

Altrusa International, District Eleven DSB

In this Issue

Governor's Message	1-
Membership	2
Literacy	2
Service	3
Webmaster	4
New Club Building	5
ASTRA	6
Leadership	6
Strategic Plan	7
Club President's Info	9-
District Board and Committee Chairs	11-

Governor's Message –

Learn from the Past - Embrace the Future!

As we continue to celebrate 100 Years of Altrusa, remember that you are part of that history. What is your history in Altrusa? **WHY** did you join Altrusa? Altrusans often have somewhat different motivations for service. Stop and think about your **WHY**. Was it to serve the community through literacy and service? Or was it to be a part of an organization of quality people with common goals and varied backgrounds?

Or did you just join because your friend or relative wanted you to? As we experience our own personal growth through Altrusa we can discover our true potential as caring and giving human beings. Altrusa provides us with a purpose.

As we work on service projects, fund raisers, and attend meetings, the **WHY** is your most important motivator. Remember the **WHY** when the work in Altrusa becomes challenging, it will take you to the next level of service and leadership. Be proud when we achieve our Altrusa goals. Acknowledge your successes. Making a Difference is truly rewarding, not only to us but to those we serve.

Don't discount what Altrusa does, no matter how small the effort is. You never know when you will change someone's life. Altrusans have been changing lives for a long time. I recently received an email from an Altrusa member who was out soliciting donations for our current fund raiser. She discovered a very grateful recipient of Altrusa Service. She described herself in an email as a child of Finnish immigrants during the Second World War who struggled to keep food on the table. Her mother skipped meals to make sure her daughter was fed. Living in a small Pacific Coast fishing village, she worked hard in her small town school and became Valedictorian of her class. She stated, that in 1965 ALTRUSA reached out to me and helped inspire me to achieve a better future by granting me a \$100 scholarship.



That scholarship enabled me to dream that I could escape the poverty, provide for my parents, and to make a significant contribution to this great country in some unknown manner. The emotional momentum created by ALTRUSA helped me achieve credentials that in turn I have used to help others over the years. . . . ALTRUSA initiated like a snowball rolling down a snow covered hillside, with each rotation down the hill, the snowball gets bigger and bigger . . . **but it started with the first roll . . . from ALTRUSA.**@

She went on to state a long list of accomplishments that included a law degree, and many accomplishments in the legal field. She was elected the first female President of the Minnesota State Bar Association and creating a restaurant *Latham's Table* for training of job skills for hard core criminal offenders otherwise headed to Federal prison called Freedom House in Minneapolis which later inspired the creation of a twin restaurant in San Francisco called Delancy Street. She attributes all of her successes to the generosity of Altrusa. She concluded:

Thank you again, ALTRUSA. You are Heroes to Millions!!!@ Helen In California

Altrusa created this story. All our clubs are creating stories just like this, sometimes without knowing it. What kind of story has your club written? What is your next story? Could these stories inspire others to join Altrusa? Share the experience of personal satisfaction, meaningful relationships and personal growth that membership in Altrusa provides. Altrusa does make a difference. Be proud of what you do! I am!

Melanie Hodges, Governor Altrusa District Eleven

Literacy: What Will It Look In The Future

"Discovery" is my quest for the next two years as Literacy Chair. And I am hoping that you will want to join me in looking at new approaches to literacy challenges in the age of technology. As part of this quest, I want to create a forum on the District Website where Altrusans can write about their solutions, challenges, and great new ideas.

This quest was the reason I wanted to serve as Literacy Chair. My interest was piqued last year when our new County Superintendent of Schools made a presentation to our Eastern Sierra Club, voicing her interest in our projects supporting literacy and how these projects would integrate with the new state curriculum. Additionally, our high school renovated its library, creating a tech center without a single book (books were sent off to the county library or the basement). So many questions regarding literacy questions are popping up. I am looking forward to sharing ideas in the future.

Please email me with ideas.

Email: trish_s@earthlink.net

Trish Schlichting, Literacy Chair

Mark Your Calendars!

Area Workshops

Arizona Workshop - 1/20/18 - Radisson Suites, Tucson
San Diego Area/ Anaheim Workshop - 2/24/18 - Location TBD
Los Angeles Area/ Oxnard Workshop - 2/25/18 - Location TBD
Eastern Sierra - Indian Wells Valley Workshop - 3/24/18 - Location Lone Pine

Altrusa District Eleven Conference 2018 - 5/17/18-5/20/18

Empowering Altrusans to Provide Effective Local Service

The International Altrusa Foundation is dedicated to improving economic well-being and quality of life in local and international communities. The Foundation provides support and assistance to community service and literacy projects and to individuals through the Endowment Fund and a variety of specific funds and programs.

One such fund is the **Disaster Relief Fund**. Across this country we have experienced a series of devastating disasters recently from Hurricanes Harvey, Irma and Maria in the East to the Fires of the West. These events have affected people in Altrusa Districts Three and Four in the South, District Nine in Texas, District Fourteen in Puerto Rico and of course District Eleven in California. The Disaster Relief Fund allows Altrusa Clubs to address unmet needs in a disaster quickly.

Altrusa Presidents may submit a request through their district Governor or the Governor may initiate a request directly to the International Foundation. This allows clubs to identify local efforts that may be serving communities or partner with larger relief agencies. Disbursements of up to \$1000.00 can be approved by the International Chairman. Although not a large amount compared to the devastation we have seen, it may make a difference in a local situation. We are fortunate to know the International Foundation Chair well in this District. Sandi Miller from District Eleven is the Chair for the current biennium leading with passion, commitment and care for communities.

One other important program to know about is the **Grants Program** which provides financial assistance to individuals and Altrusa Clubs for literacy, community service, graduate school assistance and vocational assistance projects sponsored by Altrusa clubs. Grants range from \$250.00-\$2,000.00 based on need and funds available. This year there is \$100,000.00 budgeted for grants. There are two grant cycles throughout the year. The first one was just completed. The second must be submitted by March 15th and is awarded in May. Altrusa Clubs are limited to one grant per fiscal year. For applications or more information, go to the international website. It is not too early to begin thinking about applying in March.

As the new District Eleven Director I will serve as the Board Liaison to the International Foundation. I look forward to learning more and passing on all the ways that the Foundation can assist us in serving our communities.

Margee Neer
Altrusa District Eleven Director

From the Desk of First Vice Governor – Melinda Aguirre

I love hearing from Altrusa members how much they enjoy being in Altrusa. It may surprise you to know that some non-active members are becoming more active with all the new updates that our mothership, International, is making. Members are navigating through the Altrusa website at the speed of light and using the ideas posted on the website to take to their club. Altrusa has a lot to offer like lifetime friendships, leadership, a chance to spread your wings and let's not forget FUN. One of my jobs is to "maintain regular communication with my assigned clubs at least monthly.

"I had the honor to visit some of my assigned clubs, I know it's early in the game but I could not wait, and experienced Altrusa at work. I saw their goal was like all other club goals—to go above and beyond the call of service. As you can see, there are lots of reasons to belong to Altrusa, so share your DSB with a non-Altrusan and ask them to join! And rest assured the District Board is always with you.

Let's Get Started – Using Social Media to Attract New Members

Member recruitment and engagement have become top priorities for organizations everywhere. Engagement defines how an individual is participating online – that is how many websites are visited, pages viewed and mentioning in social media. Social media may only be part of the membership equation but it is increasingly becoming a very important part. Let's talk about how clubs can use social media to recruit, engage their members and grow their membership.

Many clubs get into the habit of using social media to “make announcements” to their club members. They are creating a monologue and not a dialogue. Social media needs to be used for “two-way” dialogues.

In order to engage online, (likes, discussions and shares) you need to have a lot of followers to utilize the content and get a conversation going. Most clubs are followed by their members but your followers need to expand to their friends and other interested parties. Every possible venue needs to be used to grow your social media followers: make announcements at your general meetings and all events about your social media outlets, have your webmaster add social profile gadgets to your website, add social media links to newsletters, emails and invitations and add your social media account information to brochures, marketing materials, recruitment materials and new membership information.

Many clubs have mentioned the need to add younger members to their club membership. As a club understand your target audience for potential members and supporters. Take the time to find out where these potential members are “hanging out” online and what their habits are. One way to find out is to send a quick survey to your membership to find out their habits. The important information is – what kinds of social media channels are used, the content in which they are interested and the time of table they are on social media.

Our clubs run on the hard work of our members. This makes our time and resources to be very valuable commodities so instead of dumping your information on every social media channel focus on the ones that will benefit your club the most. Create a strategy for one or two social media channels.

Social media is always changing. Form a social media committee and take the time to understand the current social media channels out there and which ones will suit your club's needs the most.

Facebook – primarily is used to connect with friends and share pictures.

Twitter – is for broadcasting short messages to the world in hopes they are useful and interesting (Twitter Inc., 03/21/2006)

Instagram – is a social networking app made for sharing pictures and videos from a smartphone (www.lifewire.com/what-is-instagram-3486316, 07/07/2017)

YouTube – Video- sharing website

Snapchat – is a Smartphone app allowing users to send and receive pictures and videos that will self-destruct (www.mobilecomputing.techtargat.com/definition/Snapchat, 2017).

LinkedIn – is a business and employment- oriented social networking services that operates via apps for smartphones as well as websites (www.thebalance.com, 02/02/2017).

YouTube is an excellent site for making a slideshow to display your pictures, captions and comments regarding a successful event whereas twitter or **LinkedIn** may be utilized for letting members and the communities know about upcoming events.

Leslie Johnson, Webmaster

Source:

Halley, Lori, www.wildapricot.com/blogs/newsblog/2015/01/09/social-media-to-recruit-engage-grow-membership, 09 January 2015.

New Club Forming in Reno!!!!!!!!!!

**By Sue Larkin, New Club Building Chair and
Gail Swain, Membership Chair, Eastern Sierra and Team Liaison for Reno Expansion**

Excitement is building as District Eleven begins laying the groundwork to form a new club in RENO, NV! Answering the call from our International President, Leanne Milligan, to form a club in Reno by Convention 2019, District Eleven Governor Melanie Hodges has moved swiftly to organize our club building effort. Our goal is to have our new club organized before the Altrusa International Convention in July of 2019. Our ULTIMATE GOAL is to have it chartered prior to the Convention!!!

We are very fortunate to have the **EASTERN SIERRA CLUB** take the lead in organizing this club. Contacting potential members has begun. This is the perfect project for the ES members, we were sponsored by the Indian Wells Club in 1985. The Indian Wells club includes Riverside, which is south of us on Highway 395. It is only fitting that we continue north on 395 to sponsor a club in Reno. Over the years many Bishop residents have moved to Reno. In fact, one of our former members, Lynn Bethel of Reno, has already agreed to be the first member of the Reno club!

HOW CAN YOU HELP? We are looking for names and mailing addresses of people YOU KNOW who live in Reno. Maybe they would be a potential member or maybe they KNOW SOMEONE who would be. Possible contacts could be business owners, leaders in the community, church friends, government employees, other literacy minded groups, social service agencies, retirees and volunteers, former members of your club that moved.

Please share your potential contact with us at newclubbuildingChair@altrusadistricteleven.org or contact Gail Swain at gailmswain@gmail.com or 760.920.7497.

Buellton Altrusa Club in formation!

Our local dignitary at our most recent District Eleven Conference, Holly Sierra, Mayor of Buellton was so impressed by our Mission that she expressed an interest in starting an Altrusa Club in Buellton. She is working with our First Vice Governor, Melinda Aguirre. Together they are planning a launch in January 2018. For more information or, if you know someone in Buellton that might be interested in joining, please contact Melinda at firstvicegovernor@altrusadistricteleven.org.



Make A Difference Day – Anaheim Club feeds the Hungry at the HUB of Hope in Fullerton.

ASTRA

As I am new to this position of District Eleven ASTRA Chair I thought I should begin with a brief introduction. My name is Kathy. I live in Santa Maria where I taught elementary school for 35 years. Since retiring ten years ago I have been involved with volunteer work, the last six with Altrusa of Golden Valley.

District Eleven currently has six ASTRA clubs. These are all in California. The Santa Maria Altrusa Clubs have three of these: El Camino Junior High, Pioneer Valley High School, and Righetti High School. We are currently working on establishing a fourth club at Allan Hancock Junior College. It is my hope that more Altrusans will become interested in sponsoring an ASTRA Club. A person is never too young to learn about becoming involved in volunteer work. It is a rewarding way to be a part of one's community.

Please speak with your members and contact me if your club would like to take on this very rewarding experience of mentoring young people. Established ASTRA Clubs be sure to send me highlights and photos of your activities to share with others.

Kathleen M. Telleria
Altrusa of Golden Valley
District Eleven ASTRA Chair
kattelle@aol.com

Fearless Leaders

Jeanne Young, District Eleven Leadership Chair

I am so excited to take on the task of Leadership Chair for the next 2 years. At first, I was nervous, just as I was when I became President or was the lead on projects for my Club. But my fears were immediately replaced by the support and encouragement from my fellow Altrusans. Sometimes we forget that we have all the help we need--we just have to ask. Our strength is in our members, our ability to succeed is in working together. Delegating allows others to share in decision-making, problem solving and solutions. It also helps in developing leadership skills in others.

Going to Conference was where I really learned the importance of being a leader. It allowed me to see the bigger picture of what Altrusa means to our community and to the world. With such a huge community of leaders to learn from, it will give you the knowledge, support and confidence to make your club successful. And it will give you the tools to celebrate the strengths, unique to each member of your club.

I hope to see all of you at the District Eleven Conference in Tucson, Arizona May 17-21, 2018.

Get your Club's Pictures in the DSB or on the District Website

Want to get your club's pictures in the DSB or on the District Website? Go to the District Website at www.altrusadistricteleven.org. Select the > ABOUT Page Scroll down to District Chairs and click on either DSB Editor or Webmaster and their email will pop up. Attach the picture(s) and caption to the email and send.

The What, Why and How of a Strategic Plan

You may have seen information about the newly revised Altrusa International Strategic Plan if you attended the 2017 Altrusa International Convention in Nashville, Tennessee or read about it in September 2017 International Altrusan, "Reaching Out". But just what is a Strategic Plan, why do we need one and how do we go about getting one? Let's start with what it is.

What is a Strategic Plan?

It's hard to accomplish anything without a plan. Whether you're coaching a football team, cooking Thanksgiving dinner, or running a club, you need a strategic plan. The purpose of strategic planning is to set the overall goals for your club and to develop a plan to achieve them. It involves stepping back and asking where your club is headed and what its priorities should be.

A strategic plan looks at all the things your club could do and narrows it down to the things it's members actually want to do and are good at doing.

Why have a Strategic Plan?

A Strategic Plan can help determine where your club is going over the next year or more, how it's going to get there and how it will know if it got there or not. A strategic plan will help your club determine where to spend its time, money and other resources. A good Strategic Plan can also help your club grow its membership.

It should become the roadmap or guide for all your club members so you're all traveling down the same road. It should be shared with new and prospective members so at a glance they can see all the exciting and interesting things your club is doing and plans to do for your community.

How do you update or develop a Strategic Plan?

You might want to start with the Altrusa International Strategic Plan and use it as a template. The one-page International Strategic Plan can be found on page 25 of the September 2017 International Altrusan, "Reaching Out". There are 5 main components to that plan; Service, Marketing, Members, Leaders, and Member Service, all of which your club is most likely focused on already. No reason to reinvent the wheel if this style would work for your club's Strategic Plan. Or you can stay with the one your club is currently using and update it to reflect your club's current priorities. You can also find a variety of templates for strategic plans on the internet.

Here are 5 basic steps that I have paraphrased from my research on writing or updating a Strategic Plan.

1. Determine where you are. This may be harder than it looks. Some clubs and members in the club see themselves how they WANT to see themselves, not how they actually appear to others. For an accurate picture of where your club is, you might want to consider conducting external and internal surveys to get a better understanding of your club, its involvement with the community and your club's real achievements, not those you think you achieved.

2. Identify what's important. Focus on where you want to take your club over time. This sets the direction of the club over the long term and clearly defines its mission and vision (conceptualization of what your club's future should or could be). From this analysis, you can determine the priority issues—those issues so significant to the overall well-being of the club that they require the full and immediate attention of all the club members. The strategic plan should focus on these issues.

3. Define what you must achieve. Define the expected objectives that clearly state what your club must achieve to address the priority issues.

4. Determine who is accountable. This is how you're going to get to where you want to go. The strategies, action plans, and budgets are all steps in the process that effectively communicates how your club will allocate time, money and other resources to address the priority issues and achieve the defined objectives.

5. Review. Review. Review. It's not over. It's never over. To ensure the plan performs as designed, you need to regularly review your Strategic Plan, its process and progress and refine as necessary.

A strategic plan is a wonderful thing. It can help you take your club to places you never thought possible. If you haven't already done so, take the time to lay out a strategic plan now. Enjoy the process. Have fun with it. It can lead to lots of interesting, lively and entertaining discussion among club members. Most importantly it will help keep your club on track, build your membership and help your club focused on the future.

Pat Zoller, Governor-Elect

Club Pages on the New District Website

Every club is welcomed to have their own page on the new District Website at www.altrusadistricteleven.org. Send your photos and the information to be posted to webmaster@altrusadistricteleven.org or go to the website, select the "About" page, scroll down to District Chairs and click the picture labeled "webmaster" and the email will pop up. Attach your pictures and any other information desired to be published and send.

If your club has its own Website or Facebook page, a link can be placed on the "Club" page under your club name. Please send the link to the webmaster.

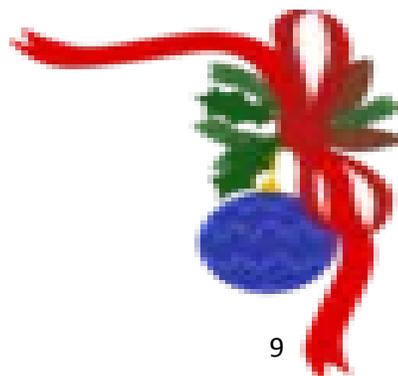
Each club has its own section on the "Club " page. The email under each individual club will allow you to contact the club President.

The "Resources" page provides access to New Member Kits, Ceremonies for Initiation and Installations, Club Revitalization Manual, President's and Treasurer's Handbooks and information on having an ASTRA club. Please visit the website and let the Webmaster know what other forms are needed and desired.

Current Club newsletters are also posted on the "News" page. Please send your newsletters to webmaster@altrusadistricteleven.org to have them posted.

The website is for all members of District Eleven and the goal is to make information easier to find. Please utilize it and send any comments.

Wishing all District Eleven Altrusans and their loved ones a wonderful Holiday season, with many blessings to come in the New Year. Special thanks for your service to your community and beyond!



	<u>President</u>	<u>Email</u>	<u>Phone</u>	<u>Address</u>	<u>Meetings</u>
Anaheim	Pat Hansmeyer	anaheim@altrusadistricteleven.org	(714)713-7412		4 th Monday
Central Coast	Leticia Villeneuve	centralcoast@altrusadistricteleven.org			
Chula-Vista	Irascema Quilantan	chulavistaV@altrusadistricteleven.org	(619)495-9290	1864 Carbernet Drive, Chula Vista, CA 91913	3 rd Wednesday
Cinco Ciudades	Margaret Walker	cincociudades@altrusadistricteleven.org	(323)828-4690	1678 Aloha Place, Oceano, CA 93445	2 nd Monday
Eastern Sierra	Patricia Schlichting & Andrea Shallcross	easternsierra@altrusadistricteleven.org	(760) 872-4066		3 rd Wednesday
Glendale	Donna Lee Monninger	glendale@altrusadistricteleven.org			
Golden Valley	Barbara Fleming	goldenvalley@altrusadistricteleven.org	(805)598-258	130 E. Camino Colegio, Santa Maria, CA 93454	2 nd Thursday
Indian Wells Valley	Beth Gordon	indianwellsvalley@altrusadistricteleven.org			3 rd Tuesday
Los Angeles	Ann Bauman	losangeles@altrusadistricteleven.org	(818)830-7208		3 rd Wednesday, noon
Long Beach	Belinda Berry	longbeach@altrusadistricteleven.org	(562)743-8240	5611 E. 2 nd Street, Long Beach 90803	3 rd Sunday/varies
Monterey Peninsula	Marsha Leadingham	montereypeninsula@altrusadistricteleven.org	(831)224-4480	1132 Sunnyhill Ct, Seaside, CA 93955	2 nd & 4 th Monday
Oxnard	Katharine Raley	oxnard@altrusadistricteleven.org	(805)276-1388	1343 Edgewood Way, Oxnard, CA 93030	4 th Wednesday

Phoenix	Linda Puchi	phoenix@altrusadistricteleven.org			
San Buenaventura	Mary Harrison	sanbuenaventura@altrusadistricteleven.org			
San Diego	Betty Baran	sandiego@altrusadistricteleven.org	(619)328-6210	5078 Sevilla Street, Santee, CA 92071	3 rd Wednesdays
San Diego NCC	Joyce Richardson	sdncc@altrusadistricteleven.org	(951)634-5402	1085 Almeria Ct, Vista, CA 92801	
Santa Maria	Leona Doidge	santamaria@altrusadistricteleven.org	(805)925-5231 (805)331-8978		2 nd & 4 th Wednesday
The West Valley	Leslie Fountain & Dawn Mortellaro	westvalley@altrusadistricteleven.org	(602)739-5494	9271 W. Morrow Dr., Peoria, AZ	3 rd Thursday
Tucson	Deborah Tinajero	tucson@altrusadistricteleven.org	(520)603-8026	5751 N. Kolb Rd #18-203, Tucson, AZ 85750	2 nd & 4 th Wednesday am & evening

District Board 2017-2018

Governor	Melanie Hodges	Cinco Ciudades	governor@altrusadistricteleven.org	
Governor Elect	Pat Zoller	San Diego	governorelect@altrusadistricteleven.org	
First Vice Governor	Melinda Aguirre	Central Coast	firstvicegovernor@altrusadistricteleven.org	
Second Vice Governor	Bonnie McPherson	Tucson	secondvicegovernor@altrusadistricteleven.org	
Immediate Past Governor	Judy Sorensen	Cinco Ciudades	immediatepastgovernor@altrusadistricteleven.org	
Director	Margee Neer	Eastern Sierra	director@altrusadistricteleven.org	
Treasurer	Andrea Shallcross	Eastern Sierra	treasurer@altrusadistricteleven.org	
Secretary	April Smith	Cinco Ciudades	secretary@altrusadistricteleven.org	
Parliamentarian	Denice Gilb	Arcadia	parliamentarian@altrusadistricteleven.org	
Training Chair	Judy Sorensen	Cinco Ciudades	trainingchair@altrusadistricteleven.org	

District Chairs 2017-2018

ASTRA	Kathleen Telleria	Golden Valley	astrochair@altrusadistricteleven.org	
Communications	Ann Strohm	Eastern Sierra	communicationschair@altrusadistricteleven.org	
Leadership	Jeanne Young	Indian Wells Valley	leadership@altrusadistricteleven.org	
Literacy	Patricia Schlichting	Eastern Sierra	literacychair@altrusadistricteleven.org	
Membership	Helyn Sloan	Chula Vista	membershipchair@altrusadistricteleven.org	
New Club Building	Sue Larkins	The West Valley	newclubbuildingchair@altrusadistricteleven.org	
Service	Charlotte Perry	San Diego	servicechair@altrusadistricteleven.org	
DSB Editor	Belinda Berry	Long Beach	dsbeditor@altrusadistricteleven.org	
Webmaster	Leslie Johnson	Anaheim	webmaster@altrusadistricteleven.org	

