

C MPASS



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What an exciting time to be an Altrusan! Many of you have just returned from attending your District Conference in person after a two year break and some are preparing to head off to their own conference very shortly. Coming together as Altrusans, celebrating together is so important and I hope you made or will make the most of your time together.

After attending our conferences we always return excited, re-energized and eager to begin a new year of service. I ask that you channel that excitement, that passion, into building and growing your clubs. It's so important that we remain vigilant when it comes to your membership. Remember part of our goals for this biennium is to not only recruit but to retain our membership. You can do this by finding ways to engage your membership in service and in the workings of your club. Another way is to establish a mentor program within your club to make sure that you are meeting the needs of all your members. Maintaining a focus on recruitment and retention will help keep our clubs strong and vital. It is truly disheartening when we lose clubs because we stopped all efforts of growth. Just think about the impact you're making in your community and then think about the void it would leave if your club no longer operated, was no longer doing the work of Altrusa. Altrusans make a difference and the work we are doing in our communities is too valuable to lose sight of; so please join with me and share the gift that is Altrusa.

I do love this time of year – SPRING, a time for renewal! This is the time when we close one chapter by celebrating all the wonderful things we accomplished throughout the past year and begin a new one with new Boards, new projects, and new ideas. You can almost feel the excitement in the air. Another reason for us to rejoice is that we have rounded the corner after a difficult couple of years. Yes, they were difficult but we survived because Altrusans don't run away when things get hard... they persevere, they learn from it, and they grow. I am so proud of this organization and so thankful for the opportunity to serve as your International President.

Remember United We Can ... achieve much!



Kathy Folley
International President
Altrusa International, Inc.

Increasing Membership Can Be Simple

Judy Porter, International Membership Development Committee

At the end of a wonderful District Five Conference, the District Board gathered to discuss many topics to make the District stronger.

On the top of the list was membership. After two long years we are gathering in person now and yet many clubs are smaller. Questions included:

- How can we retain veteran members?
- How can we attract new members?
- How can we attract younger members to be our future leaders?
- Are Virtual Clubs going to become a thing?

The International Membership Committee is working on how a Virtual Club can work, and more information will be coming.

Meanwhile, one concern raised in the Board meeting was that a local Rotary club was gaining members in almost “direct competition” with the local Altrusa club, because “The Rotary club has name recognition and might be a good addition to their resume.” Governor Julie Stratos had the perfect answer: “If they’re joining for their resume, we don’t want them.”

Altrusa is a builder of women – and men. We want service-minded people to join us to help others, not themselves. Of course, typically when we help others, we DO help ourselves. We feel a sense of accomplishment, and happiness for knowing we’ve made a difference in someone else’s life.

Altrusa is a GIFT we give ourselves.

Some ideas discussed may be helpful:

For veteran members who may be feeling disconnected, a text and a phone call can encourage them to come back and be active. A card in the mail can do wonders. Consider picking up a member on your way to a meeting or service project. Even members who haven’t been involved in a few years may return after a fun venture out.

Ideas to attract younger members include:

- Targeting a local college campus to invite both students and faculty to join
- Inviting new mothers who may be craving adult conversation to consider joining; her baby may be a joyful addition to a meeting, and if fussy there will certainly be several volunteers ready to hold that baby and walk around to soothe the child
- Drawing attention to Altrusa by posting on Facebook and Instagram
- Sending photos to local news with a recap of a service project
- Talking about Altrusa to everyone you meet

And remember that all of us prefer to be around happy people. Consider coming to a meeting and sharing your craziest service stories with each other. Laughter is the best medicine – and it is a sign of understanding. Gather with the happiest people you know as much as you can – keep your spirits up and new members will be drawn to you.

Navigating the Web...

- Important websites to know!
www.altrusa.org (click Member Login in the upper right)
login.altrusa.org (go directly to the members area)
www.altrusastore.com (purchase Altrusa branded items including pins and banners)
www.altrusaservice.org (browse and share your club's service projects)
- Give us some feedback and share your thoughts on improving Altrusa with the [Suggestion Box](#).
- If you have forgotten your password to the site please send an e-mail to Altrusa@altrusa.org or call the International Office for assistance.

Group Tally Minute

Having trouble logging in to Group Tally? Forgot your password?

- Click on the "Set Password/Forgot Password" link on the login page.
- Enter your email address. (It must match the one we have on file)
- Wait a few minutes for your email from Group Tally.
- Once you receive it, click on the link. (If the link isn't highlighted, copy and paste it into your browser)
- When the page loads enter your new password and you're in!

Important Dates

May 15 International Day of Families

June 1 International Dues deadline

June 6 World Environment Day

June 23 UN Public Service Day

July 30 International Day of Friendship

March Committee Update

Your monthly update from the Service Committee!

Awards Information

Remember! Awards should be listed as 1st, 2nd, and 3rd place.

No more honorable mention awards will be given.

1st Place District – \$100

1st Place International – \$500

2nd Place International – \$100

This will be effective at the 2023 Convention.

Days for Girls

DFG is launching a campaign efforts on behalf of the Ukrainian refugees.

Together with Global Empowerment Mission, they will be providing menstrual product options to women and girls affected by the situation in Ukraine.

Contact your District's DFG Liaison or check out the International website for more information.

As always! Make sure you are uploading your projects to the Altrusa International Service Database!

Congratulations!

Q2 Facebook Service Challenge Winners!



Altrusa International of Longview-Kelso!

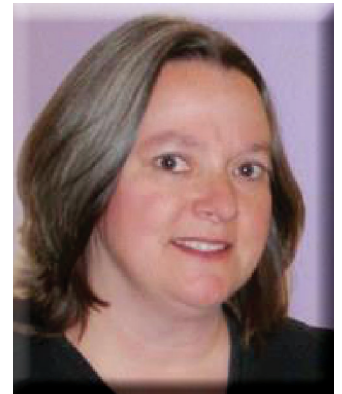
Reminders

- Please make sure you submit your District Award winners to International for the Mamie L. Bass, Nina Fay Calhoun, and Letha H. Brown awards!
- Submit your Literacy projects to the Service Challenge form. Available on the International Website.
- Keep an eye out on the Altrusa International Service page for the next Facebook Challenge theme!

Working Through Your Long-Range Strategic Plan

Susie Meier, International Leadership Committee

Strategic planning is simply setting the overall goals for your organization and developing a plan to achieve them. It helps you set a path and verify that you are staying on the path. It means stepping back from the day-to-day and asking where are we headed, and what should our priorities be? Your plan should be reviewed and treated as a living document – and altered when the times or circumstances dictate.



So how do you work through this review process? It is likely that you have an existing plan for your District or your Club, and that's a great place to begin. Look at your existing plans and see where you are in comparison. Have you met or made progress on any of the goals? Congratulations! Are there goals which are still relevant, but you need to continue work towards them? Don't become discouraged! That's what this process is for, to uncover and expand on the pathways that can make your club successful. You may even find that a goal that was relevant a year or two ago is no longer key to your club's future.

Now you can take the goals which are still relevant but need work and add to them any new goals that your club has. If you've met your membership goal, what would your new goal be? Do you have new service-oriented goals? Be sure to include anything new that your club would like to accomplish and celebrate the successes that you've had.

For each of the remaining and new goals, you'll want to review your prior "SWOT" analysis – look at your Strengths, Weaknesses, Opportunities, and the Threats that might keep you from reaching the goals. What resources are needed to reach the goals? As before, don't forget to include program costs and what resources you already have. Next, look at the short-term goals you will need to meet to reach the longer-term goals. And finally, create your action plan! Who needs to do what – and by when – to meet the short-term goals? For your existing goals and your new goals, you'll want to be sure you know where you are going.

The process of reviewing your strategic plan is ongoing and continual. Take the time each year to look forward at where your club wants to be in 1 year, 3 years, or 5 years. As we've seen over the last couple of years, circumstances change, your club's membership needs change, and even our abilities to act on certain plans change – so flexibility becomes key. And remember - don't forget to celebrate your successes!

Questions About ASTRA? What to do? - Where to go?

Vici Giltner, International ASTRA Committee

To learn more about ASTRA whether your club may be considering sponsoring an ASTRA Club or you just want to learn more about ASTRA, it is not as difficult as you may think. All you need to do is access <http://astra.altrusa.org> on your computer. No password required!!! Everything you may need is right there and you do not have to jump around to other sites.

This site is very user friendly. It is organized by stages of development of a club; basic information, thinking of developing a club, processes of development, how to maintain a healthy club and opportunities offered to ASTRA members. Many forms are PDF fillable for ease of function.



If your are referencing the ASTRA site to become more educated about ASTRA, I would recommend you review the following:

- ASTRA Informational Video
- Types of ASTRA Club Document
- Chapter Seven: ASTRA (from the Altrusa President Handbook) Document
- ASTRA Service Projects List

Is your Altrusa Club interested in organizing and sponsoring an ASTRA club? What to reference? My suggestions would be:

- ASTRA Informational Video
- ASTRA New Club Start-Up Guide - Ten Steps to Starting a New Club
- Types of ASTRA Clubs Document
- Chapter Seven:ASTRA (from the Altrusa President Handbook) Document
- Key Elements of a Successful ASTRA Club Document
- ASTRA Advisor Manual
- ASTRA Member Guide
- ASTRA Opportunities Provided by Altrusa International Section

Once your club decides it wants to move forward in sponsoring an ASTRA Club, you will find the needed documents under the New Club Toolkit, ASTRA Club Documents and Forms and ASTRA Advisors Information and Guidelines Toolkit sections.

Even though this official ASTRA site is very thorough and helpful, questions will arise. Utilize your district ASTRA Chair in these instances. Feedback on this site and the usefulness of the information and forms is always welcome.

One last resource on this site is the ASTRA Gram, the ASTRA newsletter. It provides updates and activities of our ASTRA clubs. Take time to review them.

Thank you all for your ongoing dedication to ASTRA.

Showcasing Club Projects

Hillary Sloan, International Service Committee, Chair

Our Altrusa International clubs work hard on all projects, and it is about time to showcase them. Here are three tips to showcase all of your club's fantastic service projects.

Get Social With It

According to research, 3 billion people log into their social media daily. To put this number into perspective, that is 40% of the world's population. Social media outlets assist your clubs in reaching targeted audiences. These outlets help the club promote its brand awareness and engagement. The idea is to showcase your projects on platforms with "story" pages.



Count It Down (in 3, 2, 1)

As your club develops its service project, it can have a countdown (using social media, websites, and flyers) to finish the project. Create a buzz around the project. Make sure the public sees photos of the "countdown." Your club can go as far as to create a "project profile" that includes vibrant imagery. Imagery allows future club members and community organizations in need to explore the club's outstanding service projects.

Snap & Share

At the end of your club's project, a great way to showcase the fantastic project is to create a time-lapse video of the project. Time-lapse is a way to highlight the entire project within a small time frame. Then post it to the club's website and social media platforms or highlight it in newsletters.

The main idea is to reach as many people as possible to showcase your wonderful club service project.

2023 International Convention
San Antonio, Texas
Wednesday, July 19 - Saturday, July 22

Working Together: Making a Difference - Altrusa and the UN in Action

Kathy Schrein, Chair

Altrusa Representative to the United Nation's

Department of Global Communications, Civil Society Unit/NGO

Greetings to the United Nations' Civil Society organizations (NGOs) from all over the world, especially to our own Altrusa International. The Civil Society Unit facilitates the exchange of information and develops partnerships with member NGOs (1500+) to enhance their interaction with and understanding of the work of the UN during these difficult times.



The Civil Society Unit of the UN's Department of Global Communications (as discussed in our previous Compass articles) holds briefings (usually now via ZOOM or Facebook Live) on topics on the UN's agenda that are of interest or relevant to the work of our organizations-community service/literacy/youth issues/women's rights, etc.

The briefings assist civil society organizations like Altrusa with their advocacy efforts on behalf of the UN and definitely offer a unique opportunity to interact and network with representatives of other service clubs, academia, business communities, and NGOs working on similar issues. Your Altrusa representatives are part of these briefings; listening, asking questions, and gathering pertinent information to share with our members.

Thus, with this information shared, I am so pleased to inform Compass readers that beginning Monday, March 14, 2022, representatives of the civil society organizations (Altrusa!) are now able to access the United Nations Headquarters in New York. (Personal note: as your Altrusa chair rep. for NGOs, I was scheduled to attend a UN General Assembly session and get my yearly Grounds Pass on March 10, 2020. The day before, I received an urgent email stating the entire UN unit was to close March 10, 2020-due to Covid-19 cases in NYC. Fortunately, I got an Amtrak refund and have had no opportunity to actually get to the UN since. So close!!)

Finally, a short listing of several of the United Nations' Days of Observations which Altrusa encourages clubs to list in their newsletters and, better yet, select the topic for member meetings, speakers, handouts, videos, etc. Altrusa is just one active voice, speaking for the United Nations mission topics!

August 12 International Youth Day

September 8 International Literacy Day

September 21 International Day of Peace

October 1 International Day of Friendship

October 16 World Food Day

October 24 UN Day

November 16 International Day of Older Persons

November 25 International Day for the Elimination of Violence against Women

International Day of Persons with Disabilities

December 10 Human Rights Day

February 4 World Cancer Day

February 20 World Day of Social Justice

March 1 Zero Discrimination Day

March 22 World Water Day

April 7 World Health Day

May 15 International Day of Families

June 6 World Environment Day

June 23 UN Public Service Day



DISTRICT TWELVE





Congratulations to awarded Altrusa Clubs and Club 21 Organizations

The Altrusa International Foundation, inc. Board of Trustees are delighted to announce awards for the 2022 cycle two Grants Program and Club 21 Program. [Click here for Altrusa Club Grants Program](#) and [Club 21 Program](#) distribution.

Time to nominate members to Altrusa International Foundation Board, Inc.

According to the Foundation Bylaws & Polices, to nominate Altrusa members to the Board of Trustees:

- (i) Eligible Districts shall select nominees, a slate of which will be presented to the delegate body at International Convention. Each District shall establish its own policy as to how its nominee shall be selected. A District may be represented by no more than one of its members on the Board of Trustees, although this limitation does not affect the Past Treasurer and the Immediate Past Chairperson. Each delegate entitled to vote at the Convention shall be entitled to cast one vote for each of the positions to be filled at such election.
- (ii) The Governor of an eligible District will make a single nomination to the Foundation. A head shot photo in color, an express representation that the nominee qualifies as provided at Article III, Section 3(b), and a maximum one-page typed biography of the nominee must be provided to the Foundation Director at any time after October 1st of a non-Convention year and, in any event, by no later than January 15th of the Convention year.

Qualifications for Nominees. Each candidate for Trustee must meet each of the following criteria:

- (i) Must be an Active or Active Retired member in good standing of an Altrusa Club, including Clubs-at-Large;
- (ii) Must have current or prior experience with a charitable corporation or foundation, serving in an elected or appointed position with policymaking responsibility;
- (iii) Must have served a full term as president of an Altrusa Club or a full term as president/chairman of an Altrusa Club Foundation; and
- (iv) During all or part of the term for Trustee for which he/she is standing for election, he/she must not serve as (aa) An Association officer; (bb) an Association board member; (cc) a chair or member of an Association standing or special committee; or (dd) an Association special appointee. Service in such positions of the Association's Districts shall not disqualify a candidate (except during his/her term as Governor of a District).
- (v) The Board of Trustees may appoint a member of the Board to serve on a task force or committee with Association appointees, when the subject matter to be evaluated may have a direct impact on the Foundation.

Submit nominees to natalia@altrusa.org no later than January 15, 2023