

International President's Message

It is an exciting time for Altrusa. Clubs throughout the organization are installing new Boards of Directors to lead their clubs in the new Altrusa year. Many clubs are celebrating the success of the past year after our District Conference Awards. And just to keep things interesting we have launched our new International Service project – Days for Girls. Our partnership with Days for Girls promises to provide clubs with a wide range of opportunities to participate in this program in a way that fits with members skills and interests. We have a great opportunity as an organization to help empower young women throughout the world and keep the doors to opportunity open by enabling them to attend school throughout the school year.

We have also recently launched the new International Website phase one which includes the public facing pages and the District and Club pages. The Website Task Force team are now working on the last two stages as we transfer the Foundation and Members sections onto the new platform. We hope to have this completed in the next few months.

As an organization we have been working hard on a number of initiatives which have come about because of feedback from our members. If you have more ideas on how we can continue to improve the Altrusa experience please submit these through our suggestion box on the members section of the website.



Leanne Milligan
International President 2017-2019



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**The Club Annual Report is due June 15, 2018
and
International Dues are due by June 15, 2018,
after which you will incur a \$5.00 late fee.
Anyone not paid by July 10 will become
inactive.**

What's new at International?

- The revised Club Treasurers Guide is available on the Manuals of the International Website.
- The revised Financial Procedures manual has also been posted on the Manuals Page, both of these are under the Finance heading.
- The new Group Tally Toolkit can be found under Publications>Toolkits and includes guides with accompanying videos to help members use Group Tally.
- Convention Planning for Reno 2019 is underway with more information coming in the August Compass.
- A “suggestion box” has been created in the Member area of the International website which will allow members to suggest ideas for improving Altrusa 24/7.
- A new Days for Girls Toolkit is also available on the website and includes frequently asked questions, videos and other information on how your clubs can support the International Service Project.
- The new International website has been implemented which includes the public side of the website as well as Club and District pages. Work has begun on the members area website as well as the new Foundation website.
- The New Club Annual Report has been rolled out via Survey Monkey, along with other post conference and annual reports.
- Our Staff participated in a Facebook Live video, we hope you were able to participate and view it. We will work to ensure better sound quality in upcoming videos.
- Review the [2018 District Conference Talking Points](#).

Navigating the Web...

- Important websites to know!
www.altrusa.org (click Member Login in the upper right)
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, found on the website under Publications.
- 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.

Constructive and Positive Feedback

Linda Barb, International Leadership Training and Development Committee

What can you do when you've delegated a task and problems arise? What if it's not being handled in a timely manner? What if it appears to be off track? How can you best approach someone with constructive and positive feedback to address these issues?

Jody Urquhart, who wrote *All Work and No Say* and was a keynote speaker at the 2015 Altrusa International Convention in Kansas City, suggests setting your goals first for the following outcomes:

- Help the member understand the problem
- Give them confidence to do it better next time
- Make sure it doesn't happen again

She also reminds us not to reprimand others for things and events beyond their control.

Author Marty Brounstein gives further advice:

- Constructive feedback is information-specific, issue-focused, and based on observations.
- Be direct when delivering your message. Get to the point and avoid beating around the bush.
- Avoid "need to" phrases, which send implied messages that something didn't go well. Providing clarity on what occurred is the aim of feedback.
- Be sincere and avoid giving mixed messages. Mean what you say with care and respect.
- In positive feedback situations, express appreciation.
- In negative feedback situation, express concerns.
- Give the feedback person-to-person, not through messengers or technology.
- State observations, not interpretations. Observations are what you see occur; interpretations are your analysis or opinion of what you see occur.

He goes on to suggest giving positive feedback as soon as possible. It is meant to be given in real-time. With negative feedback you may need time to cool off and get your thoughts in order.

Several management writers expressed that constructive feedback is more likely to be accepted if it is timely, clear, specific, detailed and provides suggestions for action.



Important Dates

- June 6** World Environment Day
- June 15** Club Annual Report Deadline
Membership Dues Deadline
- June 23** UN Public Service Day
- July 30** International Day of Friendship
- August 12** International Youth Day

Retaining is Gaining

Beverly Hardy, International President Elect

In the month of May it is the time for all members to glance at your club roster to make a note of club members who have not been active during this past year. Also, ask your club President or Treasurer if any of these members have announced that they will not be renewing their membership. May is the crucial time to try and stop these members from dropping out! After your Membership Chair or any other willing member identifies these potential dropouts “swing into action”! Anticipate their reason and be ready for an answer:



- I'm too busy and cannot get to the meetings. If I am not active, then I don't think I should be a member.
- Answer: We don't have attendance requirements anymore and Altrusa will take any time you can spare. You can always participate in your favorite community service project or fundraiser.
- I'm going through an emotional time right now and just need to drop out. Reasons could be a divorce, ill child or parent or self, problems at work, etc.
- Answer: Now is the absolute worst time to dropout of Altrusa because we are your support group. Altrusans support each other during good times and bad. Make sure there are at least two members who follow them and encourage club members to send cards; offer rides or meals, if needed; and any other need on a case by case basis.
- The same people are in charge/do everything and I don't feel needed, so why stay in the club?
- Answer: Access the committees and make sure to engage everyone in order to ensure everyone feels a part of their club.

The above are only a few reasons that we lose members. It is paramount that each club President review the attendance sheets often to identify the members who are not attending. I am not suggesting we do this just in the month of May but though out the year. Calling a member during the year to find out why they are not participating can often bring a member back to the club by letting them know they are important and missed.

Our membership is declining with each passing year. Yes, we are recruiting members but our dropout rate is far surpassing our recruiting! In my opinion, the most important membership award is the GREATEST NET GAIN! Because, what are we gaining if we lose 2-3 members and gain 1? It's like one step forward and two/three steps backward.

PLEASE let's join together and help identify and stop our members who are talking about not renewing and preventing them from doing so for all the right reasons.



How to Stay in Front of Your Audience on Social Media

Chelsey Baker, District Eight Communications Chair

The first step to creating a successful social media presence is to utilize a posting schedule. Don't just randomly post things to your club's Facebook (or other social media) account. Make a posting calendar indicating WHAT days you'll post and WHAT the content will be and STICK TO IT! Consistency is crucial to a successful social media strategy.

I've done research and found that the best times to post to social media for a non-profit each weekday are:

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>
9 AM	10 AM - 3 PM	12 PM & 2 PM	1 PM & 2 PM	2 PM

Saturday and Sunday have the least amount of engagement, that doesn't mean you can't post during this time, just know that you'll reach less followers. Make sure you post your "best content" during the peak times. Thursday is the best day during the week to post, meaning you'll reach the most followers.

Whoever does your club's posting should layout a calendar for the entire month. It doesn't have to have the exact details of the post but a rough idea of the content that will be shared. This calendar should be shared with the club so your members will know when to check the club's account to like, comment, and share the post.

Realistically a club should post 3-5 times a week to stay in front of your followers. Everyday isn't necessary and it can become too much if you're posting all of the time. People may start to ignore your posts or stop engaging, so be mindful of your posting frequency. You won't see a change in your engagement overnight by following a posting schedule, but your frequency and content will, overtime positively effective your club's social media presence.



Online Service Project Database

Diane Winger, International Service Development Committee



One of the most frequent comments we hear at Conference or Convention is that we'd like to hear more from our clubs about their successful service projects. We now have an easy online tool to use to help our clubs share our stories and get new ideas and insights for ways to serve our communities and to serve internationally.

The new service database is simple to use, both in entering your own club's projects and in searching for ideas for new projects. Go to:

www.altrusaservice.org

Once there, choose either to Search the Service Project database or to Enter a Service Project. We suggest that the President of each club assign a member, such as your Service Chair, to enter projects for your club so that there is no duplication of entries.

The members of the International Service Development Committee have started us off with a few projects from a handful of Clubs. In order to make this tool most useful, we need participation from throughout our worldwide organization, so please take the time to enter your own projects. Keep the descriptions concise so people can scan the information easily. You'll be able to enter contact information for your club in case others wish to get in touch for more details.

All Altrusans are welcome to use the Search features of this website to browse through submitted projects.

You can click on a CATEGORY in the left column to browse all the projects which have been submitted for each or use the Search tool. Key word(s) may appear in the title, description, or Club Name of each project, so you might search for the word "library" to find that in the description or "Te Awamutu" to see all the projects submitted by Altrusa International of Te Awamutu. You can narrow down the Key word search by selecting a Project Category from the drop-down list on the right.

We hope our members will use this tool to get ideas for additional ways to serve our communities, as well as to showcase the service projects of our clubs.

The screenshot shows the homepage of the Altrusa International Service Projects database. At the top is the Altrusa logo. Below it is the title "Altrusa International Service Projects" with the subtitle "A database of Service projects from throughout our Altrusa organization". There are two main buttons: "Search the Service Project database" and "Enter a Service Project". On the left, under "BROWSE PROJECTS BY CATEGORY", there is a list: Children (8), Education (5), Environmental (2), Health (3), International Relations (3), and Literacy (1). On the right, under "Altrusa Service Project Database", there is a welcome message and instructions on how to use the search and entry features. It includes bullet points with tips on how to write project names and descriptions for better searchability.

ASTRA

April Smith, International ASTRA Chair

This is a busy and exciting time of year for our ASTRA Clubs. Club members are ending their academic school year, completing service hour requirements, finishing up class assignments and studying for finals. Some are preparing to graduate and most of them are just looking forward to summer break! The ASTRA Committee has also been busy these last few months with scholarship judging and selection as well as judging and choosing five ASTRA Clubs to each receive an ASTRA Club Service Award.



\$2000 Scholarship Recipients are:

Elderson Mercado Rivera, ASTRA Club of Patria Latorre Ramirez H. S., Puerto Rico – District Fourteen.
Lauren Welker, Notre Dame ASTRA Club, Wisconsin – District Seven.

\$500 Scholarship Recipients are:

Madison Severson, ASTRA Club of Roseburg High School, Oregon – District Twelve.
Grace Harker, ASTRA Club of Roseburg High School, Oregon – District Twelve.

ASTRA Club Service Award Winners are:

ASTRA Club of Atlee High School Mechanicsville, VA

Sponsored by Altrusa of Richmond, VA
District Two

Project: Hanover Adult Center - Members spent Saturdays cleaning and organizing.



Club ASTRA of Academia San Sebastian Martir San Sebastian, Puerto Rico

Sponsored by Altrusa of San Sebastian, PR
District Fourteen

Project: Members collected supplies for families of San Sebastian through the Puerto Rico Recovery Fund.

Moberly Area Community College ASTRA Moberly, MO

Sponsored by Altrusa of Moberly, MO
District Eight

Project: Moberly Food Bank - Members held a Food Drive Competition between different campus sites.

**ASTRA Club of the University of San Diego
San Diego, CA**

Sponsored by Altrusa of San Diego, CA

District Eleven

Project: Light One Little Candle – UC San Diego Moores
Cancer Center

Members raised money to provide new children's books for
the Center so cancer patients can continue to bond with
their children throughout their illness by reading books.



**Dorman High School ASTRA Club
Spartanburg, SC**

Sponsored by Altrusa of Spartanburg, SC

District Three

Project: English Crossing - A program that offers English
classes to adults for whom English is a second language.
Members assisted children with homework while their
parents were in class.

The End of Year Activity Reports had some great service projects listed and they will be included in an
ASTRA Club Service Data Base that will be available soon on the International Website.

If you are involved with ASTRA at either your Club or District level, you will be receiving a Fall ASTRA
Newsletter from the International office. The ASTRA Committee is still working on updating, revising
and improving more of the basics and features of the ASTRA experience.

Mark your calendars for...



**Our next Facebook Live Event!
Meet the International Board of Directors.**

July 21, 2018 5PM CST

Submit questions beforehand at altrusa@altrusa.org.

Congratulations to awarded Altrusa Clubs and Club 21 Children's Camps!

Thank you for the opportunity to support your community service programs.



Altrusa International Foundation, Inc. Grants Program - Cycle Two 2018

District	Altrusa Clubs	Project/Individual Name	Grant Awarded
One	Biddeford-Saco, ME	Shelby Bourgault	\$2,000.00
One	Meredith, NH	Summer Reading Slide Prevention Project	\$400.00
Three	Statesboro, GA	Books for Back Pack Buddies	\$1,500.00
Four	Oak Ridge, TN	Welcome Home Baskets	\$1,500.00
Five	Bucyrus, OH	ASTRA of Bucyrus	\$1,500.00
Five	Highland County, OH	Books For All Kids	\$1,500.00
Five	Newark-Granville, OH	Love Me Bears	\$1,500.00
Seven	Door County, WI	Back to School Fair	\$2,000.00
Eight	Sikeston, MO	Get a New Book	\$2,000.00
Eight	Stillwater, OK	Backpack Buddies	\$2,000.00
Eight	Washington County, AR	Parent UP 2018	\$2,000.00
Nine	Anderson County, TX	Community Walking Park & Beautification Project	\$1,400.00
Nine	Austin, TX	Angelheart Emergency Bags	\$1,500.00
Nine	Garland, TX	Holiday Outreach to Garland's Unhoused Community	\$1,500.00
Nine	Lewisville, TX	Literacy and Teacher Morale at Durham Middle School	\$1,500.00
Nine	Pampa, TX	Snack Pak 4 Kids	\$1,500.00
Nine	San Antonio, TX	Storybook Character Pumpkin Family Literacy Project	\$1,500.00
Nine	Southwest Dallas County, TX	Reading and Rocking with Grandparents	\$1,400.00
Nine	Waco, TX	Reaching Out To Veterans	\$1,500.00
Ten	Ogden, UT	Grandparents Safety Project	\$1,400.00
Eleven	Anaheim, CA	Creative Writing Project	\$1,000.00
Eleven	Eastern Sierra, CA	Welcome Home - Supply Boxes for Families Transitional Housing	\$1,500.00
Eleven	San Diego, CA	Little Free Library	\$1,180.00
Twelve	Longview-Kelso, WA	Little Dresses for Africa and Days for Girls	\$1,500.00
Fifteen	Auckland, NZ	Start Smart	\$1,500.00
Club-at-Large	Bangalore, India	Knowledge, Attitude, and Practices of Civic Sense for Girl Students	\$1,400.00
TOTAL			\$39,180.00

Club 21 Program Children's Camps Awarded Grants

Camp Dreamcatcher at McLane Children's Hospital of Temple, Texas	\$2,500
Camp Sunshine of Aurora, Ohio	\$2,500
Camp Dreamcatcher of Kennett Square, Pennsylvania	\$2,500
Cavett Kids of Oklahoma	\$2,500

2018-2019

Grants Program Updates

Exciting news for Altrusa Clubs! Beginning June 1, 2018:

- Altrusa Clubs are eligible to apply for grant funding in BOTH cycles of the fiscal year
- The potential awards for the Grants Program are increased from \$2,000 to \$4,000

[Please click here for more information on the Grants Program and to access guidelines and applications.](#)

foundation@altrusa.org | (312) 427-4410

Funding Cycle	Applications Due	Funding Decision	Grants Awarded	Follow Up Due
Cycle 1	September 15	October 31	November 30	May 31
Cycle 2	March 15	April 30	May 15	November 30

Clubs In Formation

Norma S. Teuton, International Membership Committee – New Club Building

District Three – still hoping to start a new club in Mooresville, NC and a Virtual Club. A New Club Building Proposal has been approved for a Club in the Port Charlotte/Punta Gorda, FL area. A meeting was held in April and I understand there was a Conference Call last week. Have not gotten results of the meeting or the conference call.

District Four – has had a club in the works for some time now in Pearl/Jackson MS. Past Governor Clara Bennett is holding an interest meeting on May 21st for 5 potential members recruited by Marsha Padgett. Governor Lisa Boyd will follow up with another interest meeting on Aug 18th. By the end of May, there should be 20 affiliate member applications sent to International from the District Treasurer.

District Eight – There is interest in starting a new club in the Kansas area. This information came from International Director and Past Governor Linda Smith and Immediate Past Governor Brenda Smith.

District Nine – No update on the Tyler, TX Club in Formation

District Eleven completed a New Club Building Proposal for a new club in the Northern Nevada (Reno) area. They had a booth at Reno Earth Day which was very successful. They are following up with all the contacts they received and will be holding an organizational meeting in July. Great job Lynn Bethel Short, Gail Swain and the team in District Eleven!

District Fifteen – A new club is forming in Ohariu, New Zealand.

Clubs At Large – No update on interest in forming a new club in India.

(Please forward any updates or new information on clubs in formation to nsteuton@comcast.net)

International Board Members

Leanne Milligan International President	Linda Smith International Director
Beverly Hardy President Elect	Tanika Wilson Executive Director
Kathy Folley Vice President	Sandra Miller Foundation Representative
Judy Stubbs Treasurer	Patricia A. Woodward, JD Legal Advisor
Silvia Silverman Immediate Past President	Colleen M. Duris, PRP Parliamentarian
Chris DeVlieger International Director	Sandi Miller Foundation Representative
Denice Gilb International Director	
Kathy Jackson International Director	

Foundation Board Members

Sandi Miller Foundation Chair	Sherral L. Nelson Grants Co-Chair
Dr. Ida J. Hill, Ed. D. Immediate Past Foundation Chair	Linda L. Robison Education, Development & Marketing Chair
Debby Weber Vice & Finance Chair	Anna H. Settle Community Leadership Award Chair
Eula Tatman Immediate Past Finance Chair and Education, Development & Marketing Co-Chair	Martha Hardwick Hofmeister Legal Advisor
Dr. Linda C. Nusbaum Grants Chair	Shawna Kaiser Secretary Foundation Administrator
Susan A. Carpenter Finance Committee Trustee	Beverly Hardy Association Representative

In the next issue of the Altrusa Compass...

2019 International Convention July 17-20



- Pricing
- Hotel Information
- Schedule-at-a-Glance
- Optional Events

Get ready to Reach Out in Reno!