are we doing so far?
 - * Are members attending meetings?
 - * Do we offer something to attract newcomers? Married, single people?
 - * Are we leaving prospective members with a good first impression?
 - * Are we retaining new members? Why or why not?
 - * Are we making prospective new members feel welcome?
 - * Are we orienting all our members?
 - * Are we retaining experienced members by utilizing their talents and knowledge?
4. Get personal input from all members. By focusing on their experiences in Women of Today, you will gain valuable information about the need and status of your chapter. By asking for opinions, members will know that they are an important part of the chapter, and that their opinion is valued.
 - * Why did you join?
 - * What do you like best about our chapter?

* Why is it important to you to be active?

* Is there anything you dislike?

Membership is an on-going project and the next step is to implement a program that is organized and workable.

1. Assign/Elect someone (a director, VP, program manager or chairman) to oversee membership.
2. A membership committee can be an effective approach, with delegation of responsibilities of membership: recruitment, activation, retention, and orientation.
3. Provide the person(s) in charge with all the tools you can -- information from state and national officers, pertinent correspondence, national and state membership manuals, ideas from other states/chapters.
4. Encourage those in charge to use as many other chapter members as possible. They should keep everyone informed of plans and results, through reports and/or printed articles.

REMEMBER: GROWTH is people with experience.
GROWTH is people with new ideas and enthusiasm.
GROWTH is people who will become your friends.
GROWTH is people who will be the peoplepower for the projects.
GROWTH is people to chair the projects.
GROWTH is people to become the leaders.
GROWTH is people to give life to your group!

MEMBERSHIP RECRUITMENT... A KEY TO "BASE +1"

BE A WOMEN OF TODAY SPOKESPERSON

A. Qualifications

1. Believe in the Women of Today way of life.
2. Be willing to share this philosophy.
3. Be excited about Women of Today.

B. The Four Basic Approaches

1. Share community involvement projects.
2. Share personal testimony. Speak from the heart.
3. Appeal to prospect's interest areas.
4. Develop prospect's self-worth.

C. Suggested Openings

1. Are you a Women of Today member?
2. Is there a reason you aren't a Women of Today member?
3. Have you ever heard about Women of Today?
4. Has anyone ever talked to you about Women of Today?

D. Standard Objections

1. I don't have enough time.

2. I'm not a business minded person.
3. Women of Today does not do anything I'm interested in.
4. It cost too much.

E. Closing the Sale

1. Invite them to join.
2. Offer a ride to their first meeting/event.
3. Encourage participation in an upcoming project or invite to a chapter social event.

WHAT TO SAY

1. Who and what we are.
2. What the individual can gain from being a Women of Today member.
3. Date, time, place of the next meeting.
4. We need your ideas, enthusiasm, knowledge, talents and friendship.

WAYS OF MAKING APPROACHES MORE EFFECTIVE

1. Regular members may phone prospective members and offer rides to meetings.
2. The chairperson should try to find the interests of the prospects and introduce them to members with similar interests.
3. Use get-acquainted or mixer games.
4. Display scrapbooks at membership parties.
5. Keep an accurate file on each new prospect from the first contact on. Make notes of any special interest or abilities, and an account of the response for each method.
6. The president should write a note of encouragement after first visitation and a welcome note after joining.
7. Guests should be introduced from the floor at the start of each meeting and welcomed.
8. Be careful not to "overwhelm" a prospective member. Better to wait a while, then go back when you have an interesting program coming up.
9. Assign an active member to sit with the prospective member.

PROBLEMS ENCOUNTERED IN RECRUITING MEMBERS

1. Getting the prospective member to her/his first meeting.
2. Can't join because I'm already involved in too many things - let them know they don't have to work on every project. They can choose which ones they are interested in.
3. If you really want to grow, you must make a special effort to be friendly and welcome outsiders to the group.
4. Personality conflicts may arise, but it is important to remember that this can negatively affect a prospective new members perception of your group.
5. Get the prospective members interested without pressuring them. Be natural, be friendly, and be enthusiastic. Your attitude toward the organization and your fellow members will do more to sell membership than you telling the prospective member.

Growth

I am not what I ought to be,
Not what I meant to be,
But thank God I am not
What I used to be.

Give everyone the opportunity to grow.

TO BE A STAR RECRUITER. . . REMEMBER YOUR ABC's

- A - ASK. When you ask someone to join Women of Today, she/he may say yes! Even if she/he says no, you've exposed her/him to the Women of Today organization, and any positive public relations work is a plus for your chapter.
- B - BELIEVE. When you believe that leadership training, community service and personal growth are valuable assets to offer in a volunteer organization, then you'll want to share these opportunities.
- C - COMMUNICATE. COMMUNICATE! COMMUNICATE! Within your chapter, your community, and with potential members.
- D - DECIDE. Do you want others to experience the fun, challenges and friendships that you've found to be part of the Women of Today?
- E - ENTHUSIASM. Let it show!
- F - FUNDAMENTALS. Explain our purposes and programming to a prospective member.
- G - GENERATE A PLAN. Help your chapter develop a membership plan for the year.
- H - HUMOR. We wouldn't continue in this organization if it weren't fun.
- I - INTRODUCE PROSPECTIVE MEMBERS TO EVERYONE! Make them feel welcome and a part of what's going on.
- J - JUST BE HONEST. It works so well!
- K - KINDLY ASK PEOPLE TO JOIN. Don't be too aggressive.
- L - LISTEN. Take the time to be genuinely interested in the person you are trying to recruit.
- M - MEDIA. Use the media to promote membership drives and any community service projects.

P.R. is vital!

N - NEVER BE NEGATIVE!

O - ORGANIZE YOUR EFFORTS. Use the Growth Plan.

P - PATIENCE. It is a virtue and so often a necessary one.

Q - QUESTION. Ask an individual about her/him interests, talents, and opinions on how to improve the community you both live in.

R - REMEMBER. That this is a volunteer organization and don't get discouraged.

S - SMILE AND BE SINCERE!

T - TALK ABOUT WOMEN OF TODAY. Mention to friends, neighbors, co-workers, church members, little league mothers, etc., what your chapter is doing? That's the groundwork that will soon inspire interest.

U - UNLIMITED OPPORTUNITIES. How will your chapter benefit when new members join?

V - VOLUNTEER. Offer a ride to that prospective member. Offer to serve as a mentor and encourage a new member get involved.

W - WELCOME ANYONE WHO SHOWS AN INTEREST. Treat each new member as an asset to the organization.

X - XTRA EFFORTS. Send a prospective member a copy of the chapter newsletter, so she/he knows what's coming up, and a note of thanks for their time and interest. The personal touch adds so much!

Y - YOU ARE THE KEY TO SUCCESSFUL RECRUITMENT. You must make a conscious decision and effort to extend a hand to others.

Z - ZEALOUSNESS. Put your heart in it!

Those are the basics. But just as learning the alphabet does not ensure the ability to read, recruiting a new member or extending a chapter is not an end but a beginning. The follow-up is crucial!

The STEP program is one method of getting new members activated in the Women of Today. Be sure to utilize the STEP manual, located on the USWT website under Member Resources tab.

SUCCESSFUL RECRUITING PROJECTS

Recruiting events can be located on the USWT website under the Member Resources tab

ORIENTATION

The purpose of orientation is to help and encourage a new member to become an active part of your chapter as soon as possible. By telling the Women of Today story and giving her/him a good understanding of the history and purpose, you enable her/him to find her/his place in your group much more quickly. Well-planned orientation programs are a big step forward in solving your retention problems.

Orientation begins when a member joins your chapter and continues throughout her/his membership in your chapter. She/he will always have the opportunity to: learn the history of the Women of Today; learn about the local chapter; learn how the local Women of Today function and what their goals, purposes, and projects are; become familiar with terminology including awards, officers and their functions, state activities, etc.; find out what belonging to Women of Today can do for her/him; meet the officers of the local chapter; meet and become acquainted with as many members as possible; choose committee work best suited to her/his talents and abilities.

It is probable, however, that unless a definite orientation program is developed, that most of your members will know very little about the organization to which they belong.

ORIENTATION PROGRAM AND OUTLINE

Plan a time, date, and place for your orientation. Personally invite or send invitations to all new members. Prepare an outline for the orientation and follow it. Prepare materials for your members. Provide light refreshments.

Necessary Topics:

1. Purpose of the organization.
2. Types of projects - categories and examples in each.
3. Officers and their duties.
4. Chairmanships - responsibilities and duties.
5. Opportunities and duties for members of the chapter.
6. Benefits from participation in Women of Today activities.
7. What does the chapter expect from you?
8. Question and answer period.

Suggested Outline:

1. History of the national/state/local organization.
2. Brief explanation of the Women of Today
 - a) Mission Statement
 - b) Vision Statement.
 - c) Benefits
 - d) Creed
3. Structure of National organization.
 - a) Officers and duties
 - b) Voting Privileges
 - c) Meetings (October- Midyear & June- Annual)
4. Structure of your state organization.
 - a) Officers and duties.
 - b) Voting Privileges

- c) Meetings
- d) State projects and programs.

5. Structure of Local organization.

- a) Officers and duties
- b) Voting Privileges
- c) Meetings
- d) Local Projects

A POEM TO THINK ABOUT:

"THE NEW MEMBER"

I'm a new member. . . I see you at meetings.

But you never say, "Hello;"

You're busy all the time you're there with those you already know, I

sit amongst the people, yet I'm a lonesome gal;

The "new members" are as strange as I, and the "old timers" pass me by,

But darn it, you people asked me in, and you talked of friendship.

You could just step across the room but never make the trip.

Why can't you nod and say "Hello," or stop and shake my hand;

Then go and sit among your friends

Now that I understand.

I'll be at your next meeting,

perhaps a nice evening to spend

Do you think you could introduce yourself

I want to be your friend.

Something like this could be used by local chapters:

BIG SIS/LITTLE SIS PROGRAM

Purpose: To provide a mentor and information throughout the year to make a new member's initiation into the Women of Today a pleasant experience.

Responsibilities of Mentor:

1. Offer transportation to and from the meetings for six months.
2. Introducing members to the officers, chairs and other members.
3. Explain discussion relating to projects and procedures. In this way, your little sis may soon feel comfortable enough to volunteer or even chair a project from the onset of their commitment to Women of Today.
4. Explain the purpose of Parliamentary Procedure.
5. Offer to Co-chair first project with them.
6. Explain and help them complete STEP I Certification and other certifications.
7. Encourage them to ask questions.

Remember success is dependent upon your commitment and follow through.

ACTIVATION

Getting new members activated is a crucial time for any chapter. The desire to serve the chapter is there, but they need guidance and assurance. If no one takes an interest the new member is likely to drop out. This can be avoided by a carefully planned activation program.

The best thing we can do to assist a new member through this orientation period is to have as much interaction with them as possible. The best way to make new members feel wanted and needed is to treat them as important individuals. Stay connected with new members at least once a week and keep them informed of chapter happenings. (This can be managed through a Big Sis/Little Sis/mentor program.) Any member who feels a part of the chapter will become an active member.

Give new members an opportunity to serve as a co-chair with a past chair. Invite new members to attend district, state, and national meetings and to chapter visitations. Give personal credit for their participation, in committee reports and/or newsletter. It is the duty of all members to support and recognize new members in their accomplishments.

Many chapters host a small ceremony of welcoming a new member by presenting some token such as a rose. This shows the new members you welcome as individuals.

A resource for all local chapters to utilize is the S.T.E.P. Program (Success through Enthusiastic Participation). The program has requirements that encourage participation from the local members and allow recognition for them when the requirements are fulfilled. (see the USWT website for forms)

RETENTION

Retention is a key area to many chapters' success. Retention is the way we keep members interested and active in the local organization. So often we become concerned with obtaining and orientating new members that the veteran members are taken for granted. By maintaining an active membership, your chapter will be more interesting, welcoming and community orientated.

I'm sure you've pondered the question, **"Why didn't they renew?"** We talked to them many times about renewing and reminded them through our many communications.

As a volunteer organization, we must rely on our membership to continue working together to serve our communities. The local president's responsibility is to continually motivate and inspire your membership to participate. Everyone's contributions vary based on their skills and interest. A key factor to remember is that everyone needs to feel appreciated for the efforts they share with the organization.

Retention begins when the individual becomes a member. The first contact with a member is usually at membership meetings:

1. Meetings should be conducted using parliamentary procedure.
2. The president must be prepared. She/he should have an agenda to keep the meeting moving.
3. Meetings should begin and end on time.
4. Be friendly and welcome each member.
5. Welcome and encourage new ideas from every member.
6. Encourage fun in your meetings through a speaker or skits.

To assist you in retaining your members, know their capabilities, don't overlook their talents, and keep them involved. Recognize them for a job well done. Most of all, remember the reasons we joined the organization.

1. Fellowship/Friendship
2. Personal and Professional Development
3. Community Service

Retention Plan

1. Upon receipt of dues billing, treasurer and/or president notifies members of renewals due.
2. Invite them to renew and collect dues.
3. Any member who has not submitted renewal dues should be contacted at least one month before final due date.
4. Send local renewals to the state membership contact responsible for collecting dues.
5. If dues billing is being sent to the wrong address, change chapter address of the Chapter Add and Change Form located on the USWT website.
6. All dues billings to be sent to the state membership vice president/contact by the 15th of

the 4th month in the trimester.

7. All new members are to be sent in by 1st of each month to the US Membership Vice President using an Add and Change Form located on the USWT website.

RETENTION CHECK LIST

Below is a questionnaire on your chapter. Your chapter Board should read it and answer the questions with a YES or NO. If you answer NO to any questions, your chapter may be headed for retention problems.

1. Do you have a sound organizational structure: officers, standing chair and committees, project chair with adequate committees resulting in efficient operation?
2. Does every member understand your purposes as a chapter and your yearly goals?
3. Do you keep your chapter plans and goals within a reasonable limit considering the time, interests and capabilities of your members?
4. Do you give every member a chance to participate as much or as little as they are able to?
5. Do you keep all your members informed?
6. Do you make each member feel welcomed?
7. Do you welcome and encourage new ideas from each member, old and new?
8. Do you ask each member to participate?
9. Do you give adequate directions and help to members?
10. Are your meetings productive and interesting?
11. Do your committees' meetings accomplish what they set out to do?
12. Do you say, "Thank you?"
13. Do you use experienced members for guidance and help whenever you can?
14. Do you review your year's activities at yearend and make notes of what did and did not work, for future reference?
15. Do you make your MEMBERS feel that this is their chapter?
16. Do you offer a well-rounded program: Community Involvement, Training, Wellness and Personal Development, including development from directors, Forums?
17. Do you care about your members all year long, and not just when they are up

for renewal?

18. Please use this questionnaire as a guide for each trimester -- it will serve as ways to work continually on retention.

RECOGNIZING YOUR MEMBERS

Each of us has a need to feel important and to be recognized for our efforts. The recognition you give to each member will be very important in making them feel their accomplishments are appreciated.

Awards are a great way to spark excitement and recognize members who have contributed to our Women of Today organization in various ways. Awards can be serious, fun, expensive or inexpensive. They let our members know that they are appreciated for their efforts.

AWARDS CAN	A - Acknowledge
	W - Welcome
	A - Achieve
	R - Recognize
	D - Delight
	S - Stimulate

Recognition used properly will keep a member going. Incentives are used to get a member going.

Awards can be given monthly, each trimester and at year end. This all depends on the chapter/state and its offices. They can be determined by participation chapter vote, board vote or presented by the president. Some ideas are:

1. Outstanding Member/Chairman/Board Member/Project/STEP/New Member.
2. Perfect attendance.
3. Certificates of Appreciation.
4. Care Award (traveling trophy)
5. Top recruiter.
6. Recognition to a member chairing their first project.
7. Spirit award.
8. Presidential awards.
9. Key Woman
10. Fun awards. Light Bulb (best idea,) Early Bird (first at meeting,) Gas Can (traveled the most.) LET YOUR CREATIVITY BE YOUR GUIDE!

There is no sure-fire formula for retaining every person that joins your chapter as an active member, but here are suggestions:

R is for RIDES that you will offer them to the meeting, even if you already have a calling committee.

E is for the EXPLAINING -- the how, what, where and when for all your projects about which they are still learning.

T is for the TIME you will spend getting to know them better, what their talents and interests are.

E is for the ENERGY and ENTHUSIASM that you will enjoy as you work towards making them an active member.

N is for their NAME that you should remember, finding out how to spell and pronounce it. The use of name tags (or place tags) at every meeting will help both you and them.

T is for the TALKING you do after the meetings, always try to include all members in your conversations.

I am for the INTEREST you should show in their family and friends and the work they are doing to help your chapter.

O is for the ORIENTATION program set up by your board of directors or your membership chair which all members should attend. New members need to know, and experienced members need to be reminded what type of organization they belong to.

N is for the NEED that you have for each other. New members need your friendly conversation, your knowledge of how things are done, and your help and understanding in everything they do. You need new members to stimulate and increase your interest, to give you a different viewpoint on an old problem, and to renew your understanding by having to teach someone else.

Put these suggestions together and they spell RETENTION. There is no better way to retain your own interest in this organization than by helping someone else become an active member.

As an officer, please keep in mind:

1. Compliments should be given freely and at all times.
2. Be ready to step in and assist when problems seem to arise.
3. Remember that you have been elected to lead, lead in the right way.
4. Give everyone a chance.
5. Encourage all members to participate by asking for opinions and ideas.

Members who may not be an officer, but are just as important.

1. Don't be afraid to ask questions or give ideas.
2. If you think you can do the job, step up and volunteer.
3. You are just as much a member as anyone else so don't just sit there, get involved!

USWT TRIMESTER MEMBERSHIP AWARDS

HIGHEST PERCENTAGE OF GROWTH CHAPTER

Each trimester and for year end, growth by the highest percentage for chapter will be recognized.

HIGHEST PERCENTAGE OF GROWTH STATE

Each trimester and for the year, growth by the highest percentage for states will be

recognized.

CHAPTERS AND STATES WITH 100% RETENTION

Each trimester and year end, chapters and states with 100% retention will be recognized.

GOLD CHAPTERS

Each trimester any chapter achieving 75% retention, signing 4 new members during the trimester and achieving growth.

OUTSTANDING STATE CONTACT

Each trimester the USWT Membership VP selects and outstanding state contact for membership to be recognized.

MIDYEAR MEETING RECOGNITION

FRIENDSHIP DAY

A social held any time in August.

FAST START

Recognition for State Membership Vice Presidents/Contact completing criteria.

ANNUAL CONVENTION RECOGNITION

GOLD CHAPTERS

This program begins in the first trimester. Any chapter achieving 75% retention, signing 4 new members during the trimester and achieving growth. Chapters must have achieved this status 2 out of 3 trimesters.

YEAR END GROWTH

Chapters and states achieving year end growth.

100 PERCENT RETENTION

Year to date retention of 100%.

ONE A MONTH CLUB

Chapters that sign one new member a month this year.

DOUBLE OR TRIPLE UP CHAPTERS

Chapters that double in membership this year.

FELLOWSHIP BUILDER AWARD

Chapters that participate in FRIENDSHIP DAY plus hold 3 more-chapter socials throughout the year.

5 MEMBER RECRUITERS (Super Recruiter)

Members that recruit at least 5 new members.

10 MEMBER RECRUITERS (Mega Recruiter)

Members that recruit at least 10 new members.

OUTSTANDING STATE MEMBERSHIP Contact

LINDA GATES AWARD

This is the individual member who recruits the newest members. There is a recruiter form on the USWT website to be completed.

MOST NEW MEMBER ADD CHAPTERS - Each trimester and for the year, growth by the highest percentage for states will be recognized.

Move the below skit to M-Night ideas on Website

THE TATER FAMILY

COMMON TATER: I want you to meet the Tater Sisters, sometimes known as the Tater Bags. They are Mrs., Dick Tater, Mrs. Irri Tater, Mrs. Hesi Tater, Ms. Agi Tater, and their cousin, Miss Pater. They all belong to the _____ Women of Today. Each has a big problem, and I hope we can help each of them.
(Common Tater introduces each person and asks her/him to tell the group what her/him problem is.)

MRS. DICK TATER: How do you do. My name is Mrs. Dick Tater. I'm one of the more important Tater girls because I know how things ought to be done in the _____ Women of Today. No, I don't do much, but I have a voice loud enough and a tongue long enough to tell any Women what to do. I don't have time to listen to their ideas - probably no good anyway. I have a marvelous understanding of the Bylaws and constitution. I practically memorized the manual, and I've figured out almost everything except this: Why do I always wind up sitting in a row by myself?

MRS. IRRI TATER: Yes, I'm Irri Tater. I don't mind telling you that. I've always been a faithful member of the _____ Women of Today and I wouldn't miss a meeting for anything. You see, I found out a long time ago when our President ties their goat, so I try to get that goat every chance I get. I just love to whisper, for instance, during the business meeting and then ask the President to repeat what she/he has just said. I enjoy making people uncomfortable. Guess it is because I've always been uncomfortable myself. How do I serve my chapter? Oh, if I do anything, I will try to help with a project, maybe. After all, it is a free country and I'm over 21 - just a little. Besides, I figure I can do as I please. No chapter is perfect, and I do have a problem: Why does someone always rub me the wrong way every time we meet?

MRS. HESI TATER: Hello girls, I'm a Women of Today too. I have never been an officer or anything and I have yet to really work on a committee. After all, I am not a college graduate, and I might not be smart enough to do the job right. I do not even like to do any project work like Irri does. They wanted me to be Treasurer and take care of the money - why, I could not do that. I hesitate to pay my own dues until I just must. You all know how my husband can be, and I might lose my job, or I might have an extended illness, so I wait until the day

before they are to drop my name from the chapter. I will come to the meetings when it suits me, but don't expect too much. Would I be chairperson of the Cutest Baby Contest? I should say not! You should realize that one person cannot do it all. One thing I just can't understand: Why don't I enjoy the fellowship of Women of Today like the others do?

MRS. AGI TATER: How do you do, ladies? I am Agi Tater. I like to keep things in an uproar. I know all the latest gossip and I am an expert at adding a little flavor to my stories. I figure it is not the truth that counts, it's what folks will believe. I have a keen sense of knowledge. I do not like to choose my friends. What I mean is that I would rather/him PICK them to pieces. I tell everything I can get my ear on. I may not know Women of Today members well enough to speak to them, but I know them well enough to talk about them. Yes Siree! You just ought to see how quickly I can damage a friendship with my attitude. I am a born agitator. I just don't understand why I don't have any close friends -- other/him people do.

MISS PARTISSA PATER: Hello friends. Yes, I'm Tissie Pater and I want you to know I thoroughly enjoy Women of Today. My cousins simply don't seem to understand the purpose of Women of Today. They have never taken time to find out just how much Women of Today stands for. Personal development, community involvement, the opportunity to meet new people and make new friends. Working within our chapters, we find that we can accomplish so much by working together/him toward a common goal. When one participates, she/he learns so much faster. I wouldn't trade places with any one of my cousins. I have too much fun, pride and fellowship in the chapter. I too have a problem - What are we going to do with Dick, Irri, Hessi and Agi?

COMMON TATER: Now that we've heard from all the family, how can we help Tissie bring about a change in her/him cousins? All of us need to be participating members of our Women of Today chapters. Knowledge, participation, fun and fellowship make a good chapter. Let's all make Partissa Paters of our members by being one ourselves.

(The Tater family came onto the stage and lined up side by side with Common Tater at one side and more to the front of the stage. Hanging from their necks were name tags measuring about one foot long by about five inches wide, cut in the shape of a potato.)

Borrowed from the Iowa Women of Today

CHANNEL CHANGERS

(This skit could be put on at a recruitment or membership meeting.)

Cast of Characters:

1. STORY LADY - Carries child's story book; it is very sweet. Book should be of Little Red Riding Hood.
2. WOMEN OF TODAY - Regular clothing or club shirt, may carry Women of Today newsletter or hold something pertaining to Women of Today and should act happy and enthusiastic.
3. GANGSTER - Wears trench coat with collar turned up and hat pulled down over eyes (or wears western style clothes, complete with gun) talks tough and may carry cigar in mouth.
4. RECIPE LADY - A well-padded grandmotherly person; carries a mixing bowl and wooden spoon; speaks very slowly and carefully.
5. FOOTBALL ANN - Carries a microphone and wears earphones, acts like Howard Cosell. Should wear a man's sport coat and some kind of sporty hat.

The Action:

All characters stand in a line with backs to the audience. Each turn quickly to face the audience when speaking and turns away from the audience after speaking. The action is fast, with no breaks between speaking parts, just as it would be when changing channels on the TV.

HOST OF CEREMONIES: (Should have channel changer) Have you ever flipped through the channels on your TV set, searching for something interesting to watch? Let us imagine we've got a TV set right her/him (gesture toward stage.)

(Cast of characters enters and lines up on stage with backs to audience.)

MC: Our TV set has five channels, each with a different show. These include a Story Lady, a Women of Today member, a Gangster, a Recipe Lady and Football Ann.

(As each character is introduced, he/she/he turns to face the audience and bows, then turns away from the audience.)

MC: Let's see what happens as we switch TV Channels. . .

STORY LADY: Today, Boys and Girls, our story is about Little Red Riding Hood. Once upon a time, there was a little girl named Little Red Riding Hood. One day her/him mother/him asked her/him to go through the wood to visit her/him grandmother/him. And on her/him way, who should jump out from behind a tree but. . .

WOMEN OF TODAY MEMBER: The _____ Women of Today! You can be sure, the _____ Women of Today is just the organization for you. Why just for the asking. . .

GANGSTER: You can shove it down your throat! Try and steal my girl, will you? Why for two cents I'd. . .

RECIPE LADY: Set carefully in a Quart of Prune Juice, and when the mixture is settled, ladies, just pop it into the. . .

FOOTBALL ANN: End zone for a touchdown! WOW! Did you see that last Play, Ladies and Gentlemen? TERRIFIC! And now a word from our sponsor, Shavo. With Shavo, the sharpest razor in the world. . .

GANGSTER: You can cut your throat for all I care, you dirty lowdown slob!! Who do you think you are anyway?

STORY LADY: Little Red Riding Hood. . .

RECIPE LADY: What a smell! Doesn't that just make your mouth water, Ladies? Now for the vegetables. Ladies, this next recipe is unique. It calls for one. . .

FOOTBALL ANN: Broken leg! The star is out of the game. The Chiefs really need help! Guess they'll have to call in the. . .

WOMEN OF TODAY MEMBER: _____ Women of Today! Each year we have a Fall and Winter Meeting, and they are at different cities and in May we have our State Convention

and there is nothing like it. There are all kinds of forums and exciting Fire-Up Sessions and lots and lots of good food and the best part is meeting so many new people and developing new friendships. We also have workshops for the new officers to take part in. The National Convention is quite a trip. Last year, it was in _____. There is nothing like it. Some had an airplane ride. You're out with the wind, the stars, and...

STORY LADY: Little Red Riding Hood, as she/he entered the cottage, she/he said. . .

GANGSTER: This is the dumbest thing I have ever done! How could I ever have called you a friend when you turn on me and steal my girl? You slob! You are nothing but a.. .

RECIPE LADY: Hot dog. Slice it carefully and then cook the casserole on top of the. . .

FOOTBALL ANN: Football field. That should do it for the Chiefs folks. With Montana out of the game, it does not look like they have a chance. Now they line up. The Snap! Draw Play! What a handoff! There goes Johnson! Look at him go! He is going all the way to the. . .

WOMEN OF TODAY MEMBER: Kitchen sink. You will share fellowship working together/him in all aspects of Women of Today. After one of our projects, you can't help but say. . .

GANGSTER: I think I'll shoot myself! That gal meant more to me than. . .

RECIPE LADY: A handful of chopped nuts! Chop them up fine and fold them into the flour mixture. Next, beat the eggs until they look like. . .

FOOTBALL ANN: Mud in your face. What a pile up! The Raiders didn't even get past the line of scrimmage. Boy, these Chiefs have really worked hard this half. With the score at 10 to 10 and five minutes to go, who will win?

WOMEN OF TODAY MEMBER: The _____ Women of Today. Boy, you can't pass up this opportunity to join. Right now, you are saying to yourself. . .

STORY LADY: What a big mouth you have! And the wolf said. . .

GANGSTER: Listen Honey. You are coming with me. I am tired of all this fooling around. And you, you dirty Yeller Rat. You are nothing but a . . .

FOOTBALL ANN: Hound dog running down the field. OH! OH! It looks like he is heading right for the. . .

RECIPE LADY: Garbage! There's no need to keep it. After this dinner, ladies, you will sigh with satisfaction. Your husband will tell you it's delicious and you will say, "Oh you. . ."

STORY LADY: Dirty Old Wolf! Little Red Riding Hood ran out of the house screaming, "Save me, Save Me who will Save Me?"

WOMEN OF TODAY MEMBER: The _____Women of Today!!!

Borrowed from the North Dakota Women of Today.