

# Governor Pat's Monthly Newsletter



## August 2020



### Inside this issue:

2019 - 2021 Biennium Goals	2
Reminders/Save the Date	3
August-Sept Calendar	4
"Thinking Outside the Box"	5
2019 - 2021 District Eleven Leadership	6

### Believe. Begin. Become.

We all **believed** we could find a way to work around COVID-19 and keep our clubs thriving. And we did!

We **begin** by reaching out to our club members in a variety of ways; emails, phone calls, cards, and letters. We embraced technology like never before and held virtual club meetings. We initiated new member, installed new officers, recognized achievements of clubs and club members and did fund raisers using social medium like never before.

We **become** innovators and creators of things we may have only dreamed about in order to accomplished all these things and continue to provide community service in a variety of ways all the while protecting one another, our families, our friends and our community members. Social distancing, wearing face coverings and washing our hands more often than not have become a standard for Altrusans everywhere especially in District Eleven.

We should all be so proud of what we have done and will continue to do despite the pandemic that is worldwide and expected to be with us for a while longer. One page 5 of this newsletter, April Smith, 2<sup>nd</sup> Vice Governor offers strategies for "Thinking Outside the Box" when it comes to our club's service projects and fundraisers during these unprecedented times.

Check out the latest Altrusa Compass, Volume 5, Issue 4. It's chocked full of great information like how to use your webpage to grow your membership, using Zoom, navigating Group Tally, learning more about Altrusa's representation on the United Nations and so much more. Be sure to read "COVID-19 IN New Zealand" on page 7 of the Compass and get some great ideas for serving your communities from District Six and District Seven on pages 11 and 12.

Meanwhile, take care of yourselves and one another. This too shall pass and as International President Beverly Hardy said, "We will emerge stronger; this I am very sure."

In Altrusa Service, Pat

## 2019-2021 Biennium Goals

### Membership

- Build on the New Club Building momentum.
- Expand on the club revitalization efforts.
- Achieve a net gain of at least 2 new members per club.
- Create at least one Virtual Club.

### Service

- Develop membership recruitment strategies that clubs can use at their service projects.
- Encourage clubs to partner with other community service organizations.
- Consider a District wide service project.

### Marketing

- Expand the use of social media to improve communication and market the Altrusa name.
- Encourage clubs to use the marketing information available on the International website.
- Consider membership with the local chamber of commerce to market the Altrusa name.

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*This bright new day ...*

*Complete with 24 hours of opportunities, choices, and attitudes. A perfect matched set of 1440 minutes. This unique gift, this one day cannot be exchanged, replaced, or refunded. Handle with care. Make the most of it. There is only one to a customer.*

### **Sponsor Recognition Pins**

Sponsor Recognition Pins are on their way to the respective Club Presidents to present to the recipients of the sponsor pins in their clubs. The pins are in the shape of even-numbers. They are awarded to members in increments of two until they reach the number eight. A new pin has been introduced called the Altrusa Gold Medal for a member who has sponsored ten or more new members since June 1, 2009. Recipients of the Altrusa Gold Medal will be listed in the Fall DSB. Congratulations to all the sponsors and for sharing their dedication to Altrusa by inviting individuals to join who exemplify the Principals of Altrusa.

### **Grow Your Membership Using a Web Page.**

The International website provides each District with a web page or you can establish your own. Either way let your club's web page become the hub of all membership and fundraising activities. Tips for getting the most out of your web page and "converting visitors into potential members" can be found on page 2 of the latest Altrusa Compass.

### **Virtual Meetings**

Consider using virtual meetings to stay connected with your club members. Many of our clubs are already using Zoom to hold meetings, elect new officers, and initiate new members. The Summer edition of the DSB has three pages of Zoom information from 'How to Create a Zoom Account' to 'How to Join a Zoom Meeting'. Need additional help? Webmaster Leslie Johnson, as always, is available to provide assistance.

### **2020-2021 Club Officers**

Remember to update Group Tally on the International website with your club officers. Need help? Contact me [governor@altrusadistricteleven.org](mailto:governor@altrusadistricteleven.org) or Leslie Johnson, District Treasurer/Webmaster, [treasurer@altrusadistricteleven.org](mailto:treasurer@altrusadistricteleven.org).



### **Save the Date**

2021 District Eleven Conference  
April 29-May 2, 2021  
Radisson Hotel  
Santa Maria, CA  
Hosted by Altrusa Club of Central Coast

### **"Blast into Service"**

### **Quebec City, Canada**

Altrusa International Convention 2021  
July 21-24, 2021  
Quebec City, Canada

August 2020	Description	Who	Person Responsible	Notes
August 1	Start organizing your Make a Difference Day project	Local Club	Club President	Make a Difference Day is Oct 24 <sup>th</sup> this year.
August 1	Encourage members to become a member of Club 21.	Local Clubs	Club President	
August 1	Consider applying for funds for your club projects through the International Altrusa Foundation Grant Program.	Local Clubs	Club President	Deadline for grant application is September 15 <sup>th</sup>
August 12	Celebrate International Youth Day - Designated by the UN in 1999.	Local Club	Everyone	An annual celebration of the role of young women and men as essential partners in change.
August 15	Discuss and plan a membership recruitment drive	Local Club	Club President	Use your website to advertise your events.
August 18	100 <sup>th</sup> Anniversary of the 19 <sup>th</sup> Amendment. 			Guarantees American women the right to vote. A lengthy and difficult struggle which began in 1848 in Seneca, New York.
August 31	Send articles and/or pictures of your club activities to your Governor to be included in future monthly newsletters.	Local Club	Club President	
September 2020	Description	Who	Person Responsible	Notes
Sept 1	Complete applications for funds through the International Altrusa Foundation Grant Program for your club projects	Local Club	Club President	Deadline for grant application is September 15 <sup>th</sup>
Sept 1	Consider making an end-of-the -year donation to the Altrusa Foundation	Local Clubs	Club President	
Sept 8	World Literacy Day – Introduce a new literacy project.	Local Clubs	Club President	September is also Literacy Month
Sept 15	Complete and distribute your club's yearbook electronically.	Local Clubs	Club President	Send copies to the District Board, perhaps electronically
Sept 15	Grant applications due to International Foundation.	Local Clubs	Club President	
Sept 21	International Day of Peace. 	Local Club	Everyone	"Shaping Peace Together"  Spread compassion, kindness, and hope in the face of the pandemic.
Sept 31	Send articles and/or pictures of your club activities to your Governor to be included in future monthly newsletters.	Local Club	Club President	

## THINKING OUTSIDE THE BOX

2<sup>nd</sup> Vice Governor – April Smith

**“THINKING OUTSIDE THE BOX”** is more than just a saying. It means approaching problems in new, creative ways; looking at problems differently; and understanding your thinking in relation to any particular situation in a way you had never thought of before. Obviously, the pandemic situation we are currently in is the perfect opportunity for this approach, especially for our club’s service projects and fundraisers.

We are told to “think outside the box” all the time, but how exactly do we do that? How do we develop the ability to handle problems in ways other than the ways we normally handle problems? How do we encourage the ability to look at things differently from the way we typically look at things? Here are some “out of the box” thinking skills that we can use now to help our clubs and then put in our toolkits for the future.

1. Look at what other clubs and organizations are doing. It is alright to borrow great ideas and make them work for you.
2. Contact other clubs and ask how they are going to handle something, especially if you have a similar event or project.
3. Do a little research, educate yourself and read about what other organizations are doing, especially for fundraisers. “Google” it.
4. “Brainstorm” (another great cliché!).
5. Turn it upside down! For example, you might ask what a problem would look like if the least important outcome were the most important, and how you would then try to solve it.
6. Work backwards! For example, where you start with a goal and think back through the steps needed to reach it until you get to where you are right now.
7. Ask an unlikely source for their opinion. Sometimes a child, a teenager, a husband, a neighbor, etc. might give a different perspective or a unique idea.
8. Simplify it. Especially during this extraordinary time.
9. Ask why. Is the answer because we always do it that way? And then keep asking why.
10. Do not be afraid to start over or try something new and different.
11. Use social media to communicate. Learn about and how to use Zoom, Facebook Live, conference calls, etc. and do not give up or get discouraged if these new techniques seem complicated or do not work right the first couple times. Figure out what works best for your club members. This is definitely the way of the future.

In the Spirit of Altrusa, good luck to all our clubs as we explore new and different ways to accomplish our goals of providing service and making a difference in our communities!

### District Eleven Board of Directors

<b>Governor</b>	Pat Zoller	San Diego	<a href="mailto:governor@altrusadistricteleven.org">governor@altrusadistricteleven.org</a>
<b>Governor-Elect</b>	Melinda Aguirre	Central Coast	<a href="mailto:governorelect@altrusadistricteleven.org">governorelect@altrusadistricteleven.org</a>
<b>First Vice Governor</b>	Bonnie McPherson	Tucson	<a href="mailto:firstvicegovernor@altrusadistricteleven.org">firstvicegovernor@altrusadistricteleven.org</a>
<b>2nd Vice Governor</b>	April Smith	San Luis Obispo County	<a href="mailto:secondvicegovernor@altrusadistricteleven.org">secondvicegovernor@altrusadistricteleven.org</a>
<b>Director</b>	Andrea Shallcross	Eastern Sierra	<a href="mailto:director@altrusadistricteleven.org">director@altrusadistricteleven.org</a>
<b>Treasurer</b>	Leslie Johnson	Anaheim	<a href="mailto:treasurer@altrusadistricteleven.org">treasurer@altrusadistricteleven.org</a>
<b>Secretary</b>	Hillary Sloan	Chula Vista	<a href="mailto:secretary@altrusadistricteleven.org">secretary@altrusadistricteleven.org</a>
<b>Parliamentarian</b>	Pat Young	Tucson	<a href="mailto:parliamentarian@altrusadistricteleven.org">parliamentarian@altrusadistricteleven.org</a>
<b>Immediate Past Governor/Training Chair</b>	Melanie Hodges	San Luis Obispo County	<a href="mailto:trainingchair@altrusadistricteleven.org">trainingchair@altrusadistricteleven.org</a>

### District Eleven Board of Directors Club Assignments

<b>Immediate Past Governor</b>	Melanie Hodges	Arcadia, Los Angeles	Monterey, Reno
<b>Governor-Elect</b>	Melinda Aguirre	Anaheim, Chula Vista, San Diego,	San Diego North County Coastal
<b>1st Vice Governor</b>	Bonnie McPherson	Glendale, Long Beach, Oxnard,	San Buenaventura
<b>2nd Vice Governor</b>	April Smith	Eastern Sierra, Indian Wells Valley, Phoenix,	The West Valley, Tucson
<b>Director</b>	Andrea Shallcross	Central Coast, Golden Valley, Santa Maria,	San Luis Obispo County

### District Eleven Committee Chairs

<b>ASTRA</b>	Kathleen Telleria	<a href="mailto:astrachair@altrusadistricteleven.org">astrachair@altrusadistricteleven.org</a>
<b>Communications</b>	Katharine Raley	<a href="mailto:communicationschair@altrusadistricteleven.org">communicationschair@altrusadistricteleven.org</a>
<b>Service</b>	Glenda Hogg	<a href="mailto:servicechair@altrusadistricteleven.org">servicechair@altrusadistricteleven.org</a>
<b>Membership</b>	Aggie Kurzyna	<a href="mailto:membershipchair@altrusadistricteleven.org">membershipchair@altrusadistricteleven.org</a>
<b>District Service Bulletin</b>	Kathy Girard	<a href="mailto:dsbeditor@altrusadistricteleven.org">dsbeditor@altrusadistricteleven.org</a>
<b>New Club Building</b>	Gail Swain	<a href="mailto:newclubbuildingchair@altrusadistricteleven.org">newclubbuildingchair@altrusadistricteleven.org</a>
<b>Literacy</b>	Sandy Pfefferkorn	<a href="mailto:literacychair@altrusadistricteleven.org">literacychair@altrusadistricteleven.org</a>
<b>Leadership</b>	Margee Neer	<a href="mailto:leadershipchair@altrusadistricteleven.org">leadershipchair@altrusadistricteleven.org</a>
<b>Webmaster</b>	Leslie Johnson	<a href="mailto:webmaster@altrusadistricteleven.org">webmaster@altrusadistricteleven.org</a>