



Club Revitalization 2013



Table of Contents

Acknowledgement of the Update to the Club Revitalization Manual i

Finding Supporting Materials..... i

Preface ii

Notes from the Task Force for the Revitalization Manual..... ii

Introduction..... iii

I. Recruiting New Members 1

 Steps for the New Member Recruitment Event 2

II. Retaining New Members 3

 Clarity 3

 Inclusion 4

 Flexibility 4

III. Retaining Existing Members 5

 Clarity 5

 Flexibility..... 5

 Inclusion..... 5

IV. Revitalization for Under Charter Strength 7

V. Revitalization for Clubs in Decline..... 10

VI. ASTRA’s Role in Revitalization 13

VII. Community Connection..... 15

VIII. District’s Role..... 17

 Revitalization 17

 Recruitment 17

 Retention 18

IX. Service Projects’ Role 19

APPENDIX 20

 APPENDIX A - Forty Potential Members in Four Minutes 21

 APPENDIX B – District Six Rookie of the Year Award 22

 APPENDIX C - Being a Good Sponsor - Mentoring your Candidate 25

 APPENDIX D – District Six Governor’s Award 26

 APPENDIX E – Why People Volunteer..... 30

 APPENDIX F – Revitalization Schedule 32

 APPENDIX G – Building Membership as a Club Project..... 36

APPENDIX H – Sample Membership Growth Action Plan.....	38
APPENDIX I – Social Networking	41
APPENDIX J – Sample District Revitalization Plan	42

Acknowledgement of the Update to the Club Revitalization Manual

Your 2011 – 2013 International Membership Development Committee was given the task of updating this manual as a result of actions taken and approved by our membership during the 2011 International Convention in Rapid City, SD. Members voted to accept the new brand logo and implement new brand drivers (flexibility, clarity and inclusion) along with various International Bylaw and Policy changes. These changes were made to help ensure Altrusa's presence as a major service organization now and in the future.

Committee members Shirley Davenport, Pat Chapel and Mary Hanzel volunteered to review existing manual. They spent many hours researching, making changes and additions to the manual which resulted in a new updated working draft copy. After committee approval, the draft was forwarded to the International Office for completion and approval by the International Board of Directors. We would like to thank the International Office and Donna Johnson, Immediate Past President, for finalizing the final copy of this manual.

It is our hope that in updating this manual we are providing clubs with tools and ideas to help with membership retention and new member growth. Since this is a living and working manual, we encourage you to share any suggestions, ideas or revitalization actions that have been successful in your club for future manual updates. May your club continue to actively focus on member revitalization resulting in committed members excited about Altrusa for many years to come!

Cindy Schad, Chair & Ann Bauman, Co-Chair
Pat Chapel, Shirley Davenport & Mary Hanzel, Committee Members
2011-2013 International Membership Development Committee
March 7, 2013

Finding Supporting Materials

Throughout this guide you will find references to supporting materials that can be found on the Altrusa International website after login. The website is located at www.altrusa.org. To login, select the Member Login link in the upper right hand corner of the display. Enter the email address you use for Altrusa and your Altrusa password. If you don't have an Altrusa password or don't remember it, enter your email address on the right and click the Send me my Password button. If that doesn't work or you need additional assistance call Altrusa International at 1-312-427-4410.

The specific document reference will be to a keyword in the website index. The Index tab is the furthest right on the menu bar at the top of the page. The references to the supporting materials from the Altrusa web site referenced within this document will have the form (**Keyword** = keyword.)

Preface

Self-analysis is the beginning of revitalization, bringing new life into your club in Membership, Leadership, and SERVICE. With a new perspective and sound planning that includes our brand drivers of Clarity, Flexibility and Inclusion; you can carry your ideas, enthusiasm and commitment through to constructive, productive *revitalizing* action.

Revitalization, in some cases, is a club's only link to the future. Are only a few people doing all the work? Have you noticed apathy among members? Is there a reluctance to do service? **TAKE ACTION NOW**. Move ahead and make your ideas work for you and for Altrusa today and for years to come. Now, from a fresh point of view, take a hard look at your club and District.

Commit to successful Revitalization.

Notes from the Task Force for the Revitalization Manual

We wish there was a magic plan that could guarantee membership growth. It takes the effort of each club to find prospective members and to hold the events. The clubs need to have interesting programs and to have meaningful projects, in order to retain their members. We hope this manual will provide some ideas to help them do all of that.

As is the case with all good references, this is a living document. Please send your input to the International Membership Development Committee Chair to help make this a better tool for all to use.

Introduction

Does your Altrusa club need revitalizing? Are numbers dropping? Is your club below charter strength? Do you have an aging membership? Are members leaving because they are uninterested, don't feel they're contributing to the community or don't feel they belong?

If you said YES to any of these questions, then this manual is for you. It contains information that will help and assist your Club to regenerate and grow and again become a prominent member of your community.

The following sections have been developed to help you plan and set goals for revitalization:

- I. Recruiting New Members – always the first step in any revitalization project.
- II. Retaining New Members – how to keep those new members and keep them interested.
- III. Retaining Existing members – how to breathe new life into those long standing members.
- IV. Revitalization for Under Charter Strength Clubs – some ideas and suggestions to rebuild your Club.
- V. Revitalization for Clubs in Decline – ideas to rejuvenate your Club.
- VI. ASTRA's role in revitalization – how ASTRA can help you revitalize your Club.
- VII. Community Connection – how to get reconnected with your Community.
- VIII. District's Role – how Districts can help with Revitalization, Recruitment and Retention
- IX. Service Projects' Role – how a club's service projects can help with Revitalization, Recruitment and Retention

We hope you will find this manual useful and easy to use. If you have successful examples on any of the above subjects, please let us know. We can include them in the online resources for other clubs to use.

We rely on you to enable Altrusa to grow. By revitalizing your Club and recruiting new members, you are contributing to this International goal. Without this commitment Altrusa will decline. Thank you for taking this first step.

We wish you every success in your endeavors to revitalize your Club as every new member and every member retained means a stronger Altrusa.

I. Recruiting New Members

A Club must "buy in" to membership increase and its importance. It isn't as hard as you think. You are the best spokesperson that Altrusa could have. You know what your club has done for your community and for its members. Be willing to share it.

Have you ever asked the question...."How long 16 seconds is?" Sixteen seconds is the average time one spends riding in an elevator. It is also the amount of time you need to tell a friend or co-worker about the benefits of Altrusa Membership. Have your "elevator speech" ready. Below is a sample speech:

Altrusa is an international network of local grassroots clubs devoted to promoting better communities through service by an international network of people with diverse backgrounds and experiences. By empowering our more than 8,900 volunteer members worldwide, last year we strengthened our communities by contributing 1 million volunteer hours to local programs and services to help hundreds of thousands of people, especially in the areas of literacy, HIV/AIDS healthcare, and the environment.

What's your speech? Think of what Altrusa means to you and be ready to share it with others.

Where do we find New Members? They are everywhere you are - churches, utility companies, newspapers, homeowners' associations, senior centers, schools, banks, doctors' offices, libraries, beauty salons, fitness centers, etc. Don't forget to include former members. They already know what your club does for the community. The obligations that caused them to drop out may be gone. **Appendix A** is an example of one brainstorming activity that will help find 40 members in 4 minutes. Divide your club into teams for this exercise. Incentives provide a fun and competitive way to increase membership. While personal contacts usually are the most productive way when recruiting new members, don't be afraid to branch out. We can all use more friends.

Now that you have a list of prospective new members, what's next?

FOLLOW THROUGH WITH PERSONAL CONTACT. Say that again, **FOLLOW THROUGH WITH PERSONAL CONTACT.** It is important to visit face-to-face with each and every prospect on your lists. If you do a mass mailing, it is imperative to follow up with a phone call, an email, or even better with a face-to-face meeting. It is easier to throw away a piece of paper or delete an email than it is to ignore someone on the phone and if you are standing next to him/her, chances are they'll finally hear what you are saying.

ENTHUSIASM is the most important element of persuasion. If you relay your love of Altrusa and what it means to you, chances are very good the prospect will listen and be interested in what you have to say. If he/she is interested invite him/her to your club function or lunch. If Altrusa doesn't appeal to him/her right now, be sure he/she knows how to contact you or the club later. Many times the prospect is not in a position to become an Altrusan when he/she is first approached, but later he/she may be. If they aren't interested right away, invite them to participate in a service project, so they may see what Altrusa does firsthand in the community.

Club members should evaluate their prospects. A good way to do this is to invite the prospect to lunch with another Altrusan to discuss all aspects of Altrusa membership. This would include dues, responsibilities, committees, club projects, meetings, conference, convention, history, etc. It is best to be very open about the time and service expected, tell them they will be expected to participate; if they are looking for a club to list on a resume, Altrusa is not for them. We are a working organization; however we do have flexible volunteer hours.

Now is the time to provide interested individuals with written materials about Altrusa. There is a general Altrusa International brochure in the Altrusa International Store (**Keyword** = Brochure). You can also go to the Marketing Toolkit where there are Altrusa business cards and a rack card intended to be inserted into the brochure and set up to be customized with your local club information. (**Keyword** = Marketing Toolkit)

Using these materials promotes a uniform message and image for all clubs. Refer them to websites for more information about Altrusa. If you aren't able to do the personal contact one-on-one, plan a membership drive event. Invite members from nearby clubs within your District to increase your numbers. Use the professionally developed PSA targeting prospective members and recruitment letters for warm and cold leads. (**Keyword** = Marketing Toolkit) Check with your District to see what financial support is available for revitalization efforts.

Steps for the New Member Recruitment Event

1. Determine a theme and have FUN with the theme!
2. Determine the program – should inform prospective members about Altrusa (International, District and Local)
 - a. Use local members to discuss Service Projects, Fundraisers, meetings, dues, committees, etc.
 - b. Use District officers
3. Determine date, time and location – regular meeting time or special time
4. Address invitations and request RSVPs
5. Determine if and how technology can be used to invite younger members (Facebook, Twitter, Linked In, Evites, etc. – if you don't have the expertise in your club to do this, ask for help from your District Communication Committee, your teenage children/grandchildren, or local college.)
6. Follow up with those who haven't responded.
7. Prior to the event, assign prospects to each member
8. During the event, each member talks to their assigned prospects in order to introduce and share an interesting fact about them. Sample questions – Career details, spouses employment, family members names, something nobody knows about you, what would you consider your ideal career, if you weren't doing what you do now, who (living or dead) would you invite to your dinner party, where would you go on the perfect trip?

9. Provide them with a booklet that includes the following:
 - a. Logo, Brand Drivers and Tagline
 - b. Club Meeting Dates
 - c. Dues
 - d. Obligations of Membership
 - e. Principles of Altrusa
 - f. Project Budget
 - g. List of Membership
10. After the event, follow up with all who attended and with those who weren't able to attend, inviting them to attend a regular club meeting.
11. If the prospect expresses interest, complete the Membership Recommendation Form and start the process for approval and eventual initiation.
12. Immediately after the new member is initiated, assign them to a committee.
13. Once they are members, continue to make them feel welcome and needed.
14. Schedule orientations to give new and existing members more in-depth information about all things Altrusa.

Recruiting new members is not a one-time event. Altrusa's competition isn't Rotary or Kiwanis. **The competition is for time.** With the complexity of life today, we must appeal to prospects for their slices of time. You need to be constantly looking for prospective members. Invite prospects to a meeting with a dynamic speaker or hands-on project, so that they can see your club in action. Life happens. Members are going to move, to have temporary job setbacks, to become ill, to have family obligations. We need to be flexible and creative as we face the competition for time.

II. Retaining New Members

Every member needs to know that they are valued and important to the club. Here are some ideas to make a new member feel welcome and valued. **These ideas are categorized to identify with our brand drivers: Clarity, Flexibility, and Inclusion**

Clarity

- Ensure that new members know the obligations and responsibilities of membership before they are invited
- Have a new member award presented at District Conference (**Appendix B** shows the District Six entry form as an example)

- Have regular orientations to explain the more complicated aspects about Altrusa (difference between Operational and Foundation budgets, background of unique club scholarships and/or awards, Altrusa jargon, club policies, etc.)
- Explain the importance of fund raising activities and how they can help increase visibility
- Encourage new members to sponsor other new members
- Promote the new Brand/ logo and Brand Messaging continuously a club meetings, in club promotion and at all events and fundraisers

Inclusion

- Include a profile of the new member in your club newsletter
- At the beginning of each year, have a program honoring the new members from last year – possible program is having the new members tell two truths and one lie about themselves
- Include birthdays in newsletter and recognize the birthdays at one meeting each month
- Assign a mentor to new member to supplement the support provided by the sponsor and co-sponsor
- Remember to compliment a new member (in fact, any member) after he/she gives an Accent or acts as program committee chair – don't dwell on what they did wrong
- Volunteer to take the new members when participating in service projects
- Ask the new members to travel and room with you to Conference or Convention
- Assign the new members from the last two years to a specific service project, letting them develop the budget and activities, with the help of one or two seasoned members

Flexibility

- Resist the temptation to say “this is how we have always done it” when a new member suggests a change
- Stay current with technology, especially if you have younger members (maybe ask them to be the club blogger)
- Reinforce that members do not have to attend every meeting, function and fund raiser if their schedules do not allow for it (flexibility)

Appendix C shows a sample mentoring program.

III. Retaining Existing Members

Existing members need to be reminded that they are important. Here are some ideas to keep those members invested in the club. These ideas are categorized to identify with our brand drivers: Clarity, Flexibility, and Inclusion

Clarity

- Publish upcoming events in your newsletter or e-mail bulletins
- Have a retreat to update (or create) your Long Range Success Plan
- Create a project that is uniquely identified with your Altrusa club, not just helping other service organizations
- Promote the new Brand/ logo and Brand Messaging continuously a club meetings, in club promotion and at all events and fundraisers

Flexibility

- Evaluate your programs to see which ones appeal to the majority of your members
- Plan some fun activities outside of meetings, especially if your club meets at noon and has limited time to socialize (examples – trips to museums, member night out at the movies, bridge club, book club, etc.)
- Offer at least one personal improvement program each year – this would be a good program for prospects to attend
- Mix up the seating at your meetings two to four times a year – sit by birthday month at your birthday meeting, have members draw colors or numbers when they first arrive and then sit at the corresponding table
- Reinforce that members do not have to attend every meeting, function and fund raiser if their schedules do not allow for it

Inclusion

- Have a District award to recognize an outstanding member (**Appendix D** shows the District Six Governor's Award as an example)
- Establish a brag jar to allow members to brag on their families or themselves by putting in a dollar (money supplements the operational budget)
- Include brags in the club newsletter, along with news of members
- Create a monthly award to recognize members who have contributed to the success of a

project or gone above and beyond the usual

- Reevaluate your projects and fund raising activities at least once a year to ensure that members still support them
- Send birthday cards to all members
- Send missing you cards or emails to members who have missed more than one meeting in a row
- Assign phone or email buddies to check on members who missed more than one meeting
- Involve seasoned members by asking them “how can we make the younger new members feel welcomed and a part of our club?” People support what they help create, so give them the opportunity to use their acquired wisdom

Appendix E shows the needs of volunteers and how Altrusa can fulfill them.

IV. Revitalization for Under Charter Strength

A recent survey found that 35% of our clubs are under charter strength in membership. While we know that many good projects are being successfully carried out by clubs with fewer than 20 members, we also know that these club members also are concerned about being burned out because of the lack of “many hands” to do the work.

Many times these clubs also have several long-time members that may be resistant to change. Every year we have clubs that “die of old age” because the membership is no longer physically able to continue club projects and these members may lose contact with a pool of interested community members from which to invite potential Altrusans. Growth is very difficult, if not impossible, in that environment.

A club seriously committed to revitalization is going to have to be ready to welcome new members and their ideas for projects and fundraisers. This may require a retreat to discuss what the future of their club will mean for its membership as well as changes which new members will bring in the club’s personality.

So, what are clubs to do? Clubs that are significantly under charter strength may find that a process similar to chartering a new club may be in order. The *New Club Building Manual* contains an overview of the process and some great ideas. It is available on-line for no charge. (**Keyword** = New Club Building)

STEP ONE – Solicit help with your revitalization effort

One of the first steps may be to work with a nearby Altrusa Club to assist you in carrying out a revitalization plan. Directly contacting another club or asking your Governor for assistance in approaching another club may be a first step, because, while your club may be able to develop a plan, the manpower of the other club could be vital to the plan’s success.

STEP TWO – Set a recruitment goal

At this point, set a goal for the number of members you would like to recruit, and a timeframe in which to accomplish the recruitment. This will guide your efforts in the coming steps. A meeting to brainstorm potential members should take place, using techniques such as occupations lists, newspaper announcements, etc. to generate a list of people to invite to a recruitment meeting. Often members from a nearby club may have friends and contacts in your town they could help you recruit. Perhaps having a combined recruitment event with the other club will work. Don’t forget family members as potential members, occupations directly affected by the club’s projects, such as teachers, librarians, directors of programs or occupations with skills/contacts needed for your projects such as printers, marketers, newspaper editors, public relations specialists, etc. It is every member’s obligation to recruit members, not just your Board of Directors. Please see the recruitment chapter for additional ideas.

STEP THREE – Plan the recruitment event

A next step is to develop a plan for a recruitment event. Determine which positive attributes about your club you can accentuate. What are things about your club or Altrusa that would appeal to

others? Many times people are interested in literacy in particular and others are just interested in community service in general. Others may be interested in the friendship that Altrusa brings to its membership. Some may be interested in the

networking opportunities and the farther-reaching District and International ties Altrusa membership can offer.

For your recruitment event, take time to learn why those people who are there responded to your invitation. Are they primarily interested in meeting new people; in making a difference in their community; in building leadership skills; or a little bit of everything? Visual displays and oral testimonials by members that are enthusiastic about the topic will be crucial. Emphasize that you are a club with a plan for growth; leave negative talk behind. As an existing club, you have the advantage of having a service history in your community that you can emphasize to excite others about membership. Choose a location that will be adequate in size and allow for intimate discussions with your invitees to make a personal connection. Again, please refer to the chapter on member recruitment for a more detailed discussion of recruitment events.

STEP FOUR – Have the event

At the recruitment event, have membership applications available along with club and International brochures to hand out. After the event, have a very quick follow-up with the guests who indicated an interest in membership. We want them to know that we are definitely interested and ready to involve them right away.

ONGOING STEPS

Clarity, Flexibility and Inclusion are crucial to new members. Many times we have new members who have only a very superficial understanding of Altrusa as an organization. A more complete understanding of our local, district and international aspects can help new members understand the potential we have to affect social concerns all over the world. It also helps them to understand the importance of attendance at District Conferences and International Conventions. A new member well-versed in Altrusa is much more comfortable inviting their own friends to become members. Your seasoned members can play a valuable part in teaching the history of Altrusa and how it has benefitted your own community.

Clubs that are in a revitalization mode also need to make a concerted effort to inquire about and incorporate opportunities to meet the needs of new members. Can an established or new project benefit a community interest the new member has? Can the new member use a skill they possess and develop a skill they need for their job? Club leadership needs to be aware of the strengths, needs and flexibility of its membership and work to incorporate these into its projects, fundraisers, and leadership development programs.

Clubs under charter strength may find that they are unable to carry out projects solely with the members of their club. They may want to contact other clubs about co-sponsoring activities and recruit volunteers so that the impact of the project can be maintained and participation in the project continued, allowing the club to maintain their profile as an active service club. Potential members may also be discovered during events in which the projects are a co-sponsored venture.

Another important step is to maintain growth in future years. This can be monitored and achieved through the use of your club's long range success plan. Clubs should develop a new member goal

each conference year as part of an annual success planning activity and identify 2 – 3 specific actions they will take to reach their goal. Include in the plans how you will celebrate when the goal is reached.

A final component for clubs under charter strength to consider is the “fun factor”. How much fun do your members have together? Incorporating personal enrichment opportunities as well as social and cultural activities into the Altrusa schedule can be the glue that holds your members together year after year.

Appendix F shows a sample schedule of a revitalization effort.

V. Revitalization for Clubs in Decline

REVITALIZE! REGENERATE! GIVE YOUR CLUB NEW STRENGTH!

This is the time for Altrusa's Renaissance and it is up to all of us to make it Our Time.

The formula is simple; the execution complex. We know all the ingredients; retain members, both long time and new, attract new members and implement our brand drivers ~~ Clarity Flexibility and Inclusion. Ultimately, Clarity + Flexibility + Inclusion = Trust and Growth for Altrusa.

Retaining long time members is the easy part of revitalizing a club; after all, we build friendships, become attached to projects, and know the satisfaction that comes from seeing the fruits of our efforts in our communities. Retaining new members can be challenging, but not if we remember why we joined, and why we are still involved. Retaining new members takes an effort on the part of current members, although primarily the responsibility of the sponsor, it is up to all the Altrusans to make the new member feel welcome and part of the group. There are many ways of achieving this end. Here are a few.

- Make a long-time member, not necessarily the sponsor, responsible for offering the new member a ride to the meetings – it's easier to say "I'm busy" to a friend,
- We all tend to talk to our friends and want to catch up with those we haven't seen since the last meeting. Don't forget to engage the new member in conversation; no one wants to feel like an outsider.
- Most new members join to participate in community service – keep your members busy with hands on projects.
- Educate your new members, from the amazing history of Altrusa's beginnings to the responsibilities and obligations of membership, to the working of the various committees and the opportunities for growth and learning.
- Give new members a voice. This is an organization of leaders, whether fledgling or established. Growth comes from discourse, encourage it!

Recruiting new members is more challenging. We've all heard it before; three of the most common excuses that work to perpetuate the decline of organizations: "We are happy with our size, bringing in new people will ruin the chemistry." If every club felt that way, Altrusa would have died long ago, and those members may have never known the joys of Altrusa.

Chemistry is all about things happening, not of stagnation, "We don't need men in Altrusa". Rotary and Kiwanis to name a couple of "men only" organizations used to say the same thing about women, yet now they are reaching out to women, who are helping them increase their membership. "I don't come across people to ask to join." This one is probably the easiest of the three to work with because it doesn't require a major attitude change, just ideas and follow through. Some of these are:

- Make a list of friends and relatives who you think would benefit from becoming Altrusans
- Join forces with other Altrusa Clubs near you and hold membership events
- Speak about Altrusa to the owner of the boutique or the restaurant you frequent, they are supported by the community; it would serve them well to return the favor.
- Speak to your librarian; invite her/him to a membership drive. Altrusans love and dedication to Literacy is sure to make an impression.
- Use the tools available to you; your District Board is there to support you, ask for help, no one can do it alone!

The longer clubs wait to bring in new members, the more difficult it becomes to attract the type of members that make Altrusa a vibrant, progressive organization. Revitalization starts with each one of us. The International Association is working hard to give us the tools that will help us on the road to healthy clubs, but tools unused are just dust collectors.

Appendix G shows a sample of making membership a club project. **Appendix H** is a sample membership growth action plan.

Here are some red flags that indicate your club might need revitalization:

- Meeting Attendance is Low
- No Membership Growth
- Retention of Members is Poor
- Committees Not Functioning
- Difficult to Find Club Officers
- Management of Club in Hands of Few
- No Leadership Training Provided
- Poor Communication Between Board & Members
- Service Project Lacks Club Support
- No Club Evaluation with Members' Input
- Club Has No Long Range Plan in Place
- Club Has No Representation at Conference
- Club Officers are Discouraged

VI. ASTRA's Role in Revitalization

Why is it important that every Altrusa Club sponsor an ASTRA Club? ASTRA and increasing membership go together. All Altrusa Presidents want more members. Altrusa Clubs need younger members. Younger members want to work on younger projects. Forming an ASTRA club is a younger project.

Does your Altrusa Club sponsor at least one ASTRA Club? If not, make ASTRA one of your goals for this biennium. It is easy. To begin, procure a copy of the "ASTRA Manual." This step-by-step guide of how-to start and organize an ASTRA Club can be downloaded from Altrusa International, Inc. (**Keyword** = ASTRA Manual) You are not alone; the Altrusa International ASTRA Chair and Vice-Chair, respectively, are only an email away. Contact information for all International Committee Chairs and Vice Chairs is available at the International website (**Keyword** = International Committees Contact Info).

Altrusa International has rebranded our Altrusa Image for Growth and Success. We need to work at being recognized and use our new marketing logo, brand and tag line wherever we go in the community which includes our ASTRA clubs.

The students wear their ASTRA shirts when participating in a community project or ASTRA activity – even when tutoring at a nearby elementary school. The ASTRA logo is based on the Altrusa International logo which helps with brand recognition for both Altrusa and ASTRA.



One of the many common threads of both ASTRA and Altrusa is SERVICE. Altrusans enjoy fun and camaraderie while collaborating on service projects with ASTRA bringing them closer together. All Altrusa clubs need to both recruit and retain new members while they retain their existing members. Why not work on service projects together with ASTRAns? You will see your Altrusa members of all ages totally enjoying themselves! It will give your club and its members a new burst of vitality. All clubs need an occasional re-charging – a refreshing change – ASTRA can give that to your club.

If you need some ideas for joint ASTRA/Altrusa projects, there are lots of great ones in the ASTRA manual. (**Keyword** = ASTRA Manual) Don't forget that your ASTRA members can help with fund raisers, service projects and with Conference.

We MUST start revitalization of our clubs now – this month! Keep in mind that ASTRA can help revitalize your club by re-energizing members and creating new projects. So move forward with

confidence and concentrate on just one thing at the beginning. You are the best judge of what is right for your club and your community. Please know that International always welcomes your inquiries. No question is too trivial. Let's keep the communication lines open.

VII. Community Connection

The basic philosophy and sense of purpose for Altrusa is to provide service to others – primarily in one's community. We also serve others throughout the world as we have the opportunity. Our international organization has no standard for ethnicity, culture or generational membership. It is our task to understand our own demographics. Each will vary and how we approach the needs will differ from club to club. A community connection is of great importance whether you are building a new club or revitalizing an existing one.

First, ask yourself and other club members the following questions.

Visibility: Do you have a diversified membership? Do you have civic leaders/politicians as members of your club? Do you attend meetings that focus on community issues? Do you partner with other service clubs on large charitable projects? Does your long range success plan include specific objectives regarding your club's public image? Do your programs include topics of member interest or are they just "filler"?

To enhance your visibility, assess your members' involvement in some of the following organizations:

1. Serve on local boards of directors – recreation districts, hospitals, college advisory committees, hospice, Habitat for Humanity, arts council, symphony, civic foundations etc.
2. Volunteer at election time. Be a judge, clerk, counter or anything to be visible.
3. Local speakers' bureau. Joint service club meetings. Don't have one? Be a leader and organize one.
4. Attend Commission, School Board or City Council meetings. Oddly enough that old corporate cliché "see and be seen" really works.
5. Join the local Chamber of Commerce

As you participate in the above mentioned functions you will meet new people. Many times they will be just as curious about you as you are about them. It is an opportunity for you to share your interest in community service and acquaint them with Altrusa. It also allows you to learn about community needs that could involve Altrusa. Today there is a focus on becoming GREEN. You can collaborate with the parks department for trash pickup or new planting. Help a school plant a tree at Arbor Day. Plant a tree in memory of a deceased member. The opportunities are endless.

Marketing: This seems to be one of the most challenging issues among clubs. The smaller the community the easier it is to be noticed. Few clubs in metro areas would ever anticipate being featured in a national newspaper like the Denver Post. The approach to this is to seek out an aggressive newspaper in an adjacent suburb that is supportive of community service. Find one that publishes events related to schools, churches and other charitable organizations. Very few TV stations offer local PSA's but you should investigate the possibility, or look to local radio stations.

The president and publicity chair need to get to know the local editors, radio personnel and reporters that specifically cover education. Many have a media spot dedicated to education and appreciate updates of organizations that are supporting the educational system. It is also advantageous to have someone on your marketing committee who is familiar with the new social networking websites (such as Facebook, Twitter, Linked In, Evites, etc.) to attract the “younger” and technology minded members. These can be great resources and tools to market your club. More detail information on how and when to use these sites will be in future update (**Appendix I** contains information about Social Networking).

When you are planning a fund raiser be sure to include advertising in the budget. Paid ads speak volumes. Knowing the ad manager will certainly assist in getting a freebie later. Invite the local newspaper editor/publisher to be a guest speaker. Obtain their policy for placement of news articles. Don't let things get lost in the want ad section. Again, **they** will learn more about Altrusa than you think.

Be certain if the school solicits applications for scholarships in the newspaper that your Altrusa scholarship is mentioned. Most schools with ASTRA clubs know Altrusa and are willing to highlight the connection. Be sure to announce the winners of the scholarships in every media outlet available.

Some radio talk shows, with call-in participation, are amenable to PSA's, if the project is beneficial to the community. They love service to kids. It also offers an opportunity to brag a little on a successful project. If he/she is "the guy" that everyone listens to traveling to and from work it is great place to challenge people to become involved in community service, like Altrusa. Give them a call at an appropriate time and on a proper subject.

Many Chambers of Commerce have a reduced membership rate for charitable organizations. The club would be listed in their directory and often advertising space is available at little or no cost. Place your events on their calendar. Check to see if you could serve as a guest columnist for their newsletter if you have a dynamite project coming up.

It is often said that it is hard to begin a conversation to promote Altrusa. Not so! If meeting someone for the first time when they ask "and what do you do", this is an awesome moment for you to share your Altrusa story. The same approach is good for that famous question "Well, what have you been up to lately?" Most of our friends and family know about our involvement in Altrusa. Each and every Altrusan needs to expand their coverage of service to the community. This expansion could be in the form of *elevated visibility*. Your opinion is valuable. Need help, it's available. Many of the how to's are on the Altrusa web site. Developing a strong community connection won't happen overnight. It takes a commitment from the club leadership and each of the members. This effort will strengthen your club, your district and Altrusa International.

No national news anchor will be sending an investigative reporter out to cover Altrusa's story. It is up to each of us to make it a priority to build the organization through new members and new clubs. Share the joy of service.

VIII. District's Role

What can Districts do to help with Altrusa's three R's – Revitalization, Recruitment, and Retention? The answer is quite a bit. Each District has its own policies and procedures for addressing revitalization. **Appendix J** is District Nine's Revitalization Plan for an example.

Revitalization

How does a District know that a club needs help in revitalization? Here are some warning signs:

- Club requests assistance
- Club membership falls and remains below charter strength
- Membership has fallen below previous levels and has remained at this low level for several years
- Club does not submit reports requested by District or International
- Club does not participate in District Conferences or International Conventions
- Club does not pay required fees and dues
- Club is unwilling to accept visits from District officer
- Club cannot identify members willing to assume officer and chairman positions

District officers should try to be aware of potential difficulties for their clubs, so that they can be ready to help when needed. The information in the District's club information file, such as previous club visit reports, is invaluable for this purpose.

The District should address revitalization regularly. An ongoing program of workshops in this area can help to keep revitalization a top priority and ensure the members are aware of the resources available to them. Include the District Revitalization Plan in the President's workshop material at each Conference. District officers visiting clubs in need of revitalization should have the plan with them when they visit, so that they can discuss the available resources and the District process for reimbursement if available.

The District may also appoint a revitalization committee. Revitalization work can then be divided among the committee members allowing for more one-on-one contact and assistance from the District to clubs. A committee of this type would report directly to the Governor.

Recruitment

Sometimes clubs need help in knowing where to find prospective members. Conference workshops can include tools to use, such as **Appendix A**. Other sources may include local Chamber

of Commerce lists of contacts, yellow pages for cold contacts, newspaper articles or announcements on promotions or interesting people. A Club may also need help on holding a recruitment event. Again, Conference workshops can supply this information, plus the professionally developed PSA targeting prospective members and recruitment letters for warm and cold leads (**Keyword** = Marketing Toolkit.) This also emphasizes the importance of consistent branding for Altrusa.

If there are cluster clubs in an area, a District may choose to fund a booth at a Women's Expo, allowing the cluster clubs in that area to staff the booth. Local, District, or International brochures could be handed out to booth visitors. This may also be considered a marketing event.

A District officer or committee chair could also be a featured speaker for a club recruitment event. Being supportive is the key role for Districts.

Retention

District Conference workshops can also feature tips for retention (see sections II and III). Making Conferences fun and relevant to members is also important. If members feel the time and expense of Conference is worth it, they will keep coming. Sharing success stories, offering opportunities to network with clubs with similar needs, providing personal growth / public interest workshops, and having fun enhance the success of Conference. Review the Conference evaluations to see what the members rated highly, to see what areas could be improved, and to see what was missing. Report the results in the District's DSB. Let the members know that their suggestions are being heard.

IX. Service Projects' Role

Since Altrusa is a service organization, the importance of local service projects cannot be over emphasized. Lack of such a project indicates that the club either does not understand the purpose of the organization or is confused in its attempts to find a local project.

Here are some of the reasons for problems in selecting a suitable service project:

- a. Inability of club to identify community needs or problems
- b. Inability of club to identify appropriate project in response to identified community need or problem
- c. Club places inappropriate emphasis on fundraising rather than hands-on provision of service
- d. Club does not review existing service projects to assess continued appropriateness to club and community

What is the effect of the lack of a suitable service on a club? Without a service project, a club is not fulfilling Altrusa's purpose. It can encourage apathy. Visibility in the community can be diminished, reducing Altrusa name recognition. Members may not feel that that the club is accomplishing anything. All of this can have an impact on retention and recruitment.

Don't throw up your hands in despair. There are plenty of service opportunities available. Review the issues of your District DSB or International publications for service project ideas that could be adapted for your community. Then contact the club with that service project to get specifics about how it functions, costs to maintain, members' hours to support, etc. Contact local agencies such as schools, welfare organizations, park and recreations boards, or hospitals. Have discussions with local civic leaders to see what need is going unfulfilled in your community. Attend District Conference and International Convention and attend the Service Workshops to gather ideas for your club. Solicit ideas from your members. They may know of a special need that would be ideal for your club. Ask for ideas from the District Service or International Service committees.

Having a project that is uniquely the club's own is a great marketing tool. At your fundraising or recruiting events, you can feature displays showing your members at work or the results of your labor. It is easier to get publicity if your club sponsors the project.

APPENDIX

This appendix includes a number of useful ideas and examples as you work toward revitalizing your club. Be sure to take a few minutes to look through them.

APPENDIX A - Forty Potential Members in Four Minutes

Team members:

Write four names under each category

Relatives

Friends

Co-workers

Spouses / Friends co-workers:

School friends / teachers / daycare

Places you do business (bank, dentist, etc.)

Church and social contacts

Neighbors

Contacts through children

People in other organizations with you



APPENDIX B – District Six Rookie of the Year Award

Altrusa International, Inc. District Six

ROOKIE OF THE YEAR AWARD NOMINATION FORM

Please print or type all information. The back of this sheet may be used for additional information.

Nominee's Name: _____

Altrusa International, Inc. of _____

Job Title _____ Classification _____

Address _____ City _____ State _____ Zip _____

When did the nominee become a member of Altrusa International? _____

(Nominee must have become an Altrusan within the two calendar years before conference (e.g. after 1/1/08).

Activities since becoming an Altrusan:

Positions held in Local Club (with dates) _____

District _____ Conferences (give _____ years) Attended _____ Delegate _____

Alternate _____

International Convention Attended _____ Delegate _____ Alternate _____

Workshop _____ Presentation _____ (give _____ title _____ and _____ event)

Program _____ Presentation _____ to _____ Club _____ (give _____ title _____ and _____ date)

Number of new members sponsored: _____

Number meetings held by club _____ Number attended by nominee _____

Name or brief description major projects chaired by nominee _____

Name or brief description minor projects chaired by nominee _____

Activities during the past year:

Number of Community Service Hours _____

Number of Member Service House _____

Number of Other Volunteer Hours _____

Please complete a 500 word essay about this nominee and send it with the completed information. Include how they have demonstrated leadership and made a difference to Altrusa.

*Entry must be postmarked by **March 13, 2010** and returned to: Bev Herzog, 37857 E 100 North Rd, Bellflower, IL 61724-9619 Or [email blherzog@illinois.edu](mailto:blherzog@illinois.edu) .*

Date: _____ Altrusa International, Inc. of: _____

Submitted by: _____



Altrusa International, Inc. District Six Awards

**Rookie of the Year Award
Judges Tally Sheet**

Allocation of points:

Involvement in Altrusa:

3 points each, maximum of 6 for any activity

_____ District Conference attendance

_____ District Conference Delegate or Alternate

_____ District Conference or International Workshop Presentation

_____ International Convention attendance

_____ International Convention Delegate or Alternate

_____ Club officer or standing committee chair

_____ Presented a program to the club.

_____ Attendance at Meetings (1 point per 10 % of total meetings over 50%, maximum 5 points)

_____ *Total Points (maximum 25 points allowed)*

Contributions to Service:

_____ Chaired a major hands-on service project or fund-raiser (5 points for each project, maximum 10 points)

_____ Chaired a minor or non-hands-on service project or fund-raiser (2 points for each project, maximum 6 points)

_____ Community Service Hours (1 point for every 5 hours, maximum 20 points)

_____ Member Service Hours (1 point for every 5 hours, maximum 10 points)

_____ Other Volunteer Hours (1 point for every 10 hours, maximum 5 points)

_____ Recruited and sponsored members (3 points per member/ maximum 12 points)

_____ *Total Points (maximum 50 points allowed)*

_____ **Essay** (maximum 25 points)

_____ *Total All Three Sections (Maximum 100 points)*

(Board of Directors votes to break any ties)

APPENDIX C - Being a Good Sponsor - Mentoring your Candidate

1. Identify an individual you believe to have the “Altrusa Attitude;” i.e. (service-minded, friendly, creative in some way, well-connected, problem-solver, sense of humor, enjoys meetings, can lead) any couple of these qualities will do.
2. Spend some time with this person that you will be introducing to the club’s membership. *Share with your prospective candidate why you became an Altrusan and why you think she/he will appreciate the opportunity. *Have on hand your newsletter and club brochure. *Describe your service projects and fundraising activities. *Be specific about when meetings are scheduled and his/her attendance expectations, including participation in service and fundraising efforts. *Be specific about monetary obligations. You may wish to bring along another enthusiastic member to this meeting.
3. Introduce your candidate to the club members at meetings. Because clubs have different methods, determine in advance, who is responsible for the cost of the meal (i.e. the club, sponsor or recruit). The candidate may also attend a service project or fun event. If you feel your candidate is interested in becoming an Altrusan, complete the Recommendation for Membership Form (**Keyword** = Recommendation for Membership) and according to club procedure, see that it is presented to the board of directors for approval. If approval is voted upon, the secretary sends a letter of invitation, in which it is explained that dues and fees are to be received before initiation. The President and Treasurer should also receive a copy of the letter, and all involved should be informed if the candidate accepts the invitation. A few days after the letter is sent, it is advisable for the sponsor to call the candidate to see if she/he needs additional information before making a decision.
4. After the requirements of membership have been fulfilled, the candidate is initiated with a memorable ceremony, and is the guest of the club for dinner (as per club policy.) Be sure your newsletter and yearbook editors have a copy of the new member’s completed Recommendation for Membership for their records.
5. Soon after initiation, the new Altrusan should have a more formal orientation, a review of member expectation, a summary of the structure of the International organization and its purposes, the Principles of Altrusa and its history, the District organization and its roles, and the Club’s history, projects and committees. If you have incorporated these items into a Club yearbook, then the new member should also receive a copy of the yearbook. This task is usually performed by the Membership Committee. They should also learn about three skills and interests of the newest member.
6. For the next several months, the sponsor is responsible to remind the new member about meetings, activities, and expectations. The new member may select the committee she/he has interest in joining; however, it may be most convenient to have the new member to initially participate with the sponsor’s committee. It would also be permissible to assign the new member to the Membership Committee if that Committee is responsible in your Club for Orientation, training, etcetera.

APPENDIX D – District Six Governor’s Award

Altrusa International, Inc. District Six

GOVERNOR’S AWARD NOMINATION FORM

Please print or type all information. The back of this sheet may be used for additional information.

Nominee’s Name: _____

Altrusa International, Inc. of _____

Job Title _____ Classification _____

Address _____ City _____ State _____ Zip _____

When did the nominee become a member of Altrusa International, Inc.? _____

Nominee must have been a member for ten (10) years or more.

Activities during the past 5 years:

Positions held in Local Club (with dates) _____

Positions held at District Level (with dates) _____

Positions Held at International Level (with dates) _____

District Conferences (give years) Attended _____ Delegate _____ Alternate _____

International Conventions (give years) Attended _____ Delegate _____ Alternate _____

Workshop Presentation (give title and event) _____

Membership in Club 21: Yes _____ Years _____ No _____

Other donations to Altrusa International Foundation: Yes _____ Years _____ No _____

Number of new members sponsored: _____

Name or brief description major projects chaired by nominee _____
Name or brief description minor projects chaired by nominee _____

Activities during the past year:

Number meetings held by club this past year _____ Number attended by nominee _____

Number of Community Service Hours _____

Number of Member Service House _____

Number of Other Volunteer Hours _____

Please complete a 500 word essay about this nominee and send it with the completed information. Include how they have demonstrated leadership and made a difference to Altrusa.

*Entry must be postmarked by **March 13, 2010** and returned to: Bev Herzog, 37857 E 100 North Rd, Bellflower, IL 61724-9619 or emailed [to blherzog@illinois.edu](mailto:blherzog@illinois.edu) .*

Date: _____ Altrusa International, Inc. of: _____

Submitted by: _____



Altrusa International District Six Awards

**Governor's Award
Judges Tally Sheet**

Involvement in Altrusa:

2 points each, maximum of 4 for any activity

_____ *District Conference attendance*

_____ *District Conference Delegate or Alternate*

_____ *District Conference or International Convention workshop presentation*

_____ *International Convention attendance*

_____ *International Convention Delegate or Alternate*

_____ *International Foundation contribution*

_____ *Member Club 21*

_____ *Club officer or standing committee chair*

4 points each, maximum of 8 for any activity

_____ *District Conference Chair/Co-chair*

_____ *District Committee Chair or Board Member*

_____ *International Officer*

_____ *International Committee Chair or member*

_____ *Club President*

_____ *Total Points (maximum 60 points allowed)*

Contributions to Service:

_____ *Chaired a major hands-on service project or fund-raiser (5 points for each project, maximum 20 points)*

_____ *Chaired a minor or non-hands-on service project or fund-raiser (2 points for each project, maximum 10 points)*

_____ *Community Service Hours (1 point for every 5 hours, maximum 20 points)*

_____ *Member Service Hours (1 point for every 5 hours, maximum 20 points)*

_____ *Other Volunteer Hours (1 point for every 10 hours, maximum 10 points)*

_____ Attendance at Meetings (1 point per 10 % of total meetings over 50%, maximum 5 points)

_____ Recruited and sponsored members (3 points per member, maximum 15 points)

_____ Total Points (maximum 100 points allowed)

_____ Essay (maximum 40 points)

_____ Total All Three Sections (Maximum 200 points)

(Governor breaks the ties based on essay and service)

APPENDIX E –Why People Volunteer

Why People Volunteer

The Top Three Reasons People Volunteer

by Thomas McKee

Why do people get involved as a volunteer in an organization? What is the motivation for people to take their time, money and talent to become involved? What does it take for volunteers to get involved and stay involved? The question is WHY?

Motivation is an inside job. People do things for their reasons, not yours, so our role is to create an organization culture that stimulates the inner motivation of each volunteer. What are the external stimuli we can use to arouse that inner motivation?

Most people respond to three levels of motivation.

Basic Level: Self-serving drive

Secondary Level: Relational drive

Highest Level: Belief drive

The basic level of recruiting is self-serving.

People often join an organization because it meets their needs. That need may be for business, for friendship, for belonging or many other self-serving needs. Most organizations offer an associate membership for business people who offer services for members. I have served on committees of professional organizations because I am able to meet with people who could use my services. Networking is an incredible opportunity and benefit of volunteering. When I volunteer, I get new business.

The wise recruiter looks for these kinds of volunteers because it is a win/win. The organization benefits from getting my expertise and high-energy enthusiasm (after all if I am looking for clients, I'm not going to do a poor job). I benefit because I meet people who know people who are looking for speakers, trainers and consultants.

Political volunteers often are motivated by this basic level. They get involved with a campaign because they see the personal benefit to them—usually something financial like taxes. If I help elect this candidate, it is going to benefit my business or my taxable income. Again, this is self-serving; however, it is another win/win for everyone involved.

Interns provide another example of this type of volunteer. They want experience that they can use to get a job. Most of them are also looking for a mentor—and someone who can write a strong recommendation letter for them.

When we recruit at the basic level, we stress the personal benefits volunteers will receive when they work in our organization.

The second level is relational.

People also volunteer because of friendship. When a friend personally asks someone to volunteer, it is often hard to say, "No." If the friend is excited about a certain cause, he or she is the best person to do recruiting. Relational marketing is one of the most effective marketing tools. I.I.R. or investing in relationships is one of the strongest stimulators for our inner motivations.

Why do politicians shake hands and kiss babies? Harry Truman was a successful campaigner. He knew how to work a crowd. He knew how to shake hands with people. Harry Truman truly loved people and was so successful at campaigning. Bill Clinton was another great campaigner. During his first campaign for President, he was visited many college campuses. A TV network interviewed a group of college students after one of his town hall meetings on the campus, and they asked these students if they were going to vote for Clinton. Everyone said that they were excited about Clinton and wanted to get involved in his campaign. When the interviewer asked them what it was about Clinton's policies that they supported, many of the students didn't have a clue. They all were excited about the person, but they had no idea what he stood for. They had met the person and liked him as an individual.

Many people join an organization and work as volunteers because they were recruited by a friend. The advantage of having a recruiting team is that the synergy of brainstorming increases because we have just increased our sphere of influence. Two people only have so many contacts; however, a recruiting team of ten people can produce hundreds of potential volunteers.

The third level is belief.

The level of belief is the strongest level of commitment. When people volunteer because of their passion for a cause—they actually believe in our cause we have the strongest level of commitment. When people believe in the cause of the organization, even if that cause will cost them a great deal of personal sacrifice and pain, that is when the volunteer is highly motivated. This is true inner motivation that is on the level of Gandhi or Mother Teresa. People join and volunteer because they believe the cause is right. This is the highest level of motivation.

People often join an organization at level one (self-serving) or level two (because of a friend), but in time they become true believers and passionate about the cause. This is our goal with each member of our organization.

In our organizations we find recruits at all three levels, and we can use each kind of motivation to enlist volunteers.

Tom McKee is a leading volunteer management speaker, trainer and consultant. You can reach Tom at (916) 987-0359 or e-mail Tom@VolunteerPower.com. Other articles and free resources are available at www.volunteerpowers.com.

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APPENDIX F – Revitalization Schedule

Step 1 – Make a decision to revitalize or fold the club. (All members to attend this meeting.)

1. Meet at a neutral location, like a restaurant. Be ready to openly discuss why the club lost members. No minutes are taken – just a very frank, open talk of what went wrong and how you are going to correct the problem. Egos need to be left home. Ask a District Officer or outside 3rd party to mediate this meeting.
2. Assuming that you are revitalizing the club, leadership needs to be in place. One idea for determining leadership is to have the same number of match sticks - cut to different sizes - as members. (The person who called the meeting can have these ready for the meeting.) Everyone draws a stick – and per the legion set up ahead of time, this is the new board. The positions to be held a minimum of one year. This will give the new members a chance to get orientated plus set club goals and get the club back on its feet. (Everyone agrees to this ahead of time.)
3. Start a task list – expand as needed
 - a) Contact other Altrusans in the area for assistance.
 - b) Contact District for board assistance
 - c) Start a list of potential invites – include friends, business associates, city officials, people you have dealt with previously thru Altrusa, and previous Altrusans – who were not problem people
 - d) List possible locations for the info night
 - e) Need samples of invitations. Contact can be via telephone and/or email, but invitations should also be sent. Request a R.S.V.P.
 - f) Set a calendar – schedule weekly meetings. The calendar should be no more that 8 weeks from the first meeting to the membership event. (Note: weekly meetings are pretty much not allowable in today's society of busy families, broken families, work, etc. Suggest that we say to set a meeting schedule that works for your current membership)
 - g) Make a list of who is doing what – everything except #c above should be done by the next meeting
 - h) How much money does the club have budgeted for membership? Does District have funds available for club building and/or revitalization? Request all the funds you need. (All they can do is refuse your request!)

Note – this will be the longest meeting you will have up to just prior to your Membership Event.

Step 2

1. Decide on invitation (print, email, evite) and someone to order if print

2. Review funds available for the membership event and set up a budget
3. Decide on what will be served – based on funds
4. Decide on location for the event and ask someone to reserve
5. Advise who will assist from District and other clubs

Step 3

1. Start work on the program including who will speak and their topic. Include Information on District, International, past projects and MOST IMPORTANTLY what you get out of being a member of Altrusa. This could be the joy you experienced working a project, or the thank you cards the club received from kids after a project; any number of things – but make it a happy time and speak from your heart. The potential members will hear and see the affect Altrusa has on you.
2. If you have a Foundation, talk about the great things you are able to achieve plus the tax advantages available to your members.
3. Decide which of the guest Altrusans you wish to speak – and the topic you want each to address.
4. Decide who is going to contact each guest speaker – and ask them to speak on the specific topic decided on.

Step 4

1. Start addressing invitations.
2. Review Budget for event and make necessary adjustments
3. Talk with people you know about the membership night
4. Review what has been done on the program. Make a list of possible holes which need to be filled. Add a task list as needed.
5. Confirm list of speakers – and include in the program.
6. Decide who will do the introductions,
7. Decide the order they will speak. (Because there is a small number of actual club members you might consider alternating between guests and members.)

Step 5

1. Finalize the program. If you have a great printer available, print the program. If not, send out for printing – after all of you have proofed the program!
2. Get a quote on everything that will be served. Don't plan on doing this yourself as you will have tons of things to do the night of the event

3. Between you, ask a daughter, or daughter in law or sister or special friend to help set up and keep everything going the evening of the event. Plan on having 3 people.
4. Continue addressing invitations

Step 6

1. Firm up the food and beverage orders – someone to place orders.
2. If having flowers, go ahead and order ahead of time and decide who will pick up
3. Continue mailing invitations and calling people

Step 7

1. Full run through the program.
2. Do each of your talks – make sure that each has a touch of humor.
3. Do your last minute list of what needs to be done. Each person will have a full list and you can highlight what each has to do.
4. Sit down and have a special cup of coffee or whatever and celebrate what you as a group have done!

Step 8

1. TAKE A BIG BREATH AND HAVE FUN. You have done everything possible to make this a success plus you have had an opportunity to see each other in a different light!

Notes:

- Plan on sending 150 invitations – you will get approximately 25 potential members.
- Follow up on those who could not make the event but are interested in Altrusa.
- Have New Member paperwork at the event. Sign people up immediately and collect their money!
- Do follow up phone calls reminding people of the meeting.
- Plan your first meeting two weeks from the event. Have a location and time ready to announce at the event.
- The first meeting should be Orientation – not what they will be jumping into immediately, but what will be down the line.

- Limit the number of projects for the 1st year – as you will be committee chairs also!
- Projects with minimal planning and involvements are the best way to start.
- At each business meeting, present another aspect and/or committee of Altrusa.
- Continue to ask area Altrusans to attend your meeting.
- Plan two meetings each month – one business one program.
- Line up interesting speakers for your program meetings – some speakers could be from agencies that need your help.

APPENDIX G – Building Membership as a Club Project

Let Building Your Membership Become Your Next Club Project Plan

1. Set a goal for membership in your club
2. Appoint a membership committee
3. Appoint a service committee

Foundation

1. Update/Create your Club Brochure (*Membership*)
2. Line up a series of good guest speakers that you can invite potential members along to hear. (*Both Committees*)
3. Line up a series of hands on projects (small) that you can invite potential members along to join in. (*Service*)
4. Organize a series of local promotions to raise the profile of Altrusa (*Membership*)
 - Mail Drop
 - Information Book marks at the Library/Information Center
 - Radio – story writing competition
 - Newspaper
 - Posters on community notice boards
5. Be seen in public – selling raffle tickets/cake stall/sausage sizzle (*Service*)
6. Request referrals in the DSB (place an ad asking for help from other Altrusans (*President*))
7. Request District revitalization funds if needed

Frame

1. Develop a “database” of potential members
 - Membership brainstorm (*Whole Club*)
 - Yellow Pages/Newspaper Search (*Membership*)

Roof (*Membership*)

1. Send out 5 letters per month
2. Follow up each letter three days later with a phone call
3. Visit local businesses and invite.

4. After potential member attends the following week, follow up with a phone call and invite them to the next “activity”.

Interior Decoration (*Membership*)

1. New member orientation evening.
2. New member induction.

APPENDIX H – Sample Membership Growth Action Plan

Aim: To increase membership to __ by end of May 20__

Objective: Through a number of recruitment activities identify people who might be interested in joining Altrusa and invite them to meetings.

Activity	Who	What	Resources
Altrusa Book Marks	Member A – design Member B – production All - Distribute	Distribute customized book marks with contact details at March events, Women’s Expos, fundraiser, service activities, personal contracts	Donations of design and ribbon from Members. Members time to distribute \$250 required from revitalization fund
Altrusa Brochures	Member V- update, using International’s brochure as a base Produce in glossy/laser Personalize contact details	To be distributed to information centers, citizens advice, real estate agents, Supermarkets Each member to be given three brochures and encouraged to give them away	Design by member Get copied at copy center and fund via General Fund Members time to distribute
Business Visits	All members encouraged to visit businesses that would have necessary classifications the feeder suburbs	Business target list from Chamber of Commerce lists, yellow pages	Brochures that have contact details of the member personalized on them. Members time to distribute
Advertising	Member A or Communications Committee	Newspaper advertisement for tea/membership drive Advertisement in DSB requesting assistance with contact names from Altrusans Contact local college where club has scholarship and get advertisement in school newsletter.	\$ from General fund to pay for advertisements

Activity	Who	What	Resources
Past members	Member C or Membership Committee	List of past members to be drawn up and those that left for personal reasons where their situation may have changed to be invited along to meeting	Past Year books and members time to phone up.
Revitalization Fund	Membership Committee	Apply to District revitalization fund for \$250 for Altrusa Book Mark production costs Apply to District revitalization fund for approx \$100 for Membership evening costs.	Revitalization Fund Application Forms
Guests at meetings	All	Each member to bring a guest to a specified meeting. Decide on date of specific membership meeting.	Resources for the kits and bags already in stock.
Hands on Service	All	Each member to invite guest to hands on service project - - Hospital kits - Book Bags Date to be set for each of these projects	
Fundraiser	All	Members to actively engage with those at the fundraiser. If interest expressed, take down phone number/address etc. Send out letter inviting to membership evening and follow up with phone call a few days later.	Brochures/Bookmarks and business cards
Mail Out	All	Consider doing mail out and using local phone directory as source of names.	Envelopes and letters and postage Members time
Membership Dues	All	Consider reducing local dues to assist with membership recruitment to be funded from general funds.	

Activity	Who	What	Resources
Evaluation	All	At the end of June, meet to evaluate success of membership drive and what changes could be made to improve and whether to continue with recruitment efforts.	

Beginning Year Membership: _____

Ending Year Membership: _____

APPENDIX I – Social Networking

There are some excellent introductory videos available on the Altrusa International web site to help you get you started with social media. One video is on Facebook (**Keyword = Facebook**) and the other on LinkedIn (**Keyword = LinkedIn.**)

There are also chapters on Facebook and LinkedIn in the Altrusa Media Guide (**Keyword = Media Guide.**)

APPENDIX J – Sample District Revitalization Plan

DISTRICT NINE REVITALIZATION PLAN

Purpose: To strengthen under charter strength clubs (less than 20) in District Nine in 1) membership, 2) leadership, and 3) retention. Each club in the district that is under charter strength (20 members) will be encouraged to participate.

Part I: Club Responsibility

Each participating club will have the responsibility of developing a database of potential members and develop a database of programs.

A: Potential Member Identification

Develop a list of between 50 and 100 potential members. The potential members can be invited to one big membership meeting or “several at a time” to attend program and events in this plan.

1. Brainstorm names of potential members. It is suggested that a special planning meeting be held where each member will “brainstorm” to come up with names. Members are asked to bring sources of potential members, such as chamber of commerce membership lists, local yellow pages, United Way lists, etc. Letter can also be sent to businesses asking for names of people in the company that they would like to see invited to participate.
2. Put these names into a computer database to allow for easy mailing of letters.

B: Development of a Program List:

Each club should develop a list of interesting, thought-provoking topics that would promote personal and professional development and networking. This list can be added to and referred to throughout the year as the project progresses.

1. Each member should write down areas of personal and professional development that they would like to have addressed. In “brainstorming” fashion, the group should discuss each possible program’s topic. As these ideas are shared with the group and recorded, additional ideas are also recorded as they are generated.
2. Explore Altrusans as potential program presenters. The club should look at their own members as potential presenters. Also, consider Altrusans that are in surrounding areas as presenters.
3. Review topics from several years back to see if they could be revisited.

4. Put all ideas into a computer database, along with the names and addresses of potential speakers or contacts for that topic.

Part II: District Responsibility

District Nine will have the responsibility to support the efforts of each club undergoing official revitalization within this plan both financially and by providing training.

A: Development and presentation of a membership event

The District will develop a presentation on leadership that would encompass a meal (breakfast, lunch, dinner, or other suitable function) if desired. This presentation can be given by district officers and can be paid for from District Nine Revitalization funds. The program will be geared for Altrusans, new Altrusans and potential Altrusans on broad leadership categories.

1. An outline or script will be developed so that any District Officer(s) can full the role of presenter and deliver the same message.
2. The District Officer(s) will work with the club if help is needed in advance of the event.
3. An evaluation will be distributed at the end of the function to fine-tune future presentations.

B: Development of a leadership training session

When a club has reached charter strength, a leadership training seminar will be offered to that club for the purpose of training all club members.

1. An outline will be developed to assist the visiting officer(s) in making the leadership training presentation.
2. An abbreviated set of handouts with an overview and responsibilities of each office and committee will be prepared to give to each members of the club.

C: Evaluation

Following the completion of each revitalization project, the district and club officers involved will complete an evaluation to assist in other revitalization projects.