



# Women's Council of Realtors Michigan State Chapter Newsletter

First Quarter 2011

[www.wcrmichigan.com](http://www.wcrmichigan.com)

“Make sure you don't lose the members you've spent so much energy to acquire.”

## **Important Upcoming Dates!**

- **State Spring Meeting**  
**MAR May 6<sup>th</sup>**
- **MidYear Meetings**  
**Washington, D.C. May 12-15**

**Questions?  
Contact your State  
Leadership Team!**

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## Branding is IMPORTANT!

Just a quick reminder that every reference about your Local Women's Council Chapter in emails and publications should contain the chapter name.

Example: "Your Chapter Name" WCR, then the event/function

Do you really want to shortcut Women's Council of Realtors? If you fail to identify your chapter specifically, your event can get lost among the hundreds of other chapters having events. Stay consistent wherever you promote your chapter: facebook, twitter, evite, emails, etc.

## E-Mail Newsletters—Quick, Easy

Have you done for first quarter newsletter? Remember, National requires chapters to distribute at least one newsletter quarterly. Brenda Lee of the LakePointe Chapter gave those who attended Leadership in November 2010 great tips and tricks....are you using them!?!?!?

Keep these things in mind for newsletter impact:

- Use attention grabbing headlines
- Make your articles short and to the point
- All information should be a value to your members
- Include upcoming events!

## Congrats Monica Ross!



Monica Ross was honored recently at our State Awards Luncheon at Achieve in January. She was presented with the 2010 State Member of the Year Award!

Monica, you are appreciated for your continued support and involvement with Women's Council of Realtors!

## How's your membership?

It's that time of year when we as local chapters have to take a good hard look at our numbers. Remember, to stay a viable a chapter must have at least 20 REALTOR members. Monitoring this is very simple by using the Chapter Management Center on [www.wcr.org](http://www.wcr.org). You can view members that have yet to renew and take the time to personally contact them.