



US Women of Today
Tri 2 SIP
2026-27 Membership VP
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Welcome to 2nd Trimester!

It has been a pleasure hearing from all of you, getting certifications and Fast Starts, and receiving notifications of new members! Congratulations on meeting and exceeding my birthday challenge for President Laura's birthday. Adding new members is the best way to keep enthusiasm, momentum and energy going—with new ideas, new talents, new skills, increased manpower for those projects, and new friendships.

With the beginning of a new trimester, there are new challenges, new dates to celebrate, new goals to set, new dreams to attain. I urge you all to continue to strive for ways to keep it fun and exciting for your members—while conducting meetings, while planning new or old projects, while scheduling events to make your chapters visible in your community and to attract new members. So keep doing what you are doing—Recruiting, Orienting, Activating, and Retaining your members.

In friendship, *Jenise Teske*

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IMPORTANT DATES & DEADLINES

9/20-9/26..Women of Today Week
9/28.....Membership Zoom
10/1.....NMAs due
10/1-10/3....Mid-Year Convention
10/24.....Make a Difference Day
10/26.....Membership Zoom
11/1.....NMAs due
11/29.....Membership Zoom
12/1.....NMAs due
12/15.....Early Bird Deadline
12/28.....Membership Zoom
12/31.....1st Tri Renewals due
1/1/27.....NMAs due
1/2/27.....MVP challenges due

**Thank you to those who
completed their Fast Starts:**

- Terri Hebda, IL
- Stephanie Sobourin, MA
- Carmella Mongold, AZ
- Laura Morris, MO
- Deb Stein, PA
- Tracy Johnson, Coon Rapids, MN
- Anna Nichols, Brooklyn Park, MN
- Cathy Stiernagle, Brooklyn Park, MN

SEPTEMBER CHALLENGE

Women of Today Week is September 20-26.

This is your chance to shine in your community. Hold a social for your members or a membership event to entice new members to join.

Post pictures of your event on Facebook and tag me--
#uswtmembership to share your excitement and fun
with other chapters OR email me at

mvp@uswomenoftoday.org

to be entered into a drawing for an M-event basket at
Annual Convention.

OCTOBER CHALLENGE

October 24 is “Make a Difference” Day.

Plan a special project or contribution to MAKE A DIFFERENCE in your community. Post pictures on Facebook and tag me--#usmembership to share your event OR email me the details at mvp@uswomenoftoday.org to be entered in a drawing for a \$25 Amazon gift card at Annual Convention.

MVP BIRTHDAY COUNTDOWNCHALLENGE

My birthday is December 25, and with December being an “emphasis” month for Membership, I am challenging you and/or your chapters to complete any or all of the above 12 challenges anytime between December 1st and December 25th. Between 12/25 and 12/31, email me the list of activities completed and for each activity completed, your name or your Chapter’s name will be entered in a drawing for a fun basket at Annual Convention.

Day 1: Cozy Hot Chocolate Night—Make hot chocolate with various toppings. Enjoy it under a blanket or by the fireplace.

Day 2: Winter Movie Marathon—Choose 2-3 winter movies and make a charcuterie board to enjoy while watching your movies.

Day 3: Snow Day Adventure: Build a **snowman**, have a snowball fight, or go sledding. For those who do not have snow, play “Pin the Nose on the Snowman” at a chapter meeting or family gathering.

Day 4: Winter Walk—Bundle up and take a crisp evening walk to enjoy the winter scenery

Day 5: Bake Something Cozy—Make cookies, cinnamon rolls, banana/pumpkin bread or another favorite winter treat.

Day 6: Cozy Craft Night—Make winter decorations like ornaments, snowflakes, holiday cards, or your favorite candies.

Day 7: Skating Day—Head to a neighborhood skating or roller rink and finish with a warm drink afterwards.

Day 8: Soup & Bread Night—Make a hearty soup, chili, or stew with homemade or crusty bread.

Day 9: Winter Reading Night—Choose a book, make tea or cocoa, put on cozy socks, and read by the fire (if possible).

Day 10: Game Night—Pull out your favorite board games, cards, puzzles or put together a winter-themed trivia night.

Day 11: Winter Lights Adventure—Go out to see holiday/winter lights or explore a festive area.

Day 12: Give Back/Donate Day—Donate winter clothes, blankets, or food or do a small act of kindness.

TOPICS TO INCLUDE IN A NEW MEMBER ORIENTATION

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1. History of our organization
 2. Our Mission: To provide opportunities in the areas of community service, leadership training, personal growth, and work in partnerships with multiple charities
 3. Our Vision: We are passionate People of action...Empowering individuals to make a difference in their lives and communities
 4. Our Benefits: A. United in our vision to make a difference through service and community involvement; B. Enrich and empower individuals in our communities; C. Foster a welcoming and inclusive social experience; D. Individuals gain confidence to lead; E. Creating supportive connections as we develop lifelong friendships.
 5. Encourage her/him to be involved at the level comfortable for him/her
 6. Ask questions to find out his/her skills, interests, hobbies
 7. Tell him/her your WHY and ask what expectations he/she has
 8. Inform them when and where chapter meetings are held and upcoming events
 9. Offer to pair her/him with a more experienced member

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WAYS TO KEEP NEW (AND CURRENT) MEMBERS ACTIVATED (OR ENGAGED)

1. Give credit for participation through awards, mention in newsletters, at meetings or with a Thank-you card/note
 2. Conduct new member and renewal ceremonies with a small token, such as a rose (to show that you value her as an individual)
 3. Encourage her to co-chair a project
 4. Help her attain self-satisfaction by validating her ideas, by using her skills & talents
 5. Urge her to attend state and national meetings to give her a sense of belonging
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KEYS TO RETAINING MEMBERS ON YOUR TEAM

Trust - Enthusiasm/enjoyment - Attitude/accountability - Meaning

More resources for Membership:

- USWT Membership Web Page—www.uswomenoftoday.org
Check here for additional ideas, motivations, recognitions.
Member Resources page: add/change form, etc.
- Extensions Director—extensions@uswomenoftoday.org
Reach out to her for ideas on how to start the process of starting a new chapter.
Reach out for support if your chapter is “two and under.”
- Public Relations Director—uswtpr@gmail.com
Promotion of public relations for member states and chapters, focused on generating excitement and spreading awareness

=====REWARD YOURSELF=====

USWT 2nd Trimester Recognition

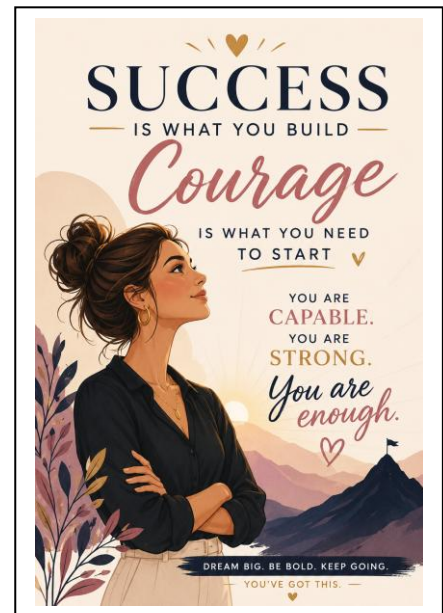
Retention: All chapters that achieve 100% retention will be recognized in the Today’s Leader and on FaceBook.

New Members: With 3 or more new members, the chapter will be recognized in the Today’s Leader and on FaceBook. With 4 or more new members in the same month, the chapter will be recognized with an “in-chapter extension.”

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

One-a-Month

Club: Any chapter adding at least 1 new member every month of the trimester will be recognized in the Today’s Leader and on FaceBook.



INSPIRATION FROM SUCCESSFUL CHAPTERS

Has your chapter had success with M-events?
Has your chapter had desired results with planned recruiting?
Would you be willing to share how your chapter has been successful in adding new members?
I would love to share in the Today’s Leader and/or on Facebook.
Email me at mvp@uswomenoftoday.org

KEY STEPS TO WORKING AS A TEAM EFFECTIVELY:

Communicate clearly—

Keep everyone informed and make expectations clear.

Set shared goals—

Make sure the team understands what success looks like.

Define roles—

Give each person clear responsibilities while staying flexible.

Listen actively—

Encourage everyone to share ideas and feel heard.

Build trust—

Be dependable, respectful, and willing to support one another.

Use each person's strengths—

Match tasks to skills, experience, and interests.

Handle conflict constructively—

Focus on the problem rather than the person.

Be accountable—

Follow through on commitments and take responsibility when things do not go right.

Stay adaptable—

Adjust plans when circumstances or team needs change.

A simple mantra to follow:

Communicate. Collaborate. Encourage.

Adapt. Succeed

====RE-EVALUATE====

Did you prepare a growth plan in 1st Trimester?

If not, this would be a good time to do one.

If yes, this is the time to take a second look and see if you are on track for meeting your membership goals.

Membership Results for 1st Trimester

Chapters with 100% retention: 45

States with 100% retention: 4

Chapters with growth: 22

Triple In-chapter extension: 1

Gold chapters: 2

Friendship Day: 16

STEP: 5