

Active letter: January 2021

From October 2021 onwards, we will publish the English-language version of the monthly actives' letter here on the Actives' Infobank. The English version of the active letter includes both MiB-wide news as well as news specific to MiB International.

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1. Until we can hug again!

The year has started again with a corona coma, but it doesn't dispirit us in MiB! Rapidly changing situations, not knowing what tomorrow brings and the feeling that it would be so nice to do something you enjoy, something that makes you feel yourself (attending a class, going to the gym, seeing a friend...) is a little bit similar to raising a toddler. We have been in that situation before. What did we do then? Perhaps we came up with new ways to do what makes us happy and creates a sense of security, we adapted to the new and on the other hand from time to time we certainly enjoyed the presence of our family.



In the moments where our motivation is being tested or we are on our wits end, it's good to travel back to the beginning of the matter to think about why we were interested in this in the first place. Why did I start volunteering at Mothers in Business? What do I expect from MiB and its network, and what can I give myself to the

network at the moment? Returning to the source can often remind us about the joy, enthusiasm, and motivation that we are also able to experience at this moment, as long as we pause for a moment and let the feeling come back to us.

So bearing this in mind, choose one, a key reason for you (at this moment) to be involved in MiB and decide to advance it during the next month. Whether it's expanding networks (organizing a coffee mingle according to the field you are interested in), developing yourself (would you get an interesting colleague as a guest speaker and educate the rest of us too), making a change (write a blog post about it) or getting your friends to join

MiB (how about Valentines Day speed dating mingle, in MiB style)? Don't forget to challenge yourself, jump into something new, like to our national [mentoring program](#) or to our HR team to gain new skills.

Corona coma is a challenge to overcome and we are ready for it! Here are five tips to come out as a winner:

- Try to start every encounter with something not related to the flu, sore throat or corona
- Remind yourself how wonderful it is to belong to a network where you can ask a question about anything really, learn new skills, develop yourself and have a chance to make a change
- Be sure to thank and praise the fellow active volunteers for their enthusiasm. It spreads!
- By the mid-February, the situation may have already changed, so don't cut your hair yourself - book a hairdresser appointment for March and pamper yourself, you deserve it <3
- Squats and shoulder stretches while doing your laundry, having a short bio break from the meeting or cooking mac and cheese goes unnoticed as a daily workout at home

Let's cheer for the teams, zoom, facetime and many other channels that allow us to continue to see each other, participate in the events, exchange ideas and laugh together - until the day we can hug again!

Best regards, Viivi Kuja-Kyyny,
coordinator of Helsinki volunteer operations and MiB international project



p.s. How amazing events offering we have coming up for February- well done you all!

2. Meet our new project manager Tuovi Bresnahan

Happy to announce my position as a manager of the MiB International project. How awesome it feels to start working for Mothers in Business MiB ry, which I know well from my volunteer work. <3

I have a decade of experience in the Finnish communications field. My role has varied from account manager, to project manager, online and print copywriter, and editor of customer publications. As a MiB volunteer, I have led the projects of creating MiB's comms strategy for years 2021-2023 and social media strategy in 2020.

Moving to US and returning, with cross-cultural family, has opened my eyes and broadened my perspective. The opportunity to share experiences and learn more about diversity with members and volunteers of MiB International is very exciting.

Thank you for being a volunteer at MiB. <3 Looking forward to working with you and making changes for a more family friendly Finland!

See you in our events!

BR, Tuovi

3. Active volunteer survey helps us to develop MiB operations

How are you? How is your active volunteering with us going? It is time to answer our annual active survey and tell us what you think about

volunteering at MiB and all the ideas you may have in terms of developing the operations.

The active survey is for everyone who has a role as an active volunteer in MiB. The answers from the survey will be used to evaluate and develop operations at both on local and national levels.



You can give your answers and ideas via survey until 9th of February 2022. All the answers will be anonymous. We would like to thank you already for your valuable feedback and for being an important part of MiB <3.

Pst. It is worth answering the active survey! We will reward the local section that has received the highest response rate in the survey!

-> [Go to the survey!](#)

4. MiB's local chapters will have new names

Some of the names of MiB's local divisions have been changed since the beginning of 2022. The Jyväskylä division has expanded its territory and has changed the name to Keski-Suomi (Central Finland), Pori and Rauma area is called Satakunta, Rovaniemi-chapter has grown to cover the whole of Lapland, Turku area is Varsinais-Suomi (Southwest Finland) from now on and our newest entrant, Lappeenranta, operates throughout Etelä-Karjala (South Karelia). Tampere local chapter already covers Pirkanmaa, so the name will be changed accordingly during February.

As a result of the idea of chapter names being changed, there has arisen a desire within our community to uniform all the chapter names. Thus, this change will be introduced at the end of this February. The new names reach across wider areas in Finland and therefore makes it easier for the chapters to operate across several cities more comprehensively.

Not only does the changing of the chapter names have a communicative significance, but it will enable MiB to expand its operations even more nationwide and support its strategic membership growth. It is easier to start MiB activities in new localities and to attract more members and actives from a wider area, when the name of the chapter already makes you feel a part of the community. With the common naming practice, we also emphasise our MiB community.

5. The International project Action plan has been updated: Key targets for this spring

The first part of the MiB International project has come to an end and the new short term aims have been updated to the Action plan that includes the key aims of the project and also in more detail divides the aims into smaller operative targets.

The first part of the project targets included the starting of the project and the building of the necessary pillars in order to move forward and create a functioning whole. With the help of all of you we are able to move forward and also take on new



targets in order to keep moving closer to the aims set for the project.

To find out more about the targets set for the next five months, visit our [Action plan](#).

Thank you, for being an important part of this journey <3!

6. Annual membership billing starts in February

MiB's membership billing will begin at the beginning of February. The annual membership invoice for 2022 will be sent during week 7 to all our members who have joined MiB before 1st of November 2021. The annual membership fee is 40€, and it allows you to participate in all MiB's skills development events, webinars, seminars and company visits and grow your networks. But it also helps us to continue our important work in promoting the role of both international and Finnish women in working life.

Would you like to become a MiB member?

[BECOME A MIB MEMBER](#)

7. Events marketing is important before but also after the event

At the beginning of the new year, we want to especially encourage our actives to actively communicate about the great events we have coming up! It is a good idea to communicate about the events in advance but also after the event. After-marketing of the event is a great opportunity to promote MiB International project and the opportunities it offers for actives as well as to MiB members. In order to create more publicity it is also good to encourage participants to share their experiences and insights about the event in social media. At the office we would love to see happy photos from the live meetings with an inspiring and energetic MiB spirit (once we can have them again)! You can use for example the hashtags #MiBevent

#MiBmingle # MiBInternational or create an own one for MiB International events.

Want to have a look, how did we do last year? Here you can find all the [Event statistics](#) from year 2021. The statistics include all the year 2021 events that were organised through Lyyti.

8. Upcoming MiB International trainings and meetings



- **Virtual onboarding session:** *The next onboarding 10th of February*
Sign up, if you have not had yours yet <3
MiB International onboarding sessions are offered bimonthly or when needed by the MiB International office staff.

- **Volunteer management training:** *coming this year*
The aim is to encourage you to try and find your own way of

volunteer management and to guide you through the basics of inspiring volunteer management.

- **Communications training series:** *coming this year*
The idea of the series is to offer more in depth training about communicating and networking, and further how to do that by using different platforms.
- **Internal team meetings** can be found from the [Events Calendar](#).
-> All the active volunteers interested are welcome to join the meetings!

9. Actives infobank

Actives infobank has grown a lot during the last months of the year 2021. The idea is to add more relevant information to the infobank so that eventually we could leave Drive folders behind and only use the information in **Actives infobank** . Of course personal and other sensitive details will remain on Drive.

There is still plenty of material that needs to be translated in English in order to develop the information offered for international actives. This is an ongoing process and will take its own time, however if you know a specific material that you think would be very useful to translate immediately, please contact Viivi on [viivi\(a\)mib.fi](mailto:viivi(a)mib.fi).



Take care and see you soon <3 !