



# **Altrusa International, Inc.**

## **Service Manual**

### **2011-2013**

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## *ACKNOWLEDGEMENTS*

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We also wish to credit the U.S. Jaycees, Rotary International, and Girl Scouts of the U.S.A. for the information gleaned from those organizations.

We hope this manual will be helpful in providing tools necessary to train project committee chairs to hold successful service and fundraising projects.

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## Overview

This Service Development Manual is designed to provide clubs with the necessary tools to:

- Conduct community assessments
- Develop Service Plans
- Have successful project planning
- Participate in Make A Difference Day
- Enter Awards for District Conferences
- Plan successful fundraising projects
- Promote your projects

It is hoped that your club will use this manual to ensure the success of your service projects. The Service Development team is ready and willing to help, answer questions and provide moral support for clubs and their projects.

# Community Assessments

Whether you are starting from scratch to develop a service plan for your club or you just want to add a new service project, it is a good idea to start with a community assessment. What are your community's needs and assets? This is one of the most important questions you can ask when planning any service project. Taking the time to learn about local issues will allow your club to discover new opportunities for service projects and also avoid duplicating existing resources. Tip: When assessing your community, always take a positive approach – don't just look at the community's problems. Factors that might be included in an assessment include:

- Human assets
  - People are the most important asset of any community
  - Look at residents' unique skills and talents
  - What are their needs and challenges?
  - How can the community be involved in your project?
  
- Organizational assets
  - What other groups and organizations in your community provide resources for local projects
    - Government offices
    - Non-governmental and nonprofit organizations
    - Religious institutions
    - Schools
    - Businesses
    - Informal groups like neighborhood organizations and sports teams
  
- Physical assets
  - Existing infrastructure – buildings, parks, public transit system, hospitals and clinics, water and sanitation facilities, recycling centers and landfills, libraries, theaters, meeting halls
  - Some or all of these might be used to support a project
  
- Club assets
  - Your club is full of hidden assets
  - Utilize club members' expertise and professional skills
  - Your club's financial and human resources should be closely examined to help determine the types of projects your members can effectively manage

Why do a community assessment?

- It will allow you to determine the strengths and weaknesses of the club's service projects as well as those of the community.
- It will identify opportunities for new projects
- It will prevent duplication of efforts where projects already exist
- It will build community support
- It will increase your club's visibility in the community

What steps do we need to take to do a Community Assessment?

- First introduce the need for a Community Assessment to your Club Board and membership for approval
- Appoint a committee to be responsible for the process

What are the duties of the Community Assessment Committee?

- To establish the purposes and objectives of the Community Assessment
- To decide on what assessment tool to use and prepare it
- To identify the community groups, officials, leaders and organizations to involve or contact
- To set a timetable for completion, reviewing the assessment, and presentation to your club
- To conduct the assessment

What tools do we need to conduct the assessment? Some examples are:

- A survey
- An asset inventory
- A seasonal calendar
- Community café/Conversation café
- Focus group
- Panel discussions

What should I know about the survey?

- This is a popular method to assess a community's strengths and weaknesses
- It should give consideration to your club's finances, resources and time
- Planning is the key to a successful survey
- The survey design will be tested with a small group first, and flaws will be reworked
- The survey should be simple
  - Target a small group
  - Keep the survey short and easy to understand
  - Begin with the purpose statement or reason for conducting the survey
- How do we conduct the survey?
  - Can be done by phone, mail, in-person or internet
  - Give survey group enough time to answer
  - Assure that answers will be confidential

Survey Plan – Hold a Community Meeting

- Write your objective to identify opinions of participants on the chosen topic/interest
- Determine length of meeting – 45 minutes to an hour, maximum
- Preparation
  - Conduct sampling group first to correct flawed questions or avoid confusion
  - Arrange for meeting location
- Materials needed
  - Survey questionnaire
  - Pencils
  - Tables or clip boards
- Procedures
  - Place collection box in a convenient place for returning surveys
  - Introduce yourself and explain the purpose (2-3 minutes)
  - Distribute your materials – survey, pencils, etc.
  - Give instructions and answer questions (5 minutes)
  - Allow sufficient time for surveys to be completed (15-30 minutes)

- Thank participants (2-3 minutes)

#### Survey Plan – Community Café/Conversation Café

- This approach creates the atmosphere of a restaurant or café
- Allows you to learn about your community through direct conversation/discussion with stakeholders
- Requires a lead facilitator and a team of table hosts to guide, record, and report main ideas
- Participants should move to another table and another table host during the course of the meeting
- Need to limit time for each change
- How to plan a Community Café/Conversation Café
  - First write your objectives
    - To engage stakeholders in discussions about their community
    - To identify major issues
    - To establish relationship between your club and the community
  - Preparation
    - Recruit a team of assistants (with listening skills) to host each discussion table
    - Have participants change to at least one other discussion table, or more if your time allows
    - Choose a large room for easier movement
    - Meet with your team to review/clarify purpose of session
      - Issue to discuss
      - Number of participants to invite (larger number, the better)
      - Questions to stimulate creativity and effective discussion
    - Assign a host with topic and role for each table
    - Serve food – light snacks and beverages
    - Present a welcoming and friendly atmosphere
    - Send invitations
  - Materials needed
    - Invitations
    - Food, drink and paper products
    - Tables and chairs – separate table for each discussion topic
    - Pencils
    - Notepads for each host
  - It's the day of our Community Café/Conversation Café, so what do we do now?
    - Set food and tables prior to participants arrival
    - Greet participants, show them to food and seat them at a table
    - Introduce and explain purpose and procedures
    - Start discussion, facilitating the recording on the topic by table host
    - Switch tables every 20 minutes, with each host summarizing main points from previous group
    - Each host will share a summary of major ideas for the whole group
    - Thank participants
    - Meet with team for short briefing after guests exit
    - Collect all team notes
    - Summarize the major theme
    - Share summary report with participants

Okay, now the survey is done either through a written survey or a community café/conversation café, what do we do next?

The key processes in choosing a Service Project are choosing, planning, budgeting, implementing, and evaluating. These topics will all be discussed in the Service Plan and Altrusa Planning Guide Sections of this manual.

When choosing your service project, consider the target population. Is the project to benefit children, adult, family, women, men, environment, etc.? Once the target population is determined, then the club may choose a service project or projects for your service plan.

Resources: [www.Altrusa.org](http://www.Altrusa.org)  
[www.Rotary.org](http://www.Rotary.org)



## Service Plans

Developing a Service Plan is essential for your club. The plan should be developed by the Service Committee with input from the members. Develop a mission statement for your Service Plan; what do you plan to accomplish through Service? Two sample plans are included in the Appendices.

The plan allows you to plan a variety of projects:

- Hands-on/Personal Service
- Monetary Donations
- Fundraisers to support your service projects
- Fundraiser Assistance for your charities

Having a plan in place will determine how much needs to be raised by your fundraisers to cover your service commitments. It also allows the entire club to make decisions on what service projects your club will conduct or assist with.

Contingency planning also allows extra in your budget for those last minute projects that invariably come up.

Having a service plan in place also allows you to have committee chairs assigned for each of your projects from the beginning of the year so you don't scramble at the last minute to find someone to chair a project.

# Project Planning

Now that we've done our community assessment and our service plan, what's next?

Once you've selected your projects, it's time to start the planning. A good project plan will help the club manage resources effectively, anticipate potential problems, and evaluate a project's success.

Now it's time to plan your projects for the year. Each project should be assigned a chair and/or co-chair and a committee. Each committee chair should be given the tools needed to successfully plan and carry out a project:

- Altrusa Planning Guide (APG) [can be used for any type of project the club does – service, membership, strategic planning, etc.]
  - Good advanced planning and record-keeping will assure success
  - Use the APG in planning and conducting your project by answering each of the following questions:
    - Planning:
      - Primary Purpose. (What is the one reason to do this project?)
      - Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project. Clear goals are important for organizing a project, defining its scope and measuring success (Example: To involve 25 Altrusans.)
      - What are the specific manpower assignments? (Show names and duties.)
      - What specific materials, supplies, and resources will be required?
      - Describe the potential problems and solutions to successfully complete this project.
      - Complete a proposed budget indicating all anticipated income and expense. Realistic financial expectations, outlined in a detailed budget, will lessen the changes of unforeseen costs as the project progresses.
      - List the specific steps to bring this project to a successful completion showing planned dates for each step.
    - Implementation and Evaluation:
      - Record any revision of the original plan.
      - List solutions or recommendations for a future chairperson.
      - Give specific and measurable results for each goal established. Describe the impact of this project on the club, individual members, and the community.
      - *\*Upon completion of the project, fill out the financial statement.*
- Altrusa Project Guide Committee Information Sheet:
  - Record information on each committee member.
  - Record name of spouse so that if you need to call and your committee member isn't home, you can call the spouse by name.
  - Under NOTES, record information about the individual such as convenient times to call, vacation dates, owns a truck, owns a print shop, has good computer skills, has digital camera, works Saturdays, etc.

- Altrusa Project Guide Follow Up Sheet
  - List key activities that each committee member is to perform and the date the action needs to be completed.
  - Check status of items on a regular basis.
  - Follow up, follow up, follow up, follow up, and follow up!

Follow these steps as a Project Chair and you'll have the information you need to write an awards entry for your project.

## Make A Difference Day

What is Make A Difference Day and what does it have to do with Altrusa?

Founded by USA Weekend Magazine and its partners, Make A Difference Day is a national day of doing good... a celebration of neighbors helping neighbors. Always held on the fourth Saturday in October, Make A Difference Day has grown into the largest community service effort in the nation. Every year up to three million people participate worldwide.

Altrusa, as an international organization, has participated in Make A Difference Day activities since 1997 and has been the recipient of a \$10,000 cash award on two separate occasions. This money went into the Altrusa International Foundation which in turn came back to the local clubs.

***“Often we set out to make a difference in the lives of others only to discover we have made a difference in our own.” ..... Ellie Braun-Haley***

What do we want to achieve by participating in Make A Difference Day?

- Create community awareness of Altrusa.
- Show Altrusa’s international focus on literacy.
- To increase the number of clubs participating in Make A Difference Day projects until we have 100% participation.
- Increase the number of clubs putting literacy as the focus of their Make A Difference Day projects until we have 100% participation.
- Increase the number of clubs participating in Make A Difference Day activities with other community organizations.
- Receive \$10,000 cash award.

## Make A Difference Day Timeline

### **June/July**

Evaluate your community needs and design a project with a literacy focus. Ask for club buy-in and encourage member participation.

### **August**

Assign chair to head project.

Begin event preparation and encourage members to get involved.

### **September**

Begin advertising your event and seek community support. Update club on progress and encourage member participation. Involve your ASTRA members.

### **October**

Finalize your plans and send pre-report to International office.

Hold your event on the fourth Saturday in October with as many club members as possible participating.

## **November**

Send final Make A Difference Day report to International office by designated due date.  
Include photos if available.

## **Questions about Make A Difference Day**

Why is it important that my club project have a literacy focus?

With such a strong focus on literacy, Altrusa International chose this to be the theme behind our entry. By having one theme or focus we present a united front showing that Altrusa International has joined together to help stamp out illiteracy in our communities. This is a step to help us secure another cash award while at the same time showing our passion for this cause.

Why can't we hold our project on a different day?

The fourth Saturday in October is designated as Make A Difference Day. This is the day when we all come together at the same time to make a difference in our communities. If we all work on different days we lose the effect and the purpose of a "national day" of helping others.

Why do we have to submit a pre-report?

This gives the International office staff an idea of how many clubs are expected to participate in activities. The pre-report should be a brief overview of your plans.

Why do we have to report our project to the International office by a certain date?

In order to have your club's project included in the Altrusa entry, your information must be received by the International office by a certain deadline in order to give the staff time to compile everyone's information into one report. All information will be on the International website and your report can be filed on-line.

Why should I care about Make A Difference Day?

Altrusans are all about service and making a difference in our communities ... large or small. Participation in the national Make A Difference Day event is just another opportunity to do so on a grand scale and to show our neighbors Altrusans do make a difference.

***Remember regardless of your project plans, either large or small, whatever you decide to do will make a difference to someone!***

# Awards

Your projects may be done, but you are NOT!

Now it is time to write your awards entries for District Conferences. All clubs conduct outstanding service projects but only a small number enter those projects for awards. In this manual we have given you the tools needed to conduct the projects, collect the information and thus write the awards entries.

There are several areas in which you can submit projects for awards:

- **Dr. Nina Fay Calhoun International Service Award**
  - The Dr. Nina Fay Calhoun International Relations Award was adopted in 2003 as a memorial to the only International President who served two terms and who focused on the International aspect of our organization. The objectives of this International Relations Award are as follows:
  - Objectives:
    - To encourage and to stimulate international relations
    - To create an awareness of other cultures and people of the world
    - To recognize outstanding club achievement in international relations
- **Mamie L. Bass Service Award**
  - The Mamie L. Bass Community Service Award was established by the International Board of Directors in July, 1963, as a memorial to the first National President of Altrusa. The name was changed to the Mamie L. Bass Service Award by the International Board of Directors in July, 1975.
  - Objectives:
    - To stimulate interest in developing action programs in the community that fall within the scope of Altrusa's program of service
    - To encourage members of local Clubs to participate actively in service projects designed to meet specific local needs
    - To recognize outstanding Club achievement in service to the community
- **Letha H. Brown Literacy Award**
  - The Letha H. Brown Literacy Award was established by the International Board of Directors in July, 1993, to honor Past International President Letha H. Brown, who, in 1977, introduced literacy as a major emphasis of the organization.
  - Objectives:
    - To stimulate interest in developing active literacy projects to serve their community
    - To create an awareness of Altrusa and its commitment to literacy
    - To encourage members of local Clubs to participate actively in literacy projects designed to meet specific community needs
    - To recognize outstanding Club achievement in service to the community
- **Eleanor Roosevelt Humanitarian Award**
  - The Eleanor Roosevelt Humanitarian Award is named in honor of the legendary Eleanor Roosevelt who included active membership in the Altrusa Club of New York City in her service-oriented life. It is Altrusa International's only award given to an individual member. Designed to recognize an Altrusan who makes a lasting contribution to community service as a result of involvement with Altrusa, recipients must have a

distinguished service record at the Local, District and International levels. Hazel P. Williams received the first award in 1985.

- Objectives:
- The nominee must be a current Active or Life Member of Altrusa International, Inc.
- The nominee must be recognized beyond Altrusa International, Inc., as a volunteer directly responsible for improving the quality of life within the community.
- The nominee's service to Altrusa must have been given at the local Club, District and/or International levels.

## **Altrusa International Foundation, Inc,**

### **Community Leadership Award**

The Board of Trustees of the Altrusa International Foundation, Inc. announces changes to the "Community Leadership Award" Program in the judging timeline and award amount.

The Community Leadership Award will be presented at each biennial Altrusa International Convention during the Foundation event with the recipient selected from nominations submitted to the International Foundation by Altrusa Clubs. Nominations must be submitted directly to the International Foundation Office in Chicago, Illinois by the established deadline.

The Community Leadership Award recognizes individuals who have made significant contributions to their communities as volunteer leaders. Each Altrusa Club has an opportunity to recognize those individuals in their communities who are contributing to the welfare of others.

### **ASTRA Awards**

The report, to be filled out each year before April 1<sup>st</sup> by each ASTRA Club, is designed to help keep open the lines of communication between the International office, the International ASTRA Chairman and Vice-Chairman, District ASTRA Chairmen, and club advisors. It will provide information that can be shared with all ASTRA Clubs. The report will also remind ASTRA clubs of the many ways they can be assets to their communities. The report will not be used as a means of judging ASTRA Clubs. It is simply a tool for ASTRA Clubs, as well as a form of communication.

### **ASTRA Scholarship**

These scholarships give the Altrusa International Foundation the opportunity to recognize high school senior ASTRA members who have grown through service in ASTRA. A winning applicant will have demonstrated exemplary Altruism within his or her community.

Applicants must have applied to an institution of higher learning (college, university, tech school, etc.) which they will be attending within seven months of the March 1 deadline for application.

Applications will be provided to ASTRA Advisors during the first week of January each year. The deadline for submission of completed applications is March 1<sup>st</sup>. Applications will be processed by the awards

committee and winners will be announced by April 15<sup>th</sup>. Letters of award will be mailed to the scholarship winners, requesting letters of acceptance containing information regarding eligibility including, but not limited to, proof of registration at an institution of higher learning. An ASTRA scholarship winner may have up to 120 days from the date he or she receives a letter of award to provide the information necessary for funding.



# Fundraising

You've done your community assessment, service plan, established committee chairs for your projects, but how do you pay for them? Fundraising is an essential part of service.

What do we need to know about fundraising:

- Getting started:
  - Start early
  - No idea is a bad idea
  - Know your goal – purpose
  - Know your limits
  - Make your event unique
  - Provide a quality service/product
- Building your Team
  - Have a Project Leader AND a Money Manager
  - Assign tasks based on the skills of your members
  - TRUST team members
  - Focus on Now
  - Set timelines and meeting times
  - Thank and reward all efforts
- Find Additional Help
  - Family and friends of Club Members
  - School kids, Scout troops, other service clubs
- ADVERTISE!! ADVERTISE!!
  - Get the word out EARLY and often
  - Be specific – date, time, location, purpose
  - News Releases – Newspapers, Radio, TV, Chamber of Commerce
  - Word of Mouth, Flyers, Posters, Email to friends of Altrusa, Mailing Campaign
  - Appear in public – presentations to other organizations
  - Church bulletins
  - Altrusa website
  - Social media – Twitter, Facebook and Craig's List
- Day of Event
  - Be organized
  - Be ready – early
  - Wear shirts/something to identify as Altrusans
  - Always have Club info available – upcoming events
  - Be pleasant and enjoy the day!
- Follow-Up
  - Thank you notes to donors, suppliers, volunteers, attendees
  - Patronize businesses of donors and suppliers

See appendices for fundraising ideas.

## Promote your Project

It is important that you let your community know what Altrusa is doing. You are a valuable resource in your community so don't keep yourselves secret!

All Altrusa Service projects need a public relations plan. Sharing a project's message with your community can enhance Altrusa's image, gain sponsors and/or volunteers for your project, and attract members.

Public relations for our projects requires planning. A thorough public relations campaign should cover the entire length of the project.

- Outset – helps illustrate club's vision, recruit volunteers, and initiate partnerships
- Launch – highlights timeliness, importance and relevancy of the mission
- Continued communication throughout the project – sustains the message
- After the project – publicity that concentrates on the project's success enhances Altrusa's credibility in the community

Where do we promote our projects:

- Club newsletter
- District Service Bulletin
- Local newspaper
- Radio and TV Public Service Announcements
- Local Access TV – shoot a promo about your project and/or your club
- Website
- Facebook
- Twitter
- Church Bulletin
- Other organizational newsletters

Photo Release Forms – remember to have those participating in projects sign the photo release forms (available on the Altrusa International website) so that you can use their photographs in your publicity.

## How to Write a Winning Awards Entry

No project (or club) is too small to submit for an awards entry.

Things to consider:

- Project should be well-planned
- Keep good records
  - Use the Altrusa Planning Guide for all projects
  - All the information you need for awards entries will be available in your planning guide
- Follow the instructions on the awards entry form
  - Simply not following the rules can have your entry disqualified
- Submit projects that have a large percentage of your membership involved
  - A project may be a great benefit to your community, but if you only involve a couple of your members, is it really awards worthy?
- Submit projects that have significant impacts on your community, or segments of your community

## Community Assessment Tools

### COMMUNITY NEEDS ASSESSMENT SAMPLE SURVEY

Research your community and evaluate the adequacy of programs available in the categories listed below. Record your evaluation by circling "yes, no, Good, Avg (average), or Poor." Briefly state what, if anything needs to be done in the "identified need" column.

<b>Community Appearance</b>				<b>Identified Need</b>
Visitors first Impression:	Good	Avg	Poor	
Are public areas well landscaped?	Good	Avg	Poor	
Are parkways tree-lined?	Good	Avg	Poor	
Are welcome signs attractive?	Good	Avg	Poor	
Are there historical markers?	Good	Avg	Poor	
Is there a beautification plan?	Good	Avg	Poor	
Are there beautification incentives?	Good	Avg	Poor	
Any plans to upgrade unsightly areas?	Good	Avg	Poor	
Is there an Altrusa meeting sign?	Good	Avg	Poor	
<b>Business Environment</b>				<b>Identified Need</b>
Adequacy of retail mix?	Good	Avg	Poor	
Health of retail community?	Good	Avg	Poor	
Adequacy of industrial mix?	Good	Avg	Poor	
Health of industrial community?	Good	Avg	Poor	
Adequacy of professional community?	Good	Avg	Poor	
<b>Citizenship and Government</b>				<b>Identified Need</b>
Voter Registration	Good	Avg	Poor	
Voter turnout history	Good	Avg	Poor	
Programs to increase registration	Good	Avg	Poor	
Is local government efficient?	Good	Avg	Poor	
Are they accessible?	Good	Avg	Poor	
Do well qualified people run for office?	Good	Avg	Poor	
Language classes for foreign-born?	Good	Avg	Poor	
Is there a new citizen ceremony?	Good	Avg	Poor	
<b>Conservation/Environmental Protection</b>				<b>Identified Need</b>
Rate your community programs for:	Good	Avg	Poor	
Reforestation?	Good	Avg	Poor	
Erosion control?	Good	Avg	Poor	
Soil conservation?	Good	Avg	Poor	
Water conservation?	Good	Avg	Poor	
Recycling?	Good	Avg	Poor	
<b>Recreation</b>				<b>Identified Need</b>
Adequacy of public parks	Good	Avg	Poor	
Adequacy of public sports fields	Good	Avg	Poor	
Adequacy of recreational programs	Good	Avg	Poor	
<b>Tourism</b>				<b>Identified Need</b>
Level of tourism activity:	Good	Avg	Poor	
Potential for expanded activity?	Good	Avg	Poor	

Are historical points well marked?	Yes	No		
Well maintained?	Yes	No		
Well publicized?	Yes	No		
<b>Safety</b>				<b>Identified Need</b>
Does your community have:				
Safe driving incentives?	Yes	No		
First aid education programs?	Yes	No		
Accident prevention campaigns?	Yes	No		
<b>Cultural activities</b>				<b>Identified Need</b>
Is there a community historical society?	Yes	No		
An art museum?	Yes	No		
A cultural center?	Yes	No		
A community theater?	Yes	No		
A municipal band?	Yes	No		
A community lecture series?	Yes	No		
Adequacy of the public library?	Good	Avg	Poor	
Services of the public library?	Good	Avg	Poor	
Is there a homebound program?	Yes	No		
<b>Historical &amp; traditional celebrations:</b>				<b>Identified Need</b>
Are there international exchange programs?	Yes	No		
For teachers?	Yes	No		
For students?	Yes	No		
For others?	Yes	No		
A symphony orchestra?	Yes	No		
<b>Education</b>				<b>Identified Need</b>
Is there adequate school funding for:				
Playground equipment?	Yes	No		
Library facilities?	Yes	No		
Laboratory equipment?	Yes	No		
Sports programs/equipment?	Yes	No		
Music programs/equipment?	Yes	No		
Extracurricular activities?	Yes	No		
Scholarships?	Yes	No		
Tutoring?	Yes	No		
Is there a literacy program?	Yes	No		
Children's literacy?	Yes	No		
Adult literacy?	Yes	No		
Adequacy of adult education programs?	Good	Avg	Poor	
Is there vocational training?	Yes	No		
Vocational counseling?	Yes	No		
<b>Municipal services</b>				<b>Identified Need</b>
Adequacy of services:	Good	Avg	Poor	
Adequacy of surveillance:	Good	Avg	Poor	
Adequacy of community awareness:	Good	Avg	Poor	
Civil defense	Good	Avg	Poor	
Fire protection	Good	Avg	Poor	
Public health	Good	Avg	Poor	
Pubic works	Good	Avg	Poor	

Sanitation	Good	Avg	Poor	
<b>Assistance programs</b>				<b>Identified Need</b>
Is there an identified resource center?	Yes	No		
Is it well publicized?	Yes	No		
<b>Adequacy of services for aging:</b>				<b>Identified Need</b>
Leisure activities?	Good	Avg	Poor	
Volunteer opportunities?	Good	Avg	Poor	
Employment opportunities?	Good	Avg	Poor	
Housing?	Good	Avg	Poor	
Safety?	Good	Avg	Poor	
Transportation?	Good	Avg	Poor	
<b>Adequacy of services for handicapped:</b>				<b>Identified Need</b>
Access to public buildings?	Good	Avg	Poor	
Leisure activities?	Good	Avg	Poor	
Athletic opportunities?	Good	Avg	Poor	
Employment opportunities?	Good	Avg	Poor	
Housing?	Good	Avg	Poor	
Safety?	Good	Avg	Poor	
Transportation?	Good	Avg	Poor	
Adequacy of services for youth?	Good	Avg	Poor	
Leisure activities?	Good	Avg	Poor	
Athletic opportunities?	Good	Avg	Poor	
Employment opportunities?	Good	Avg	Poor	
Day care for working mothers?	Good	Avg	Poor	
Foster homes?	Good	Avg	Poor	
Juvenile rehabilitation?	Good	Avg	Poor	
Youth guidance clinic?	Good	Avg	Poor	
Is family counseling available to all?	Good	Avg	Poor	
<b>Do other programs exist:</b>				<b>Identified Need</b>
Alcoholism/drug abuse?	Yes	No		
Care of profoundly disabled?	Yes	No		
Child/adult abuse?	Yes	No		
Elderly day care?	Yes	No		
Indigent population?	Yes	No		
Health education?	Yes	No		
Fitness?	Yes	No		
Illness support?	Yes	No		
Meals-on-Wheels?	Yes	No		
Medical alert system for the Elderly?	Yes	No		
Mental health?	Yes	No		
Handicapped?	Yes	No		
Lower income families?	Yes	No		
Mentally restored?	Yes	No		















You can also do Community Assessment Workpapers [just make tables that include the following] for:

#### Education Institutions

- Name of School & Address
- Principal
- Grades
- Special Facilities
- Meeting Places
- Length of School Year
- School Breaks
- Contact Persons, including Phone/Fax/Email
- Notes

Other Schools (Community colleges, technical and vocational schools, universities, and adult learning centers)

- Name of School & Address
- Contact Person
- Phone/Fax/Email
- Notes

#### Youth Service Organizations

- Name of Youth Organization
- Activity Focus
- Grades
- Special Facilities
- Contact Information, including Phone/Fax/Email
- Benefits for Participants
- Notes

## Blank Service Plan

### Altrusa International of \_\_\_\_\_ Service Plan for \_\_\_\_\_ thru \_\_\_\_\_

Mission Statement: The club service plan identifies and develops service club projects, coordinates projects in personal service and monetary contributions, keeping in mind the previous committees: Literacy, International Relations, Vocational Services and Community Service.

#### PERSONAL SERVICE

1. Project Name/Description:  
Frequency of Service:  
Length of each session:  
Number of Altrusans needed:  
Special Equipment/Supplies/Duties:  
Focus of Recipient:  
Project Coordinator:  
Funds needed for project (if any)
  
2. Project Name/Description:  
Frequency of Service:  
Length of each session:  
Number of Altrusans needed:  
Special Equipment/Supplies/Duties:  
Focus of Recipient:  
Project Coordinator:  
Funds needed for project (if any)
  
3. Project Name/Description:  
Frequency of Service:  
Length of each session:  
Number of Altrusans needed:  
Special Equipment/Supplies/Duties:  
Focus of Recipient:  
Project Coordinator:  
Funds needed for project (if any)
  
3. Project Name/Description:  
Frequency of Service:  
Length of each session:  
Number of Altrusans needed:  
Special Equipment/Supplies/Duties:  
Focus of Recipient:  
Project Coordinator:  
Funds needed for project (if any)

4. Project Name/Description:  
 Frequency of Service:  
 Length of each session:  
 Number of Altrusans needed:  
 Special Equipment/Supplies/Duties:  
 Focus of Recipient:  
 Project Coordinator:  
 Funds needed for project (if any)
  
5. Project Name/Description:  
 Frequency of Service:  
 Length of each session:  
 Number of Altrusans needed:  
 Special Equipment/Supplies/Duties:  
 Focus of Recipient:  
 Project Coordinator:  
 Funds needed for project (if any)

**MONETARY COMMITMENTS ONLY**

1. Project: \_\_\_\_\_  
 Club Funds Designated: \_\_\_\_\_ Due Date: \_\_\_\_\_  
 Project Coordinator: \_\_\_\_\_  
 Notes: \_\_\_\_\_

**BUDGET:**

List projects and amount allocated to each

**Total**

Plan approved: \_\_\_\_\_

## Sample Service Plans

[smaller community]

### Altrusa International of Salina, KS Service Plan for June 1, 2009 thru May 31, 2010

Mission Statement: The club service plan identifies and develops service club projects, coordinates projects in personal service and monetary contributions, keeping in mind the previous committees: Literacy, International Relations, Vocational Services and Community Service.

#### PERSONAL SERVICE

1. Project Name/Description: SANE/SART Program (Sexual Assault Nurse Examiner/Sexual Assault Response Team is a community based coordinated response to child and adult victims of sexual assault.  
Frequency of Service: Original part of project is to supply necessary clothing, hygiene kits, etc. On ongoing basis, will keep supplies stocked.  
Length of each session: one day to shop for items; one day to assemble kits  
How many Altrusans needed: All  
Special Equipment/Supplies/Duties: Altrusa will purchase items to put together clothing and hygiene kits for rape victims and victims of sexual abuse.  
Focus of Recipient: to assist with victim's self-esteem following a rape or sexual assault by providing new clothing for her to wear home, provide hygiene kits and to provide items for children  
Project Coordinator: Sandi D.  
Funds needed for project (if any): \$450.00 [possible matching funds available from Greater Salina Community Foundation, Salina Regional Foundation, Wal-Mart Foundation, etc.].
  
2. Project Name/Description: Salina Adult Education Center (SAEC) GED Graduation Ceremony – provide reception after ceremony, assist students with putting on their caps and gowns, hand out program, and other items as project develops.  
Frequency of Service: annually - ongoing Literacy project  
Length of each session: one day – May 2010  
How many Altrusans needed: All  
Special Equipment/Supplies/Duties: Cookies and punch for graduation ceremony; assist with monetary donation; assist students in robing; hand out programs  
Focus of Recipient: SAEC provides education and assistance to help adults obtain their GED  
Project Coordinator:  
Funds needed for project (if any): \$150.00
  
3. Project Name/Description: Altrusa Cookie Jar - each month provide cookies for those staying at the Rebecca Morrison House  
Frequency of Service: Monthly  
Length of each session: N/A  
How many Altrusans needed: 3 per month to bake 6 dozen cookies each  
Special Equipment/Supplies: cookie jar/cookies  
Focus of Recipient: Housing for family members of hospital patients



Project Coordinator: Service Committee  
Funds needed for project (if any): cookies donated each month

4. Project Name/Description: International Dinner - turkey dinner for international high school students in Saline County  
Frequency of Service: one-day project - November 15, 2009  
Length of each session: @3-4 hours  
How many Altrusans needed: All  
Special Equipment/Supplies: turkey and trimmings  
Focus of Recipient: chance for exchange students to meet one another  
Project Coordinator: Linda S.  
Funds needed for project (if any): \$175.00
  
5. Project Name/Description: Adopt-a-School  
Frequency of Service: November/December – obtain name from school  
How many Altrusans needed: all  
Special Equipment/Supplies: gifts for family at Christmas. Members will bring mittens, caps, scarves, etc. to our Christmas Party. Altrusa will also use funds to purchase mittens, caps, etc. These will, in turn, be donated to the school we select.  
Focus of Recipient: needy students who do not have things to keep them warm while walking to school. Schilling Elementary was suggested for 2008.  
Project Coordinator:  
Funds needed for project (if any): \$50.00
  
6. Project Name/Description: Make A Difference Day – The Dictionary Project  
Frequency of Service: October 24, 2009  
Length of each session: one day event  
How many Altrusans needed: Altrusans will purchase dictionaries (up to 300) for area third-grade students – St. Mary's grade school, Ell-Saline, Southeast of Saline, Salina Christian Academy,  
Special Equipment/Supplies: Altrusa will purchase the dictionaries and club members will separate, label and box the books on MADD Day and then teams of two will go to each of the schools to deliver the dictionaries and teach the students how to use them the following week  
Project Coordinator: Teresa M. & Karen W.  
Funds needed for project (if any): \$150.00
  
7. Project Name/Description: Pink Ribbons for Breast Cancer Awareness Forum  
Frequency of Service: one day  
Length of each session: one day  
How many Altrusans needed: All  
Special Equipment/Supplies/Duties: Altrusa will purchase pink ribbon and pins and assemble them to be handed out at the Breast Cancer Awareness Forum – we will have a booth at the Forum  
Focus of Recipient: To bring attention to breast cancer awareness  
Project Coordinator:  
Funds needed for project (if any): \$25.00

## MONETARY COMMITMENTS ONLY

1. Project: World Literacy Day (donate a new book to each new baby born in on September 8, 2009, as well as on the 8<sup>th</sup> day of each month.  
Club Funds Designated: \$300 Due Date: 8<sup>th</sup> day of each month  
Project Coordinator: Marilyn M. & Margaret R.  
Note: Because of HIPPA law, procedures have been changed. Purchase books, indicate they are from Altrusa [label in front] and deliver to the Mother/Baby Staff at SRHC. Ask that they call us if and when they start to run low on books

### **BUDGET:**

SAEC GED Ceremony	\$175.00
International Dinner	\$175.00
Adopt-a-School	\$50.00
Make A Difference Day - The Dictionary Project	\$150.00
Clothing Kits for Sexual Assault/Domestic Violence Victims	\$450.00
World Literacy Day/Books for babies born 8 <sup>th</sup> of each month	\$300.00
Pink Ribbons for breast cancer awareness	\$50.00
Contingency Fund	\$250.00
<b>Total</b>	<b>\$1,600.00</b>

Plan approved: \_\_\_\_\_

# **Altrusa International of Greater Kansas City, Inc.**

## **Service Plan**

**June 1, 2009 through May 31, 2012**

[larger metropolitan area]

### **Personal Service - volunteer service by Altrusans.**

The Service Committee will work with the charities named below as well as those in Periodic Projects to plan a yearly schedule to include at least two service options for club members each month. The charities and possible activities are:

**Gordon Parks Elementary Charter School.** Altrusans will work at GP on 3-4 occasions (probably Saturday mornings) during the club year. Our activities may include: prepare bulletin boards, room set up, book sorting for library, help with registration packets and process for fall student enrollment, help with food/reception during student concerts/programs/parent meetings, read to children, and more.

Gordon Parks Elementary School, located at 37<sup>th</sup> & Wyoming, in Kansas City, Missouri, was founded to start with the 2000-01 school year in the former William Volker School building. The public charter school founders, Sister Berta and Sister Corita, with a gift from Dorothy and Bill Curry, purchased the Volker School Building to provide a continuation of the “family” for Operation Breakthrough/St. Vincent’s children, and to not lose contact with the students as they enter elementary school. Today, most of the GP students are former Operation Breakthrough children and many have siblings who attend Operation Breakthrough during the day. Sisters Berta and Corita remain involved in the operations of Gordon Parks School.

**Spofford Home.** Altrusans will work at Spofford Home on 3-4 Saturday mornings. Some of the possible activities: help with the regularly organized activities, including reading to children, distribute books, sort donated books for the library, help to establish a larger and more permanent library for the children, Christmas bag assembly, assemble regular newsletter and other mailings.

Spofford Home (located near I-435/Hwy 71 interchange) has a 93 year old, respected place in Kansas City history. Spofford is the leading provider of residential prevention and therapeutic treatment services for abused children ages 4-12.

**Habitat for Humanity, Kansas City.** Altrusans will work to establish a book collection/library for some of the families who are preparing to move into new Habitat Homes. Altrusans will develop an interest checklist to distribute to the families to determine interests of the children and family members for types of books and then collect books from various sources (Heartland Book Bank, Library book sales and possibly some purchased). Family members attend monthly meetings at the Habitat office (some of these meetings may provide non-Saturday options for Altrusa service.) Altrusans have an opportunity to meet family members at these meetings, distribute books to the kids during these monthly times that their parent(s) are in meetings and assist with other activities (food pantry distributions) during the monthly meetings. During each year, Altrusans will also be involved in the Women’s Build Project home, a Habitat home built annually entirely by community women. Altrusans may choose to work on the building project itself, or provide the lunch for other women volunteers on one of the workdays. Habitat also has mailings of newsletters and fundraisers that may be an option for Altrusa assistance. Altrusans will be involved with Habitat for Humanity, Kansas City on 3-4 days each year.

### **Periodic Projects**

The Service Committee will schedule periodic times to assist these charities; possible projects are listed for each one. The Service Committee will provide information to members about each of these organizations to increase awareness of the important work they provide for area families and kids.

Some of the service opportunity days will include a tour of the agency/site and information update on their community services.

Operation Breakthrough/St. Vincent's Family Center. We will continue our 18+ year support of this important Kansas City service to children and families. We will continue our literacy efforts with the Altrusa-originated holiday project, "Head to Toe", to provide books and shoes to OB kids. Altrusans will continue the favorite holiday "stocking stuffing" project.

Catherine's Place/Friendship House. Altrusans will work one day to help with a book distribution to the women and kids and have an introductory tour of the services at this midtown Kansas City residential substance abuse program solely for women and their children.

Dictionary Project. We will sponsor three schools for this "dictionary for all third-graders" project. Books will be presented at each school on Dictionary Day.

District Eight Conference Service Project. In April, Kansas City club members will collect items as identified by the host club for the Conference service project.

Elmwood Cemetery. We will work two Saturday mornings at Kansas City's oldest cemetery, resting place of many Kansas City history notables. We will help with cemetery clean-up, or assist with other areas needing volunteer support.

Harvesters-Community Food Network. We will work one Saturday morning at the food bank sorting, re-packaging, or other projects.

Beanstalk Garden, Kansas City Community Gardens. We will meet, tour and work at this children's garden – possible activities: gardening, newsletter preparation, meet some children from one of our charity partners, have lunch in this beautiful community garden setting.

Higher M-Pact. We will meet for an orientation to this charity – possible activities: help with their library, sponsor a book distribution, sort school supplies and assemble backpacks, help with registration at their Summer Kick Off event or Back to School Rally.

Bridging the Gap. We will wear our Altrusa t-shirts/sweatshirts to participate in at one event for BTG – registration, reception at special recycling events (shredding days, electronic recycling days); help with newsletters or other office projects.

The Upper Room/Swope Corridor Renaissance. Possible projects for this long-standing Altrusa charity which focuses on tutoring to improve children's reading skills include: tour and update, sort donated books, label/re-shelve books, work on the summer program enrollment packets, work on the registration day for the summer program.

## **FUNDRAISER ASSISTANCE**

The Service Committee will work with these charities to organize a calendar for Altrusans to provide service at a fundraiser event for a charity (from the list below) at least once each quarter during our club year. By participating in these four events each year, the visibility of Altrusans and Altrusa community service will be increased. (The Search Committee has not designated specific charities for specific quarters recognizing that the dates of the fundraising events may change. Approximate months for their fundraisers are listed as they were planned in 2009.) The Service Committee will obtain and provide information to club members about the fundraisers for these charities even if we are not providing service at the particular fundraising event.

- Higher M-Pact (May luncheon, Sept. film opening)**
- Spofford Home (October gala, April "Stone Soup")**
- Friendship House/Catherine's Place (Oct. Chocolate Festival; Feb. Belle Chefs event)**
- Harvesters: The Community Food Network (May, Forks 'n Corks)**
- Elmwood Cemetery (event pending)**

- The Upper Room/Swope Corridor Renaissance (event pending)
- Bridging the Gap (event pending)
- Gordon Parks Charter Elementary School (September gala)

## Monetary Commitments

Some of the monetary commitments will be checks to the charity; others will include personal service by Altrusans to the charity. The club's Foundation Board will be requested to make disbursements from the funds raised from the club's fundraising efforts as follows:

Altrusa International Foundation. A contribution of \$500 will be made each year in the name of our Lamplighter of the Year, chosen by the club in the spring.

Dictionary Project. A contribution of approximately \$450 will be made each year to sponsor three schools for the purchase of dictionaries.

Greater Kansas City Women's Foundation. A contribution of \$100 will be made each year to this important community organization funding services for women and children.

Service Project funds. Funds from the annual fundraiser allocated to support Altrusans' commitments to these service projects:

- Operation Breakthrough/St. Vincent's (stocking stuffing project)
- Catherine's Place/Friendship House (lunch for women and children on the Altrusa workday and book distribution)
- Habitat for Humanity (expenses for the Women's Build Project lunch; library book purchases or other expenses for the new home libraries or children's book distributions)
- Spofford Home (expenses for the book distributions or other projects)
- Higher M-Pact (expenses for the book distributions or other projects)
- and other expenses at any of the service projects included in this Plan.

Balance of Fundraiser Funds. The balance of the funds raised from the club's fundraising efforts (after the items above are subtracted) will be divided between these organizations in the percentages listed:

-Higher M-Pact	50%
-Gordon Parks Charter Elementary School	25%
-Catherine's Place/Friendship House	25%

## Amendments

Amendments to this plan may be made by a majority vote of the membership in attendance at any meeting, provided all members are furnished with at least two weeks notice of the proposed amendment, by the club newsletter or direct mail.

## Administration of the Plan

The plan will be administered as follows: It will be the general responsibility of the club Board of Directors to ensure that the delivery of services in this plan is carried out in the manner intended by the members. The chair of the Service Committee will have supervisory responsibility for

implementation of the plan. It is recommended that the Service Chair appoint a team leader or coordinators for each of the organizations included in the plan and that these coordinator(s) act as the liaison between Altrusa and the organization, pass sign-up sheets, remind members of upcoming service events, report at meetings and in the newsletter, and keep club members informed and updated on the organizations. The Service Committee will provide information to club members about the Altrusa International Foundation as well as all the other charities included in the plan. Service is not limited to members of the Service Committee; rather it is the expectation that each member will participate in service opportunities each year as time allows. The Service Committee will set the annual service days calendar so as to provide at least two service opportunities for members each month, if possible.

It is the responsibility of the President that each new member receive a copy of this plan.

Respectfully submitted,

Service Plan Search Committee

Approved by vote of the  
membership on \_\_\_\_\_, 2009.

Approved by the Foundation Board on \_\_\_\_\_, 2009.

## Summary of Service Opportunities:

### Personal Service:

Three or four days per year:

Habitat for Humanity, Kansas City	
Gordon Parks Charter Elementary School	
Spofford Home	total 9-12 days/year

### Periodic Service:

(some include tour and update/information on the agency's services)

Beanstalk Garden	1 day	
Higher M-Pact	1 day	
Operation Breakthrough	1 day	
Bridging the Gap	1 day	
Harvesters	1 day	
The Upper Room	1 day	
Dictionary Project	1 day	
Elmwood Cemetery	2 days	
Catherine's Place/Fr. House	1 day	total 10 days

### Fundraiser Assistance to Charities:

One fundraiser per quarter	4 days	total 4 days
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Total service opportunity days:	23-26 days
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## Altrusa Project Guide (APG)

Club Name \_\_\_\_\_ District \_\_\_\_\_

Project Name \_\_\_\_\_

Chairperson's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Home phone \_\_\_\_\_ Business phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail address \_\_\_\_\_

**USE OF THE PROJECT GUIDE:** Good advanced planning and record-keeping will assure success. Use this guide in planning and conducting the project by answering each of the following questions.

### PLANNING

1. Primary Purpose. (What is the one reason to do this project?)
2. Give a brief description of the proposed project and background information. Follow this with a listing of the specific and measurable goals to be accomplished by this project. (Example: To involve 25 Altrusans.)
3. What are the specific manpower assignments? (Show names and duties.)
4. What specific materials, supplies, and resources will be required?
5. Describe the potential problems and solutions to successfully complete this project.
6. Complete a proposed budget indicating all anticipated income and expense.
7. List the specific steps to bring this project to a successful completion showing planned dates for each step.

### IMPLEMENTATION and EVALUATION

8. Record any revision of the original plan.
9. List solutions or recommendations for a future chairperson.
10. Give specific and measurable results for each goal established. Describe the impact of this project on the club, individual members, and the community.

*\*Upon completion of the project, fill out the financial statement.*





# ALTRUSA PROJECT GUIDE COMMITTEE INFORMATION SHEET

Record information on each committee member. Record name of spouse so that if you need to call and your committee member isn't home, you can call the spouse by name. Under NOTES, record information about the individual such as convenient times to call, vacation dates, owns a truck, owns a print shop, has good computer skills, has digital camera, works Saturdays, etc.

Committee Member	Address	Telephone	Spouse	Notes
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		
		(H) (B) (C)		



ALTRUSA INTERNATIONAL, INC.

# Project Financial Statement

INCOME:		PROJECTED	ACTUAL
Appropriation from club:			
Value of donated items:			
Other sources of income (list):			
	<b>TOTAL</b>	<b>\$</b>	<b>\$</b>
<b>EXPENSES:</b>			
Value of donated items:			
Other expenses (list):			
Return of appropriation from club:			
Return to club (profit):			
	<b>TOTAL</b>	<b>\$</b>	<b>\$</b>





## The ABCs of Altrusa Project Guides

**Linda K. Smith**  
**Service Chair**  
**Altrusa International, Inc.**  
**2011-2013**

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We all have ideas. The key to impacting your members and your community is to put those ideas into practice. Altrusans can use **Altrusa Project Guides (APG)** to turn projects into reality. A APG is a plan. It covers all aspects of running a project - goal setting, manpower assignments, budgeting, devising a time line and careful evaluation of the project's success.

This Altrusa Project Guide is your resource for running a successful project.

The APG is written to assist the project chair in planning a successful project. When done correctly, the APG process will help develop the leadership skills of your club members. If the Altrusa Project Guide demonstrates that the project has impacted the club, its members and the community, then it may be the project you want to submit for District Conference awards.

## Tab 1: The APG: Altrusa Project Guide

### Question 1: What is the primary purpose of running this project?

A brief statement giving the one reason the club wants to conduct this project.

The purpose should relate to a goal in the club strategic plan or service plan that the project is submitted under. Be as general as possible and keep it contained to one sentence. It is important that only ONE primary purpose be listed.

#### DON'T

- We want to have fun at the social.
- The purpose is to recruit 10 new members and raise \$2,000 for charity.
- We are going to hold a social for club members.
- Our club wants to help the XYZ.
- The purpose of the project is to gain public relations for the club by participating in the city's parade.

#### DO

- To recruit Altrusans by hosting a membership event.
- To raise funds for XYZ charity.
- The primary purpose is to serve food at a local soup kitchen.
- Our purpose is to promote the club in the local media.
- The club wants to run this project for the purpose of raising \$XXX for XYZ.
- The primary purpose of this project is to host leadership training for area Altrusans.
- The purpose of this project is to increase members' knowledge about qualities of good leaders.
- The purpose of this project is to provide members an opportunity to learn how to swing dance.
- Educate members on personal financial investing opportunities.
- The primary purpose of this project is to raise money for the club by selling painted pumpkins.
- The primary purpose of this project is to collect books for our literacy project.
- The primary purpose of this project is to provide dictionaries to local third grade students.

#### ○ **Question 2. Give a Brief Description of the proposed project and Background Information.**

- Summarize the concept of the proposed project —who, what, when, where or how that provided the idea — and briefly describe the desired results.
- Explain how this proposed project relates to the club's objective, priorities, and goals as listed in your club strategic plan and/or service plan.
- Then list the specific and measurable goals to be accomplished by this project. Project goals must be **SPECIFIC, MEASURABLE, and ATTAINABLE**. There is no minimum or maximum number of goals a project may have. Questions three through seven are the plan of how to attain these goals. The successful achievement of project goals will have a positive influence on achievement of the primary purpose. **The first goal should match the primary purpose.**

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## **Example 1: Club Long Range Strategic Plan APG**

This project encompasses the activities involved in creating the club strategic plan, including developing the following:

Mission and Vision      Membership Plan      Organizational Chart      Community Survey  
Prioritizing each area of club structure/service      Member Survey

All of these activities support the development of the Strategic Plan through programming in each area of club development.

Two planning sessions will be held. The first session will be Jan. 13 where the above activities will be introduced and explained. The strengths and weaknesses of each area of opportunity will be reviewed by the entire board. The VPs will then complete the draft plan and budget, and present to the entire board on Jan. 28. The secretary will then compile the reports from each VP and submit for approval at the Feb. general membership meeting. The secretary will note any revisions by the general membership and the final plan printed.

Altrusa International, Inc. has established the need for club long range strategic planning. These sessions and activities arise from the need to have a written, cohesive plan of action for the club so as to meet our mission, vision, and goals.

- Goal 1: Have 85% of the Board in attendance at both planning sessions.
- Goal 2: Complete the Member Survey by Jan. 13.
- Goal 3: Complete the Community Survey by Jan. 13.
- Goal 4: Successfully complete the Membership plan by Jan. 28.
- Goal 5: General Membership approval of the Club Strategic Plan by Feb. 4.

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## **Example 2: Needy Child's Christmas**

The Needy Family Christmas Project is meant to help less fortunate people in Somewhere County have a better Christmas. On Christmas morning, underprivileged children will have a Merry Christmas that they otherwise may not have had a chance to experience. Also, their parents will have peace of mind knowing their children will have a few more toys, clothes, and enough food to eat this holiday season.

The Needy Family Christmas Project has been run by the Somewhere County Altrusa Club for over 15 years. It was once again voted upon by the membership and included in the club service plan. The project has evolved over these 15 years to now include providing food for the families and gifts for the children. This year, the chair will contact the Somewhere County Salvation Army for a list of 20 families. We will request first names, age, shirt/pant/shoe sizes, and suggested toy list for each child. Shopping for the children will take place in early December.

Solicitation letters will be sent to local businesses in Somewhere County as this project is funded by both our club and business donations. Sponsorship letters will be sent to local businesses before Nov. 1<sup>st</sup>. Food Collection Barrels will be set out at four local grocery stores. This project includes shopping, wrapping, and delivering the gifts to the Salvation Army for final distribution to the families. Additional toys will be collected at local businesses. These toys will also be collected and delivered to the Salvation Army office.

This project is Priority No. 2 of our Club's Service Plan.

- Goal 1: To provide Christmas to 20 of the neediest families in Somewhere County.
- Goal 2: Involve 20 Altrusans in the project.
- Goal 3: Involve 10 ASTRA members in the project.

- Goal 4: Raise \$2000 from the community in donations or business sponsorships.
- Goal 5: Collect 300 canned goods from four local grocery stores.
- Goal 6: Recruit one new member.

### Example 3: Membership Social

#### Version 1: DO

Each quarter the Anywhere Co. Altrusans host a social. The socials are geared at having fun while getting to know the other members of the club. We use these socials to call new members and invite them to attend. The board members decided to host the event at The Tea Room for the month of April. The Tea Room hosts a variety of activities and can provide whatever food we want for the social. The board members approved the social at the membership meeting.

The chairman for the project will designate the time and meeting place for the club. Postcards will be sent to each member reminding them about the social. The social will be promoted at the April membership meeting. The chairman will develop a list of new and potential members and make sure that they receive phone calls about the social.

This social was added to the club strategic plan at the February meeting as follows: Priority No. 2: Management Area of Opportunity, Goal 3: "Conduct quarterly membership social events", Project 7: "The Tea Room Membership Social".

- Goal 1: Have 20 members involved in this social.
- Goal 2: Have at least 5 prospective members attend.
- Goal 3: To recruit two members for the club.

#### Version 2: Don't (Not enough information for next year's chairman)

Each quarter Altrusa hosts a social. The board members decided to host the event at The Tea Room for the month of April. The board members approved the social at the membership meeting. We'll have fun socializing.

- Goal 1: Have 10 members involved in this project.
- Goal 2: Make sure everyone has a good time.
- Goal 3: Invite friends to attend.

### Question 3: What are the Specific Manpower Assignments

Document proposed involvement, both member and non-member. List each individual along with specific duties and responsibilities. For manpower assignments where a specific person(s) has not yet been selected, list the specific responsibilities, talents, skills, knowledge, or abilities that person(s) will need to possess.

#### Designate the following activities for every project:

- |                                                                              |                                                                            |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| <input type="checkbox"/> Who will write the APG                              | <input type="checkbox"/> Who will secure location                          |
| <input type="checkbox"/> Who will secure camera and take photos              | <input type="checkbox"/> Who will report on project at membership meetings |
| <input type="checkbox"/> Who will report on project at board meetings        | <input type="checkbox"/> Who will make sign-in sheet                       |
| <input type="checkbox"/> Who will recruit members                            | <input type="checkbox"/> Who will ask members to work project              |
| <input type="checkbox"/> Who will write newsletter article promoting project | <input type="checkbox"/> Who will submit press releases to local media     |

#### Other examples

- |                                               |                                                               |
|-----------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Who will buy postage | <input type="checkbox"/> Who will purchase food and beverages |
|-----------------------------------------------|---------------------------------------------------------------|

- \_\_Who will create flyer or postcards
- \_\_Who will deposit funds after collected at project
- \_\_Who will send thank you cards to those who assisted with projects

- \_\_Who will get start-up cash
- \_\_Who will buy decorations

### Example 1: Membership Social

<p>Sue Altrusa, Chair Somewhere Co. Altrusa 123 ABC Road Somewhere, KS 67401 785-123-4567</p>	<ul style="list-style-type: none"> <li>• Chairman.</li> <li>• Secure Service Manual with PG forms. Write PG.</li> <li>• Promote project at board meetings and general membership meetings.</li> <li>• Solicit manpower, make phone calls about project.</li> <li>• Attend project.</li> <li>• Prepare Sign-In Sheets for club members attending the event.</li> <li>• Write newsletter article pertaining to event.</li> <li>• Call members and ask them to invite prospects.</li> <li>• Arrive early and assist with decorations and food preparation.</li> <li>• Greet all in attendance and direct to gathering place.</li> <li>• Introduce prospective members to current members.</li> <li>• Talk to new and prospective members about the club and upcoming projects.</li> <li>• Recruit members and assist them in filling out membership applications.</li> <li>• Supervise clean up.</li> <li>• Take photographs and have developed.</li> </ul>
<p>Sally Jones, Membership VP Somewhere Co. Altrusa 6901 Dixie Hwy. Somewhere, KS 785-654-3210</p>	<ul style="list-style-type: none"> <li>• Supervising Officer</li> <li>• Assist in completion of APG.</li> <li>• Communicate with club members about the project.</li> <li>• Make postcards/invitations to send to members and prospects publicizing event.</li> <li>• Obtain postage. Mail postcards.</li> <li>• Secure location for event.</li> <li>• Purchase snacks and food for event.</li> <li>• Obtain decoration and decorate location for event.</li> <li>• Attend project.</li> <li>• Greet prospective members.</li> </ul>
<p>Tammy Jones, President Somewhere Co. Altrusa 30-3 Rio Grande Cr. Sunshine, KS 785-384-4882</p>	<ul style="list-style-type: none"> <li>• Ensure project fits into club plan.</li> <li>• Help to make phone calls to club members about the project.</li> <li>• Provide membership applications to be used at project.</li> <li>• Provide club brochures to be given to prospective members. Distribute brochures to prospective members. <ul style="list-style-type: none"> <li>• Secure funds with treasurer.</li> </ul> </li> <li>• Attend project.</li> </ul>
<p>Pam Miller Newsletter Editor Somewhere Co. Altrusa 1063 Buckland Pl. Sunshine, KS 785-525-7080</p>	<ul style="list-style-type: none"> <li>• Publish article pertaining to project in the newsletter.</li> <li>• Attend project.</li> <li>• Talk to prospective members.</li> <li>• Recruit members if possible.</li> </ul>
<p>Club Members Somewhere Co. Altrusa</p>	<ul style="list-style-type: none"> <li>• Invite prospective members to attend project.</li> <li>• Attend project. Help chair in any way as needed.</li> <li>• Recruit members.</li> </ul>



#### **Question 4: What specific tools, materials and resources will be needed?**

List all materials and supplies that will be needed, from both the Club and the community to successfully complete this project. Listing each resource, providing detailed contact information (address, telephone numbers, contact person, etc.), and adding a notation if materials are expected to be purchased or donated will assist in preparing.

##### **Here is a checklist you will need to include for every project.**

- APG Materials
- Digital Camera and Photo Paper
- Location
- Sign-In Sheets
- Newsletter Article
- Recruiting Materials (brochures, invoices, applications, etc.)

##### **Other things to include, depending on the type of project:**

- Food, Beverages
- Club Recruiting Brochures
- Club Sign, Banner
- Money Box
- Postage
- Club Roster
- Letterhead, Stationary
- Gifts
- Music
- Items for sale if doing concessions
- Thank-You Cards
- Poster, Flyers, Post Cards
- Invitations
- Training Materials

#### **Question 5: Describe the potential problems and the possible solutions to successfully complete this project.**

Anticipate potential problems and develop back-up plans or alternate solutions to each problem. Think of problems that may arise in during planning, training, communications, personnel management, and financial management.

##### **Things to think about:**

- Lack of public relations
- Lack of interest
- Poor attendance
- Bad weather
- Lack of sponsorships
- Scheduling conflicts

#### **Question 6: Complete a proposed budget indicating all anticipated income and expenses.**

List all anticipated income and expenses.

Keeping project goals in mind refer to the list of materials, supplies, and resources, along with the proposed action steps, to determine estimated project income and expenses. Include the value of donated items (goods and services).

### Example 1: Community Breakfast

Income	Proposed	Actual
(Value of Donated items)		
Newsletter Article	5.00	
Camera	50.00	
Flags and Banners	<u>400.00</u>	
Total Donated Items	455.00	
Sponsorship	1000.00	
Registrations (150 @ 15.00)	2250.00	
Club appropriation	17.00	
<b>Total Income</b>	<b>3722.00</b>	
Return to Club (Profit/Loss)	Proposed	
Value of Donated Items	455.00	
Programs	200.00	
Photo Paper	12.00	
APG Materials	5.00	
Gifts for Speakers	100.00	
Decorations and Candy	75.00	
Flowers	75.00	
Invitations and Letterhead	60.00	
Labels	190.00	
Postage	250.00	
Food (150 @ 15.15 per person)	2300.00	
Location, Microphone, Podium, Tables, Chairs		
<b>Total Expenses</b>	<b>\$3722.00</b>	

### Question 7: List the Specific Steps to bring this project to completion

Dates for each planned action. Prepare a detailed list of what actions are planned or will need to be completed, including

#### Here are some examples to include for most projects

- Approve project with board
- Write first seven questions of APG
- Obtain APG materials from Club supply
- Report on project at membership meetings
- Report on project at board meetings
- Secure location
- Obtain manpower (volunteers)
- Write newsletter article and submit to newsletter editor

- Submit press release to local media
- Solicit donations for project
- Secure camera and film
- Invite District Board members and other clubs to attend project
- Make phone calls to members to remind about project
- Take photos and get developed
- Recruit new members
- Complete APG and submit to board for approval
- Submit APG to state for judging

**Other examples of items to include for various projects:**

- Buy items for sale at concession booth
- Obtain corporate sponsors
- Buy gifts for special guests, speakers
- Tear-down, clean-up location
- Pick up suitcases at drop-off locations
- Print club brochures
- Obtain decorations and decorate location
- Sell items for concessions
- Print, address and mail invitations
- Set up location
- Sell raffle tickets
- Develop new member kits
- Initiate new members

**Question 8: Record any revision of the original plan**

Anything that changed in the original plan, steps one through seven, should be recorded and explained. It is important to highlight all changes so that a clear understanding is provided for future chairpersons. Minor changes do not need to be listed, such as a committee meeting held on Tuesday Instead of Monday.

**Things to include here:**

- Major Changes in your budget
- Status of PR received if different than planned
- Increase or decrease in number of participants in attendance
- Whether or not vendors that were used were reputable and easy to work with
- Unexpected happenings
- Major schedule or time changes

**Include a final copy of the budget**

**Example: Community Breakfast**

Income	Proposed	Actual
(Value of Donated items)		
Newsletter Article	5.00	5.00
Camera	50.00	50.00
Flags and Banners	400.00	75.00
Coping, postage, and misc. donated items in lieu of sponsorship (Jones Eye Care)	455.00	200.00
Total Donated Items		330.00
	1000.00	1200.00
Sponsorship	2250.00	2005.00
Registrations (150 @ 15.00)	17.00	

Club appropriation		
Total Income	3722.00	3535.00
Return to Club (Profit/Loss)	Proposed	
Value of Donated Items	455.00	330.00
Programs	200.00	134.84
Film and Developing	12.00	5.12
APG Materials	5.00	5.00
Speakers Gifts	100.00	95.71
Decorations and Candy	75.00	38.23
Flowers	75.00	35.00
Invitations and Letterhead	60.00	20.50
Labels	190.00	29.99
Postage	250.00	(donated)
Food (150 @ 15.15 per person)	2300.00	2759.80
Location, Microphone, Podium, Tables, Chairs		4.20
Glue Sticks		76.61
Return to Club Profit		
Total Expenses	3722.00	3535.00

**Question 9: What solutions or recommendations do you have for future chairpersons?**

What changes could have made the project more successful? What things made the project successful? Compile a detailed list of recommendations for the next project chairperson.

If you were not available to help the next chairperson, what advice would you give them?

**Things to include:**

- \_\_Timing of project: time of year, amount of time allotted, schedule of events
- \_\_Ways to activate more members
- \_\_Ideas for improving the impact of the project
- \_\_Suggestions on vendors to utilize for resources

**Question 10: Give Specific and measurable results for each goal established**

Describe the impact of the project on the club, individual members, and the community.

First list each goal from question two and the results for each goal. What were the specific results of each goal? Then describe the impact of the project on the club, individual members, and the community. Identify the impact on the committee members, the club, and the community as a result of the completion of the project. Only area(s) of impact need to be discussed. Use the opportunity to reach the reader as to why this project should (should not) be implemented again.

If you fail to obtain a goal, does this mean that your project has failed? Absolutely not! Anytime you complete a project, it is a success.

**Recap your projects goals with measurable results. For example:**

- Goal 1: To provide Christmas to 20 of the neediest families in Somewhere County.  
Result: Goal 100% met. The Club served 20 families and 38 children.
  
- Goal 2: Involve 20 Altrusans in the project.  
Result: Goal 80% met. 16 Altrusans helped with either shopping or delivery of presents.
  
- Goal 3: Involve two ASTRA members in the project.  
Result: Goal not met. No ASTRA members participated.
  
- Goal 4: Raise \$2000 from the community in donations or business sponsorships.  
Result: Goal 110% met. We raised \$2200 from area businesses.

**For impact include items such as:**

Impact on the Community:

- Number of organizations that benefited
- Number of canned goods donated, suitcases collected, toys delivered, supplies purchased, etc.
- Money raised for charity
- Number of members of the community that attended

Impact on the Individual:

- Personal skills that were developed by those in attendance and by the chairperson.
- Computer skills/paperwork skills learned through writing APG
- Exposure of members to problems/issues facing the community
- Networking opportunities
- Training experience

Impact on the Club:

- Number of members in attendance
- Public relations exposure gained for club
- Number of fundraising dollars raised for the club
- Number of new members activated
- Number of members recruited

**Example 1: Community Breakfast**

**IMPACT OF THIS PROJECT:**

**ON THE COMMUNITY -**

- ◆ This program provided an opportunity for the community to renew the true meaning of the holiday season. The community learned that Altrusa cares about our community by celebrating our clergy.
- ◆ The community benefited by having information provided to them about Altrusa.
- ◆ The community benefits from being able to meet local officials at the program. One of these local officials includes the Mayor of Sunshine, city council, judges, senators, a candidate for governor, and clergy.
- ◆ Following the program we visited Woodspoint Nursing Home to spread Christmas cheer to the residents.

### ON THE INDIVIDUAL-

- ◆ Being able to take part in a community event that featured well-known speakers and patriotic singing impacted the individuals that participated in the project.
- ◆ Project raised awareness about the anniversary of the bombing of Pearl Harbor.
- ◆ This project motivated many members who wanted to participate in fellowship with fellow members during the holidays.
- ◆ Helped individual members focus on the true meaning of Christmas.
- ◆ One of the speakers provided us an opportunity to give special thanks for people who have affected their lives. While he sang a song, he asked us to get up and shake hands with someone who had helped us during the year.
- ◆ Be reacquainted with friends in the community you may only see once a year.
- ◆ All local and State elected officials were introduced which allowed those in attendance an opportunity to meet their government leaders.
- ◆ The members have the opportunity to meet with their local clergy by participating in the program.
- ◆ Table decorations were given as favors to those who attended.
- ◆ Visiting the nursing home after the project for Christmas caroling educated us on problems being faced by our area elderly.

### ON THE CLUB-

- ◆ This project impacted the club by involving 34 (over 50%) members.
- ◆ Further strengthened relations with the County Businessmen's Association as we worked together on this project.
- ◆ The members were able to get to know each other better and develop a sense of teamwork and cooperation.
- ◆ New member Carolyn was activated to work the registration table.
- ◆ Provided the community with the idea that Altrusa is a strong, established organization. Our organization and local leaders were introduced during the program and our banner was displayed.
- ◆ We promoted our club in a positive manner on television and in the newspaper by showing that we are a group of young people active in the community.
- ◆ Provided the public with a renewed sense of the holiday season.
- ◆ County and City officials were in attendance and were impressed with the event and our club.
- ◆ Over ten past presidents were in attendance.
- ◆ Club can use money raised for more community projects.
- ◆ We enhanced relationships with area clergy.
- ◆ It impacted the state by having five different clubs represented. District Officers were recognized during the program.

## **Attach any other pertinent information about the project:**

Copies of newsletter articles

Correspondence and/or notes, thank you cards, etc.

The sign up sheet for the project

News releases, published articles

Photos of the project – label them



## **Dr. Nina Fay Calhoun International Relations Award**

Revised April 2012

The Dr. Nina Fay Calhoun International Relations Award was adopted in 2003 as a memorial to the only International President who served two terms and who focused on the International aspect of our organization. The objectives of this International Relations Award are as follows:

### **Objectives:**

- To encourage and to stimulate international relations
- To create an awareness of other cultures and people of the world
- To recognize outstanding club achievement in international relations

### **District and International Competition**

Activities nominated for the Dr. Nina Fay Calhoun International Relations Award are judged each year at District Conferences. First-place winners from each District are entered in the competition at the International level. Established judging criteria are used by Districts and by International.

One service project from the Clubs-At-Large is included in the competition by International. The Clubs-At-Large Committee organizes the selection process for activities from Clubs-At-Large.

### **Eligibility Criteria:**

Every Altrusa Club is eligible to enter their International activities each year of the biennium. This award is based on a yearlong focus on International Relations, not just one specific project. The winner is judged on the overall emphasis for the entire program year. The activities should meet the following criteria:

1. Number of meetings dedicated to International Relations (minimum of two (2) per club year).
2. Most outstanding program - did it contribute to the initiation of a new club project? (50 words or less) (Program and project initiation to have occurred during current Club year.)
3. Does your Club currently have an existing project to promote International Relations? If yes, describe the project in 200 words or less.
  1. Clubs can enter any service project that was:
    - A. Conducted in its entirety during the twelve (12) month period ending prior to the date of submission of entries for judging; or
    - B. Completed on or before the date of submission of entries for judging; or
    - C. Clubs with projects of an ongoing nature may submit for judging those major activities conducted during the twelve (12) month period ending prior to the date of submission of entries for judging.

2. Projects which are primarily fundraising projects or which generate funds for Clubs' use are not eligible for nomination.
  3. An Altrusa Club may not submit the same project for Nina Fay Calhoun, Letha H. Brown Literacy Award and the Mamie L. Bass Service Award in the same biennium.
4. Did your Club have or participate in any programs to recognize or celebrate these events. The recognition or celebration does not need to occur on the precise United Nations date. (Minimum of 5 - please state the manner of observance)

A. World Day of Social Justice	-	February 20 <sup>th</sup>
B. International Woman's Day	-	March 8 <sup>th</sup>
C. World Health Day	-	April 7 <sup>th</sup>
D. International Day of Families	-	May 15 <sup>th</sup>
E. International Youth Day	-	August 12 <sup>th</sup>
F. International Literacy Day	-	September 8 <sup>th</sup>
G. International Day of Peace	-	September 21 <sup>st</sup>
H. World Food Day	-	October 16 <sup>th</sup>
I. United Nations Day	-	October 24 <sup>th</sup>
J. International Day for the Elimination of Violence against Women	-	November 25 <sup>th</sup>
K. Human Rights Day	-	December 10 <sup>th</sup>

**Please Note:** Days of Observance can be various dates in different countries. For the Dr. Nina Fay Calhoun International Relations Award, Days of Observance will be those dates officially recognized by the United Nations.

5. Does your Club know that Altrusa has a United Nations Representative?
- A. Did your Club utilize the resources available from the Altrusa United Nations Representative? (during club year)
  - B. Did your Club have a program relating to the United Nations? If yes, please describe your program in 50 words or less. (during club year)

**Entry Preparation:**

Each Dr. Nina Fay Calhoun International Relations Award entry should be completed and submitted as follows:

- All entries should be typed, double-spaced, on one side only on plain white paper.
- Covers should be labeled, "Nominations for Dr. Nina Fay Calhoun International Relations Award, Name of Club, District, and Club Year."
- The first page of the entry should be the entry form, completed in its entirety.
- The narrative must not exceed the parameters for each section. In developing the narrative, Clubs should refer to the judging criteria and score sheets.

**Procedures for Submitting Entries:**

Clubs submit entries for the District competition on or before the date established by the District Governor. The winning District entry is forwarded to the International Office immediately following the close of the District Conference.



- The winning entries at March/April/May District Conferences must reach the International Office by **June 1<sup>st</sup>** to be considered in the International competition.
- The winning entry from Clubs-At-Large for each year of the biennium is forwarded to the International Office by the Clubs-At-Large Committee by **June 1<sup>st</sup>** to be considered in the International competition.

The International Office will acknowledge receipt of each entry to both the District and the president of the winning club. The International Office also will be responsible for following up with each District to make sure that each District submits each year's winning entries for consideration in the International competition. Finally, the International Office will submit all District entries to the International Service Program Development Committee, who will coordinate the judging activities of the International competition.

### **Judging Criteria and Score Sheet**

The District Governor appoints a chair of the District Dr. Nina Fay Calhoun International Relations Award Committee. The chair selects three (3) prominent members of the general public to serve as judges.

The International Service Program Development Committee coordinates the International judging activity. The chair appoints three (3) prominent members of the general public to serve as judges.

The judges may disqualify any entry for any rules violation. In evaluating entries, the judges place primary importance on the written narrative. Substantiating materials are considered only in a supplementary perspective. The amount of funds spent on the activities is not a consideration in selecting award winners.

In determining award winners, the judges consider how comprehensive the International focus was during the entire Club year and how it was incorporated into other aspects of the Club. The questions in the Eligibility Criteria section and on the Criteria and Score Sheet are the types of questions the judges use to evaluate the activities. A Club should use the judging criteria and score sheet as a guideline in preparing its entry.

### **Awards and Award Presentation**

The name of the winning entry shall be kept secret until the time of the award presentation.

**District Awards:** A Certificate of Merit is presented to the winner at each District Conference. Runners-up [the number not to exceed three (3)] may be given honorable mention.

**International Awards at Conference:** An award of \$100 (U.S. dollars) is presented annually by the International Representative to the winner at District Conference. For Clubs-At-Large, an award of \$100 (U.S. dollars) is given annually to the winning entry; one Certificate of Excellence will be given for honorable mention. The Altrusa International Foundation provides the funding for the monetary awards at District Conferences.

**International Awards at Convention:** An award of \$300 (U.S. dollars) is presented to the First-Place winner, and awards of \$75 (U.S. dollars) are given to the Clubs winning First and Second-place honorable mentions. In addition, a Certificate of Excellence is given to the officers of the District that submitted the highest percentage of entries during the biennium. The Altrusa International Foundation provides the funding for the monetary awards at the Altrusa International Convention.

## Criteria and Score Sheet

1. Number of meetings dedicated to International Relations: \_\_\_\_\_ (*minimum of 2 per year*)

**Maximum Points: 15**                      **Points Earned** \_\_\_\_\_

2. Most outstanding program; did it contribute to the initiation of a new Club project? (*50 words or less*)

- A. What was the international focus of the program?
- B. Was a new Club project established?
- C. Was an existing Club project expanded?

**Maximum Points: 30**                      **Points Earned** \_\_\_\_\_

3. Does your Club currently have an existing project to promote International Relations? Describe. (*200 words or less*)

- A. What percentage of Club members participated in the project?
- B. How many hours of personal service did Club members contribute?
- C. How were the talents and abilities of Club members utilized?
- D. What segment of the community was the project designed to help?
- E. How did this project help international relations?
- F. What resources and fundraising were needed for the project?
- G. What was the benefit of the project?

**Maximum Points: 30**                      **Points Earned** \_\_\_\_\_

4. Did your Club observe any of the following International dates during the past year? (*minimum of 5—please state the manner of observance*):

- |                                                                       |   |                            |
|-----------------------------------------------------------------------|---|----------------------------|
| A. World Day of Social Justice                                        | - | February 20 <sup>th</sup>  |
| B. International Woman's Day                                          | - | March 8 <sup>th</sup>      |
| C. World Health Day                                                   | - | April 7 <sup>th</sup>      |
| D. International Day of Families                                      | - | May 15 <sup>th</sup>       |
| E. International Youth Day                                            | - | August 12 <sup>th</sup>    |
| F. International Literacy Day                                         | - | September 8 <sup>th</sup>  |
| G. International Day of Peace                                         | - | September 21 <sup>st</sup> |
| H. World Food Day                                                     | - | October 16 <sup>th</sup>   |
| I. United Nations Day                                                 | - | October 24 <sup>th</sup>   |
| J. International Day for the Elimination<br>of Violence Against Women | - | November 25 <sup>th</sup>  |
| K. Human Rights Day                                                   | - | December 10 <sup>th</sup>  |

**Maximum Points: 15**                      **Points Earned** \_\_\_\_\_

5. Does your Club know that Altrusa has a United Nations Representative? \_\_\_\_\_

- A. Did your Club utilize the resources available from the Altrusa United Nations Representative?  
\_\_\_\_\_
- B. Did your Club have a program relating to the United Nations? Describe. (*50 words or less*).

**Maximum Points: 10**                      **Points Earned** \_\_\_\_\_

# Sample Title Page

**Name of Project**

**Nomination for Dr. Nina Fay Calhoun  
International Relations Award**

**Date**

**Name of Altrusa Club  
Mailing Address/Street Address  
City, State/Province, Zip Code/Postal Code  
Country**

**District**

# Dr. Nina Fay Calhoun International Relations Award Entry Form

Name of Club \_\_\_\_\_

Club Membership \_\_\_\_\_ Date of Entry \_\_\_\_\_

District \_\_\_\_\_

Name of Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Street/Post Office Box \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Country \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ E-mail Address \_\_\_\_\_

- 
1. Number of meetings dedicated to International Relations: \_\_\_\_\_ (*minimum of 2 per year*)
  2. Most outstanding program; did it contribute to the initiation of a new club project? (*50 words or less*)
  3. Does your club currently have an existing project to promote International Relations? Describe. (*200 words or less*)
  4. Did your club observe any of the following International dates during the past year? (*minimum of 5 - please state the manner of observance*):
    - A. World Day of Social Justice - February 20<sup>th</sup> \_\_\_\_\_
    - B. International Woman's Day - March 8<sup>th</sup> \_\_\_\_\_
    - C. World Health Day - April 7<sup>th</sup> \_\_\_\_\_
    - D. International Day of Families - May 15<sup>th</sup> \_\_\_\_\_
    - E. International Youth Day - August 12<sup>th</sup> \_\_\_\_\_
    - F. International Literacy Day - September 8<sup>th</sup> \_\_\_\_\_
    - G. International Day of Peace - September 21<sup>st</sup> \_\_\_\_\_
    - H. World Food Day - October 16<sup>th</sup> \_\_\_\_\_
    - I. United Nations Day - October 24<sup>th</sup> \_\_\_\_\_
    - J. International Day for the Elimination of Violence against Women - November 25<sup>th</sup> \_\_\_\_\_
    - K. Human Rights Day - December 10<sup>th</sup> \_\_\_\_\_
  5. Does your Club know that Altrusa has a United Nations Representative? \_\_\_\_\_
    - A. Did your Club utilize the resources available from the Altrusa U. N. Representative? \_\_\_\_\_
    - B. Did your Club have a program relating to the United Nations? Describe. (*50 words or less*)?

*The winning entries at the District Conferences must reach the International Office by **June 1<sup>st</sup>** to be considered in the International competition.*

Altrusa International, Inc.  
332 South Michigan Avenue, Suite 1123; Chicago, IL 60604  
Phone: 312.427.4410; Fax: 312.427.8521 E-Mail: [altrusa@altrusa.org](mailto:altrusa@altrusa.org)



## **ELEANOR ROOSEVELT HUMANITARIAN AWARD**

Revised April 2012

The Eleanor Roosevelt Humanitarian Award is named in honor of the legendary Eleanor Roosevelt who included active membership in the Altrusa Club of New York City in her service-oriented life. It is Altrusa International's only award given to an individual member. Designed to recognize an Altrusan who makes a lasting contribution to community service as a result of involvement with Altrusa, recipients must have a distinguished service record at the Local, District and International levels. Hazel P. Williams received the first award in 1985.

### **Eligibility Criteria**

1. The nominee must be a current Active, or Life member of Altrusa International, Inc.
2. The nominee's service to Altrusa must have been given at the local Club, District, and/or International levels.
3. The nominee must be recognized beyond Altrusa International, Inc., as a volunteer directly responsible for improving the quality of life within the community.

### **The Nomination Process**

1. Complete the attached nomination form.
2. Include three (3) letters of recommendation from persons in and outside of Altrusa.
  - A. The letters must explain **"How and Why"** the service rendered by the nominee is extraordinary.
  - B. List the **"Results"** as they relate to the impact of service for the community and for Altrusa.
  - C. Two of the letters should come from those who have benefited and have collaborated to make services possible.
  - D. One letter should be from an Altrusan (from the Nominee's Club or District) who has been inspired or touched by the Nominee.
3. A photograph of the nominee is also requested.
4. All application materials for the Eleanor Roosevelt Humanitarian Award must be sent to Altrusa International, Inc. postmarked **no later than May 15<sup>th</sup>**.

### **Presentation**

If an Eleanor Roosevelt Humanitarian Award is presented, the winner will be honored at the Awards Luncheon during the International Convention. The winner will receive a commemorative medal to mark the occasion.

The Eleanor Roosevelt Humanitarian Award shall be presented **to one individual only** at each biennial International Convention.

# **Eleanor Roosevelt Humanitarian Award Nomination Form**

To nominate an individual for the Eleanor Roosevelt Humanitarian Award, complete and return this nomination form to the Altrusa International Office postmarked **no later than May 15<sup>th</sup>**. **Please type or print.** (If you need additional room, please add separate sheets of paper to the nomination form.)

Nominee's Name: \_\_\_\_\_

Nominee's Altrusa Club: \_\_\_\_\_ District: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Occupation: \_\_\_\_\_ Job Title: \_\_\_\_\_

Current/Former Employer: \_\_\_\_\_

## **ELIGIBILITY**

1. How many years has the Nominee been a member of Altrusa International? \_\_\_\_\_

2. Please list all positions or offices the Nominee held in Altrusa International, Inc.

Club Level: \_\_\_\_\_

District Level: \_\_\_\_\_

International Level: \_\_\_\_\_

## **VOLUNTEER ACTIVITIES**

An explicit/clear distinction must be made between the service performed as part of one's job description and service performed above and beyond one's personal, professional and civic duties. There must be a balance between service for Altrusa and community service. Furthermore, the focus should primarily be on the impact/results of the service rendered on both dimensions.

1. List other services to Altrusa International

# Eleanor Roosevelt Humanitarian Award Nomination Form

(Continued)

2. List volunteer activities outside of Altrusa International, Inc.

## **SIGNIFICANT ACHIEVEMENT, DISTINCTIONS, HONORS**

1. List significant achievements, distinctions, or honors outside Altrusa, but **directly related** to the volunteer service that merits consideration.

2. Why should the Nominee receive this Award? (500 word Maximum. Use a separate sheet of paper). This section should mention or make reference to those items that will be documented in the letters of recommendations and documents provided by those who know, have knowledge of the Nominee's work and/or have honored the Nominee.
3. Include three (3) letters of recommendation from persons in or outside of Altrusa.
  - A. The letters must explain ***"How and Why"*** the service rendered by the nominee is extraordinary.
  - B. List the ***"Results"*** as they relate to the impact of service for the community and for Altrusa.
  - C. Two of the letters should come from those who have benefited and have collaborated to make services possible.
  - D. One letter should be from an Altrusan (from the Nominee's Club or District) who has been inspired or touched by the Nominee.

# Eleanor Roosevelt Humanitarian Award Nomination Form

(Continued)

## **PHOTOGRAPH**

Please send a photograph of the Nominee for possible publicity use.

## **NOMINATOR'S INFORMATION**

Nominator's Name: \_\_\_\_\_

Nominator's Altrusa Club: \_\_\_\_\_ District: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### **Send all application materials to:**

Altrusa International, Inc.  
332 South Michigan Avenue, Suite 1123; Chicago, IL 60604  
Phone: 312.427.4410; Fax: 312.427.8521  
E-Mail: [altrusa@altrusa.org](mailto:altrusa@altrusa.org)

**Award Entries will **NOT** be returned unless requested in writing.**



# ELEANOR ROOSEVELT HUMANITARIAN AWARD SCORE SHEET

Nominee's Name: \_\_\_\_\_

Nominee's Altrusa Club: \_\_\_\_\_ District: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Occupation: \_\_\_\_\_ Job Title: \_\_\_\_\_

Current/Former Employer: \_\_\_\_\_

Number of years the Nominee has been a member of Altrusa International? \_\_\_\_\_

## **POSITIONS IN ALTRUSA INTERNATIONAL** (Local, District, and/or International Levels)

1. **Club Level:**
  - Elected Officers Full Term [5 points] \_\_\_\_\_
  - Appointed Position Full Term [3 points] \_\_\_\_\_
2. **District Level:**
  - Elected Officers Full Term [8 points] \_\_\_\_\_
  - Appointed Position Full Term [5 points] \_\_\_\_\_
3. **International Level:**
  - Elected Officers Full Term [12 points] \_\_\_\_\_
  - Appointed Position Full Term [8 points] \_\_\_\_\_

**[41 Points Maximum]** \_\_\_\_\_

## **VOLUNTEER ACTIVITIES** (Award 2 points for each area)

1. Volunteer Service **in Altrusa** [20 points] \_\_\_\_\_
2. Volunteer Service **in other areas** [10 points] \_\_\_\_\_

**[30 Points Maximum]** \_\_\_\_\_

## **SIGNIFICANT ACHIEVEMENT, DISTINCTIONS, HONORS**

(Award 2 points for each achievement, distinction and honor documented)

**[10 Points Maximum]** \_\_\_\_\_

## **EXPLANATION OF WHY THE NOMINEE SHOULD RECEIVE THIS AWARD?**

(500 Word Maximum. Award 0-10 points)

**[10 Points Maximum]** \_\_\_\_\_

## **LETTERS OF RECOMMENDATION**

1. All letters included [3 points]
2. Letters include some of the information [6 points]
3. Letters include all information [9 points]

**[9 Points Maximum]** \_\_\_\_\_

**TOTAL MAXIMUM POINTS - 100** \_\_\_\_\_

**Award Entries will **NOT** be returned unless requested in writing.**



## **The Mamie L. Bass Service Award**

Revised April 2012

The Mamie L. Bass Community Service Award was established by the International Board of Directors in July, 1963, as a memorial to the first National President of Altrusa. The name was changed to the Mamie L. Bass Service Award by the International Board of Directors in July, 1975.

### **OBJECTIVES**

1. To stimulate interest in developing action programs in the community that fall within the scope of Altrusa's program of service.
2. To encourage members of local Clubs to participate actively in service projects designed to meet specific local needs.
3. To recognize outstanding Club achievement in service to the community.

### **DISTRICT AND INTERNATIONAL COMPETITION**

1. Service projects nominated for the Mamie L. Bass Service Award are judged each year at District Conferences. First-place winners from each District are entered in the competition at the International level. Established judging criteria are used by Districts and by International.
2. One (1) service project from Clubs-At-Large is included in the competition by International. The Clubs-At-Large Committee organizes the selection process for projects for Clubs-At-Large.

### **ELIGIBILITY**

1. Every Altrusa Club is eligible to enter one (1) service project each year of the biennium. Clubs can enter any service project that was:
  - A. Conducted in its entirety during the twelve (12) month period ending prior to the date of submission of entries for judging; or
  - B. Completed on or before the date of submission of entries for judging; or
  - C. Clubs with projects of an ongoing nature may submit for judging those major activities conducted during the twelve (12) month period ending prior to the date of submission of entries for judging.
2. Projects which are primarily fundraising projects or which generate funds for Clubs' use are not eligible for nomination.
3. An Altrusa Club may not submit the same project for both the Mamie L. Bass Service Award and the Letha H. Brown Literacy Award in the same biennium.

## **ENTRY PREPARATION**

The entry should be completed and submitted as follows:

1. All entries should be typed.
2. Covers should be labeled, "Nomination for Mamie L. Bass Service Award, name of Club, District, and Club year."
3. The first page of the manuscript should be the entry form, completed in its entirety.
4. The narrative must not exceed 1,000 words, must be typed, double-spaced, and on plain white paper. In developing the narrative, Clubs should refer to the judging criteria and score sheet. The following questions should be addressed in the narrative to assist judges in evaluating your submission.

### **A. *Selection of Project:***

- 1) Describe the aims and objectives of your project:
  - a) What was the purpose of the project?
  - b) What segment of the community was the project designed to help?
  - c) What provisions were made for member participation in carrying out this project?
- 2) Explain why your Club chose the project:
  - a) How was the need for the project determined?
  - b) Was this need being met by any other community group or agency?
  - c) What were the reasons for choosing this project?
  - d) How was the membership involved in the selection of this project?

### **B. *Development and Implementation of the Project:***

- 1) Describe how your project was carried out (proposals, action plans, communication, etc.)
  - a) How was the project structure developed (guidelines, timetables, work assignments, communication, and record keeping)?
  - b) How was each party informed on the progress of the project?
- 2) What resources were required?
  - a) What resources and fundraising were needed for the project?
- 3) How was the Club membership involved in the project?
  - a) How were the talents and abilities of Club members utilized?
  - b) What percentage of Club members actively participated in the project?
  - c) How many hours of personal service were contributed by Club members?
- 4) How was the project supported by individuals and/or organizations in the community?
  - a) What was the extent of participation or support by individuals and/or organizations in the community?

### **C. *Evaluation of the Project:***

- 1) Were the original objectives of the project achieved?
  - 2) What was the estimated number of people who were helped by the project?
  - 3) What were the benefits to the community?
  - 4) Did the project promote community awareness of Altrusa?
5. Supplementary information should not exceed six pages.

## **PROCEDURES FOR SUBMITTING ENTRIES**

1. Clubs submit entries for the District competition on or before the date established by the District Governor.
2. The winning District entry is forwarded to the International Office immediately following the close of the District conference.
3. The winning entries from the March/April/May District Conferences must reach the International Office by **June 1<sup>st</sup>** to be considered in the International competition.
4. The winning entry from Clubs-At-Large for each year of the biennium is forwarded by the Clubs-At-Large Committee to the International Office and must be received by **June 1<sup>st</sup>** to be considered in the International competition.

The International Office will acknowledge receipt of each entry to both the District and the President of the winning Club. The International Office will also be responsible for following up with each District to make sure that each District submits each year's winning entries for consideration in the International competition. Finally, the International Office will submit all District entries to the International Service Program Development Committee, who will coordinate the judging activities of the International competition.

## **JUDGING COMMITTEES**

1. The District Governor appoints a Chair of the District Mamie L. Bass Service Award Committee. The Chair selects three (3) prominent members of the general public to serve as judges.
2. The International Service Program Development Committee coordinates the International judging activity. The Chair appoints three (3) prominent members of the general public to serve as judges.

## **JUDGING CRITERIA AND SCORE SHEET**

1. The judges may disqualify any entry for any rules violation.
2. In evaluating entries, the judges place primary importance on the written narrative. Substantiating materials are considered only in a supplementary perspective.
3. The amount of funds spent on an activity is not a major criteria in selecting award winners.
5. In determining award winners, the judges consider how the Club selected, developed, implemented and evaluated the service project. The questions which follow are what the judges use to evaluate the components of Club projects. A Club should use the information in the preceding entry preparation section, judging criteria and score sheet as a guideline in preparing its entry.

# The Mamie L. Bass Service Award

## Criteria and Score Sheet

### I. Selection of Project (20 points)

- A. Describe the aims and objectives of your project.
- B. Explain why your Club chose the project.

**Maximum Points: 20**

**Points Earned: \_\_\_\_\_**

### II. Development and Implementation of the Project (60 points)

- A. Describe how your project was carried out (proposals, action plans, communication, etc.).
- B. What resources were required?
- C. How was the Club membership involved in the project?
- D. How was the project supported by individuals and/or organizations in the community?

**Maximum Points: 60**

**Points Earned: \_\_\_\_\_**

### III. Evaluation of the Project (20 points)

- A. Were the original objectives of the project achieved?
- B. What was the estimated number of people who were helped by the project?
- C. What were the benefits to the community?
- D. Did the project promote community awareness of Altrusa?

**Maximum Points: 20**

**Points Earned: \_\_\_\_\_**

**Supplementary information should not exceed six pages.**

## **AWARDS AND AWARD PRESENTATIONS**

The names of the winning entries are kept secret until the time of the awards presentation.

***District Awards:*** A Certificate of Merit is presented by the District to the First-Place award-winning Club at each District Conference. Runners-up [the number not to exceed three (3)] may be given Honorable Mention.

***International Awards at Conference:*** An award of \$100 (U.S. dollars) is presented annually by the International Representative to the winner at District Conference. For Clubs-At-Large, an award of \$100 (U.S. dollars) is given annually to the winning entry; one Certificate of Excellence will be given for honorable mention.

***International Awards at Convention:*** An award of \$300 (U.S. dollars) is presented to the First-Place winner and awards at \$75 (U.S. dollars) are given to the Clubs winning First and Second-Place Honorable Mentions. In addition, a Certificate of Excellence is given to the Officers of the District that submitted the highest percentage of entries during the biennium.

# **Sample Title Page**

**Name of Project**

**Nomination for Mamie L. Bass Service Award**

**Date**

**Name of Altrusa Club**

**Mailing Address/Street Address**

**City, State/Province, Zip/Postal Code**

**Country**

**District**



## MAMIE L. BASS SERVICE AWARD ENTRY FORM

*Please type or print. (If you need additional room, please add separate sheets of paper to the Entry Form.)*

**District:** \_\_\_\_\_

**Name of Altrusa Club:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State/Province:** \_\_\_\_\_

**Country:** \_\_\_\_\_ **Zip/Postal Code:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Date (day, month, year):** \_\_\_\_\_

**Club Membership (as of entry date):** \_\_\_\_\_

\*\*\*\*\*

**Project Title:** \_\_\_\_\_

**Project Description:**

The narrative must not exceed 1,000 words, must be typed, double-spaced, and on plain white paper. In developing the narrative, Clubs should refer to the judging criteria and score sheet. Please refer to the section entitled, "Entries," #4 for questions that should be addressed in the narrative to assist judges in evaluating your submission.

The winning entries at the District Conferences must reach the International Office by June 1<sup>st</sup> to be considered in the International competition.

Altrusa International, Inc.  
332 South Michigan Avenue, Suite 1123; Chicago, IL 60604  
Phone: 312.427.4410; Fax: 312.427.8521  
E-Mail: altrusa@altrusa.org

**Award Entries will NOT be returned unless requested in writing.**





## **The Letha H. Brown Literacy Award**

The Letha H. Brown Literacy Award was established by the International Board of Directors in July, 1993, to honor Past International President Letha H. Brown, who, in 1977, introduced literacy as a major emphasis of the organization.

### **OBJECTIVES**

1. To stimulate interest in developing active literacy projects to serve their community.
2. To create an awareness of Altrusa and its commitment to literacy.
3. To encourage members of local Clubs to participate actively in literacy projects designed to meet specific community needs.
3. To recognize outstanding Club achievement in service to the community.

### **DISTRICT AND INTERNATIONAL COMPETITION**

1. Literacy projects nominated for the Letha H. Brown Literacy Award are judged each year at District Conferences. First-place winners from each District are entered in the competition at the International level. Established judging criteria are used by Districts and by International.
2. One (1) literacy project from Clubs-At-Large is included in the competition by International. The Clubs-At-Large Committee organizes the selection process for projects for Clubs-At-Large.

### **ELIGIBILITY**

1. Every Altrusa Club is eligible to enter one (1) service project each year of the biennium. Clubs can enter any service project that was:
  - A. Conducted in its entirety during the twelve (12) month period ending prior to the date of submission of entries for judging; or
  - B. Completed on or before the date of submission of entries for judging; or
  - C. Clubs with projects of an ongoing nature may submit for judging those major activities conducted during the twelve (12) month period ending prior to the date of submission of entries for judging.
2. Projects which are primarily fundraising projects or which generate funds for Clubs' use are not eligible for nomination.
3. An Altrusa Club may not submit the same project for both the Letha H. Brown Literacy Award and the Mamie L. Bass Service Award the in the same biennium.

## **ENTRY PREPARATION**

The entry should be completed and submitted as follows:

1. All entries should be typed.
2. Covers should be labeled, "Nomination for Letha H. Brown Literacy Award, name of Club, District, and Club year."
3. The first page of the manuscript should be the entry form, completed in its entirety.
4. The narrative must not exceed 1,000 words, must be typed, double-spaced, and on plain white paper. In developing the narrative, Clubs should refer to the judging criteria and score sheet. The following questions should be addressed in the narrative to assist judges in evaluating your submission.

### **A. *Selection of Project:***

- 1) Describe the aims and objectives of your project:
  - a) What was the purpose of the project?
  - b) What segment of the community was the project designed to help?
  - c) What provisions were made for member participation in carrying out this project?
- 2) Explain why your Club chose the project:
  - a) How was the need for the project determined?
  - b) Was this need being met by any other community group or agency?
  - c) What were the reasons for choosing this project?
  - d) How was the membership involved in the selection of this project?

### **B. *Development and Implementation of the Project:***

- 1) Describe how your project was carried out (proposals, action plans, communication, etc.)
  - a) How was the project structure developed (guidelines, timetables, work assignments, communication, and record keeping)?
  - b) How was each party informed on the progress of the project?
- 2) What resources were required?
  - a) What resources and fundraising were needed for the project?
- 3) How was the Club membership involved in the project?
  - a) How were the talents and abilities of Club members utilized?
  - b) What percentage of Club members actively participated in the project?
  - c) How many hours of personal service were contributed by Club members?
- 4) How was the project supported by individuals and/or organizations in the community?
  - a) What was the extent of participation or support by individuals and/or organizations in the community?

### **C. *Evaluation of the Project:***

- 1) Were the original objectives of the project achieved?
- 2) What was the estimated number of people who were helped by the project?
- 3) What were the benefits to the community?
- 4) Did the project promote community awareness of Altrusa?
5. Supplementary information should not exceed six pages.

## **PROCEDURES FOR SUBMITTING ENTRIES**

1. Clubs submit entries for the District competition on or before the date established by the District Governor.
2. The winning District entry is forwarded to the International Office immediately following the close of the District conference.
3. The winning entries from the March/April/May District Conferences must reach the International Office by **June 1<sup>st</sup>** to be considered in the International competition.
4. The winning entry from Clubs-At-Large for each year of the biennium is forwarded by the Clubs-At-Large Committee to the International Office and must be received by **June 1<sup>st</sup>** to be considered in the International competition.

The International Office will acknowledge receipt of each entry to both the District and the president of the winning Club. The International Office will also be responsible for following up with each District to make sure that each District submits each year's winning entries for consideration in the International competition. Finally, the International Office will submit all District entries to the International Service Program Development Committee, who will coordinate the judging activities of the International competition.

## **JUDGING COMMITTEES**

1. The District Governor appoints a Chair of the District Letha H. Brown Literacy Award Committee. The Chair selects three (3) prominent members of the general public to serve as judges.
2. The International Service Program Development Committee coordinates the International judging activity. The Chair appoints three (3) prominent members of the general public to serve as judges.

## **JUDGING CRITERIA AND SCORE SHEET**

1. The judges may disqualify any entry for any rules violation.
2. In evaluating entries, the judges place primary importance on the written narrative. Substantiating materials are considered only in a supplementary perspective.
3. The amount of funds spent on an activity is not a major criteria in selecting award winners.
4. In determining award winners, the judges consider how the Club selected, developed, implemented and evaluated the service project. The questions which follow are what the judges use to evaluate the components of Club projects. A Club should use the information in the preceding entry preparation section, judging criteria and score sheet as a guideline in preparing its entry.

# The Letha H. Brown Literacy Award

## Criteria and Score Sheet

### I. Selection of Project (20 points)

- A. Describe the aims and objectives of your project.
- B. Explain why your Club chose the project.

**Maximum Points: 20**

**Points Earned: \_\_\_\_\_**

### II. Development and Implementation of the Project (60 points)

- A. Describe how your project was carried out (proposals, action plans, communication, etc.).
- B. What resources were required?
- C. How was the Club membership involved in the project?
- D. How was the project supported by individuals and/or organizations in the community?

**Maximum Points: 60**

**Points Earned: \_\_\_\_\_**

### III. Evaluation of the Project (20 points)

- A. Were the original objectives of the project achieved?
- B. What was the estimated number of people who were helped by the project?
- C. What were the benefits to the community?
- D. Did the project promote community awareness of Altrusa and its commitment to Literacy?

**Maximum Points: 20**

**Points Earned: \_\_\_\_\_**

**Supplementary information should not exceed six pages.**

## **AWARDS AND AWARD PRESENTATIONS**

The names of the winning entries are kept secret until the time of the awards presentation.

***District Awards:*** A Certificate of Merit is presented by the District to the First-Place award-winning Club at each District Conference. Runners-up [the number not to exceed three (3)] may be given Honorable Mention.

***International Awards at Conference:*** An award of \$100 (U.S. dollars) is presented annually by the International Representative to the winner at District Conference. For Clubs-At-Large, an award of \$100 (U.S. dollars) is given annually to the winning entry; one Certificate of Excellence will be given for honorable mention. The Altrusa International Foundation provides the funding for the monetary awards at District Conferences.

***International Awards at Convention:*** An award of \$300 (U.S. dollars) is presented to the First-Place winner and awards at \$75 (U.S. dollars) are given to the Clubs winning First and Second-Place Honorable Mentions. In addition, a Certificate of Excellence is given to the Officers of the District that submitted the highest percentage of entries during the biennium. The Altrusa International Foundation provides the funding for the monetary awards at the Altrusa International Convention.

# **Sample Title Page**

**Name of Project**

**Nomination for Letha H. Brown Literacy Award**

**Date**

**Name of Altrusa Club**

**Mailing Address/Street Address**

**City, State/Province, Zip/Postal Code**

**Country**

**District**



## Letha H. Brown Literacy Award ENTRY FORM

**Please type or print.** (If you need additional room, please add separate sheets of paper to the Entry Form.)

**District:** \_\_\_\_\_

**Name of Altrusa Club:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State/Province:** \_\_\_\_\_

**Country:** \_\_\_\_\_ **Zip/Postal Code:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Date (day, month, year):** \_\_\_\_\_

**Club Membership (as of entry date):** \_\_\_\_\_

\*\*\*\*\*

**Project Title:** \_\_\_\_\_

**Project Description:**

The narrative must not exceed 1,000 words, must be typed, double-spaced, and on plain white paper. In developing the narrative, Clubs should refer to the judging criteria and score sheet. Please refer to the section entitled, "Entries," #4 for questions that should be addressed in the narrative to assist judges in evaluating your submission.

The winning entries at the District Conferences must reach the International Office by June 1<sup>st</sup> to be considered in the International competition.

Altrusa International, Inc.  
332 South Michigan Avenue, Suite 1123; Chicago, IL 60604  
Phone: 312.427.4410; Fax: 312.427.8521  
E-Mail: altrusa@altrusa.org

**Award Entries will NOT be returned unless requested in writing.**



## **Altrusa International Foundation, Inc, Community Leadership Award**

Revised April 2012

The Board of Trustees of the Altrusa International Foundation, Inc. announces changes to the "Community Leadership Award" Program in the judging timeline and award amount.

The Community Leadership Award will be presented at each biennial Altrusa International Convention during the Foundation event with the recipient selected from nominations submitted to the International Foundation by Altrusa Clubs. Nominations must be submitted directly to the International Foundation Office in Chicago, Illinois by **May 15, 2013**.

The Community Leadership Award recognizes individuals who have made significant contributions to their communities as volunteer leaders. Each Altrusa Club has an opportunity to recognize those individuals in their communities who are contributing to the welfare of others.

### **Eligibility Criteria:**

- The award will be given to one (1) nominee in recognition of one (1) specific community service program or project that the individual chaired which has or continues to provide a meaningful benefit to the community and which clearly demonstrated leadership abilities.
- The project or program chaired by the individual can be sponsored by an Altrusa Club. The project or program cannot have been a fundraiser for the Altrusa Club's community service budget.
- Projects sponsored by an Altrusa Club in cooperation with other local civic and charitable organizations qualify, provided the nominee served as the chairman and had full responsibility for the project or program.

### **Nominees**

- The nominee must live or work in the community in which the Altrusa Club is established.
- The nominee cannot be a paid staff member of the organization, agency or group that conducted the community service project/program. The award is for "volunteer" achievement not "professional" accomplishment.
- Civic work completed in the past, professional recognition, other awards, etc., are not relevant to this award. Nominees will be judged on the specific community service project they conducted.
- Membership in Altrusa is not required.

### **Procedure for Submitting Nominees**

Nominations should be submitted to the International Foundation by **May 15, 2013** (postmark date) by the Altrusa Club President in the city where the nominee conducts the project. The nomination should be in letter format, not more than three single-spaced, one-sided pages, 1 inch margins and 12 point type. The letter should outline the reasons why the particular individual should be recognized. Substantiating information such as newspaper articles, photographs, or project reports showing results and/or outcomes can be submitted with the letter of nomination but these



enclosures should not exceed five pages. Please send an original and three copies of the complete submission, fastened at the top with a binder clip or paper clip. Do not enclose the submission in a notebook, or any type of binder.

### **Judging**

A special committee chaired by a Trustee of the International Foundation will judge nominees. Three (3) non-Altrusans will serve as judges. Judges will be chosen based upon their own record of achievement in civic activities and volunteer service.

### **The Award**

The Community Leadership Award will be a **\$2000** contribution to the project/program conducted by the honoree. In the event that the project is completed and requires no additional funds, the **\$2000** cash award will be presented to a local charity designated by the recipient.

The honoree will also be presented with a plaque from the Altrusa International Foundation, Inc. in acknowledgement of accomplishments and services provided to the community as recognized by the sponsoring Altrusa Club.

### **Award Presentation**

After the judging is completed, the International Foundation will notify the Altrusa Club that made the winning nomination.

The official award presentation will be made at the International Convention, immediately following the judging date, during the Foundation event by the Foundation Chair or her appointee. It is also suggested that special recognition be given to the recipient at her local Club with Club members, any District Officers(s) and/or Foundation Trustees(s), if possible, and local community leaders.

A feature story on the award presentation will be published in the *International Altrusan*.



## Service Awards

Revised April 2012

The newly created End of Year Club Activity Report and its associated “rewards” will replace the old ASTRA Club Service Awards.

The report, to be filled out each year before April 1<sup>st</sup> by each ASTRA Club, is designed to help keep open the lines of communication between the International office, the International ASTRA Chairman and Vice-Chairman, District ASTRA Chairmen, and club advisors. It will provide information that can be shared with all ASTRA Clubs. The report will also remind ASTRA clubs of the many ways they can be assets to their communities. The report will not be used as a means of judging ASTRA Clubs. It is simply a tool for ASTRA Clubs, as well as a form of communication.

EACH club that turns in a report on time will receive a patch that is to be attached to the club’s ASTRA flag. The patch will indicate the year the report information covered and will remind the club of the different activities, projects, and events in which it was involved during that year. As the flag is displayed at activities in which the club participates, the patches will show the community the history of the club. These patches will be great conversation starters.

Of all of the completed reports that are turned in on time each year, five will be randomly selected and each project/community need described therein will be given a \$100 donation from the Altrusa International Foundation. These donations will not only respond to community needs, they will also bring recognition to the supporting ASTRA Club, Altrusa International, and the Altrusa International Foundation.

Each report is to include both a paragraph and a sentence describing a specific community need/project which the ASTRA Club supports. The paragraph in the report will be used in a publication that will be shared with all ASTRA Clubs to highlight the service projects that received money. Each clubs’ one-sentence description will be included in the same publication. Therefore, there will be as many ideas for service projects shared annually as there are ASTRA Clubs which send in End of Year Club Activity Reports. As well, every ASTRA Club will be given the opportunity to be recognized for service in its community.

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## ***Altrusa International Foundation*** **ASTRA Scholarship**

**Revised April 2012**

These scholarships give the Altrusa International Foundation the opportunity to recognize high school senior ASTRA members who have grown through service in ASTRA. A winning applicant will have demonstrated exemplary Altruism within his or her community.

Applicants must have applied to an institution of higher learning (college, university, tech school, etc.) which they will be attending within seven months of the March 1 deadline for application.

The application is designed to help the applying ASTRA member exhibit his or her growth in Ability, Service, Training, Responsibility and Achievement through service to his or her community and sponsoring Altrusa Club.

Four scholarships will be awarded annually in the following amounts:

- Two \$2,000 each
- Two \$500 each

Monetary awards will be based upon the points awarded to candidates' applications.

Applications will be judged by a seven-judge awards committee, chosen by the International ASTRA Chair and comprised of at least five non-Altrusans, and one person representing the Altrusa International Foundation.

Applications will be provided to ASTRA Advisors during the first week of January each year. The deadline for submission of completed applications is March 1<sup>st</sup>. Applications will be processed by the awards committee and winners will be announced by April 15<sup>th</sup>. Letters of award will be mailed to the scholarship winners, requesting letters of acceptance containing information regarding eligibility including, but not limited to, proof of registration at an institution of higher learning. An ASTRA scholarship winner may have up to 120 days from the date he or she receives a letter of award to provide the information necessary for funding.

Scholarship funds will be dispersed directly to the educational institution named in an ASTRA Scholarship winner's letter of acceptance. In some cases, primarily in consideration of ASTRA members in District Fifteen, funding may be made as a reimbursement when the requested documents are provided by the ASTRA member.

If all or part of the scholarship funds are not used by a scholarship recipient for educational needs, such as tuition or books, the Altrusa International Foundation requires that the unused funds be returned to the Foundation.

# **Altrusa International Foundation**

## **ASTRA Scholarship**

The purpose of this scholarship, which is funded by the Altrusa International Foundation, is to recognize an ASTRA member who has exemplified a genuine sense of unselfish concern for the welfare of others: sincere altruism. Scholarships will be awarded to ASTRA members whose service to community through their ASTRA and sponsoring Altrusa Clubs has helped them grow in Ability, Service, Training, Responsibility, and Achievement to be a Future Community Leader.

With your application please include a cover letter which includes the name of the educational institution(s) to which you have applied. Verification of acceptance will be required of winning applicants.

Points will be given for each section. The applicants with the greatest total number of points will receive the scholarships.

Please provide the following information:

points

\_\_\_/1 **Name:** \_\_\_\_\_

\_\_\_/1 **Mailing address:** \_\_\_\_\_

\_\_\_/1 **Physical address:** \_\_\_\_\_

\_\_\_/1 **Telephone #:** \_\_\_\_\_

\_\_\_/1 **Name of high school:** \_\_\_\_\_

\_\_\_/2 **GPA:** \_\_\_\_\_ **Class standing:** \_\_\_\_\_ **out of** \_\_\_\_\_

\_\_\_/2 **Career goals:** \_\_\_\_\_

\_\_\_/1 **Planned coursework:** \_\_\_\_\_

\_\_\_/1 **Name of ASTRA Club:** \_\_\_\_\_

\_\_\_/1 **Name of sponsoring Altrusa Club:** \_\_\_\_\_

\_\_\_/2 **Number of years in ASTRA:** \_\_\_\_\_ **from** \_\_\_\_\_ **to** \_\_\_\_\_

\_\_\_/3 **Number of service/volunteer hours through your membership in ASTRA:** \_\_\_\_\_

\_\_\_/4 **Offices/positions held in ASTRA:** \_\_\_\_\_

\_\_\_/2 **How many ASTRA meetings have you attended during your membership:** \_\_\_\_\_

\_\_\_/3 **How many Altrusa meetings have you attended during your membership in ASTRA:** \_\_\_\_\_

\_\_\_/2 **What was your favorite ASTRA project in which you participated:** \_\_\_\_\_

\_\_\_/2 **Who benefited from this project:**

\_\_\_/4 Why was it your favorite ASTRA project:

\_\_\_/7 Describe an ASTRA project which you started, continued, or for which you were responsible:

\_\_\_/24 REFERENCES:

Please provide each of the following representatives with a copy of the attached form:

- ASTRA
- School
- Altrusa
- Community

\_\_\_/35 In 300 words or less tell how ASTRA and Altrusa have helped you prepare yourself for future leadership roles within your community. (please type on a separate sheet of paper.)

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## End of Year Club Activity Report

Revised April 2012

Please provide the following information and submit this completed form to the international office by April 1<sup>st</sup>.

Name of ASTRA Club: \_\_\_\_\_

Sponsoring Altrusa Club: \_\_\_\_\_

Number of members: \_\_\_\_\_ Charter strength (15+ members): Yes \_\_\_\_\_ No \_\_\_\_\_

Meeting schedule: \_\_\_\_\_

ASTRA Accents presented at meetings: Yes \_\_\_ No \_\_\_ Board Orientation held: Yes \_\_\_\_\_ No \_\_\_\_\_

Number of ASTRA service projects completed: \_\_\_\_\_ New member orientation held: Yes \_\_\_\_\_ No \_\_\_\_\_

Did Club send to international office: club roster : Yes \_\_\_ No \_\_\_ officer roster: : Yes \_\_\_ No \_\_\_

Number of ASTRA service hours provided by entire membership: \_\_\_\_\_

Does club set an annual goal: : Yes \_\_\_\_\_ No \_\_\_\_\_

Number of projects completed/worked on with sponsoring Altrusa Club: \_\_\_\_\_

Fundraising projects: \_\_\_\_\_

New service projects implemented this year: \_\_\_\_\_

Name a community organization supported by your club or a service project your club would like to bring to the attention of Altrusa International and all other ASTRA Clubs: \_\_\_\_\_

Who are the primary beneficiaries of this organization/project \_\_\_\_\_

Write one sentence (up to 30 words) describing the organization/project:

**On a separate paper write one paragraph (up to 100 words) that describes the organization/project in more detail, includes contact information for the organization, and states how your ASTRA Club supports the organization/project.**

\_\_\_\_\_  
**ASTRA member completing form / title**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Altrusa Member / Advisor**

\_\_\_\_\_  
**Date**



# Altrusa International Foundation Scholarship

## ASTRA Scholarship reference form

Revised April 2012

Please provide the following information:

**Scholarship applicant:** \_\_\_\_\_

**Your name:** \_\_\_\_\_

**Capacity in which you know the applicant:** \_\_\_\_\_

**Strongest qualities of applicant:**

**Would you recommend this applicant for the ASTRA Scholarship to be given by Altrusa International Foundation – explain:**

**Additional comments:**

\_\_\_\_\_  
signature

\_\_\_\_\_  
date

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## SUCCESSFUL ALTRUSA CLUB FUNDRAISERS

### **INTERNAL FUNDRAISER – SOCK-IT-TO-ME**

A member had a cute poem to go with it last year and then a different poem for this year. Basically, the club is divided into two teams with each person receiving a 'stretchy' sock. We are to put loose change in the sock for the designated time span. At that time, the socks are collected by teams and the total is announced. The winners each received a pair of.....socks!!!! We raised almost \$1000 last year, half of which we used for a scholarship for someone from Single Parent Scholarship Fund, Benton County. This year the proposal is half will go to help the Literacy Council of Benton County with their Fall 'Go Literacy' fun run (last year was the first year for the race and the council cleared about \$1800 for the event and since much of the initial purchasing, etc is already done, the council is anticipating a much larger profit this year especially since there is a middle school (5th-6th) coach who involved the running club last year (80 kids) and has challenged other schools for this year).

### **SPAGHETTI SUPPER**

Basically we have a spaghetti supper the first Thursday in October that is held at a church in the area (we make a donation to the church for use of the kitchen/fellowship hall). Each Altrusan contributes \$20 to the cost of supplies in addition to having 15 tickets (\$6) to sell. We also make sheet cakes or cherry cobblers for desserts. The cooking team arrives at the church about 8:30 to begin the sauce which will simmer in electric roasters. While that is cooking, we start the coleslaw so it can blend with the dressing. About 10:00 the decorating team comes in to put tablecloths (church supplies) on the tables, put our centerpieces on, roll silverware in paper napkins. They are gone before noon. The dessert team comes in around 11:00 to cut/serve pre-delivered desserts in Styrofoam 'clam shells'. After lunch, we start portioning the coleslaw in to 'to go cups/lids' and put it back in the refrigerators. Garlic bread is initially heated and 'to go' pieces are put in Ziploc baggies. About 3:00 we start the pasta water cooking for take-out beginning at 4:00. Take-outs go in Styrofoam with spaghetti/sauce in the large space and the Ziploc bag with bread in the other area. A cup of coleslaw is added. It's all place in plastic bags (Wal-Mart recycles) along with a container of dessert...customer choice of cake or cobbler. There are two Altrusans who handle the 'to go' area. Since everything except for the spaghetti has been prepackaged, it goes very smoothly. Eat-in begins at 5:00 (until 7:00) and we utilize church dishes. We have a roaster of sauce, roaster of noodles, big bowl of coleslaw and foil-wrapped packages of bread down the center of a big work island so two crews can work at once. Other Altrusans (about 8-10) pick up the plates at the 'window area' and serve those eating in who are seated at the tables. Coffee, tea or lemonade come with the eat-in meal. There are salt/pepper and parmesan on each table along with 'rolls' of silverware. There are about 2-4 Altrusans who clear away used dishes, bring them to the kitchen and wipe down tables. Since dishes/roasters are washed up as we go along, we're usually out of the kitchen and all cleaned up by 8-8:30 p.m. at the latest. It helps that the church has a licensed day care and all the commercial kitchen equipment including commercial dishwashers/sanitizers.

This past year we served about 225 take-out and 125 dine in. We hit the courthouse and lots of business on the square hard with the idea of take-out and only ask that they let us know how many they need and what time. There is one group that gets between 45-60 orders at 4:00 p.m.. Since roughly 90% of our sales are advance ticket sales, we don't mind preparing for that many take-out since 'we already have their money'.



We could not handle much more that we have in the past just because there are only six roasters available and 'x' amount in dine-in seating. We could increase the take-out sales a little but again we only have so much space for making sauce. We tried having live music in the past but background music worked much better.

NET PROFIT: Approx. \$2700.00

## **THE TASTE OF FORT SMITH**

In 2011 the 24<sup>th</sup> annual Taste of Fort Smith will be held on the traditional date of the fourth Tuesday in October

- 35 to 40 food vendors will offer samplings of their best (or newest) menu item at two sessions, 11:00 a.m. to 1:00 p.m. and 5:00-7:00 p.m..
- 1500 to 1600 tickets will be sold with the 5:00-7:00 p.m. session being almost twice as popular. Tickets will be sold at The Chamber of Commerce, Simmons Bank locations and by members. They will also be available at the door.
- In June save the date postcards will be mailed to restaurants throughout the area.
- Voting to determine which nonprofits will receive proceeds from the Taste is done at the July business meeting.
- In August members begin making personal calls on restaurants and each is given a packet of information and an application. Return visits/calls are made at the discretion of the member.
- A media luncheon is held in September where the nonprofits are introduced to media representatives and each agency gives a short presentation on their mission. The food for the luncheon is prepared by food vendors whose applications have been received two weeks prior to this date.
- Two weeks prior to the event the newspaper publishes a full page article featuring recipes from participating food vendors.
- The media is given a table (and free food) at the 11:00 a.m.-1:00 p.m. session and broadcasts live.
- In 2010 **\$19,252** was disbursed to seven nonprofits including:
  - Literacy Council of Western Arkansas \$8,113.00
  - Crawford County Volunteers for Literacy \$6,638.00
  - Fort Smith Public Library \$1,500.00
  - Through 2010 The Taste of Fort Smith has contributed \$296,464 to the community with \$178,519 going to literacy efforts.

## **CHOCOLATE FANTASY**

TIMELINE FOR A SUCCESSFUL FUNDRAISER

**June:** Committee meeting – “Kickoff” for event – Set up all committee meetings for the six months prior to the event. Select: Date of event (second Thursday in November) and reserve location, team leaders (Publicity, Treasurer and all other chairs needed). Select Prize for Benefit Drawing for the event. Newspaper article: “Kickoff and Preparation has begun” etc. Always have a picture with the article.

**July:** Gathering of prizes for Benefit Drawing and locate baskets. Newspaper article: “Who we are and why we are having event” etc. Arrange for the Village Strings to play at the event.

**August:** Ticket printing for event, benefit drawing and flyers. Check on progress of prizes gathered. Submit “Hold Chocolate Tasting” newspaper article and picture. List names of chocolate items that will be available at the event in the article.

**Sept:** Tickets distributed to all members. Tickets are \$10.00 each and \$12.00 at the door. Drawing tickets are \$5.00 each or 3 for \$10.00. Distribute order sheets for “Chocolate To-Go” orders.

Submit Newspaper article that tells about tickets being available with another picture. Distribute sign-up sheets and recipes at Sept meeting for chocolate making.

**Oct:** Finalize prize gathering for baskets. Distribute sign-up sheet at October meeting for working day of event. Newspaper article focuses on what we do as Altrusans – a write up of all of our service projects. Record “Take 5” – a 5 minute radio segment on our local radio station detailing our event, who we are and what we do.

**Nov:** The week of the event: Put out the road signs throughout the Village advertising our event. Assemble “Chocolate To-Go” containers based on pre-orders. Submit newspaper article immediately after event is held so it appears in paper @ next printing. Send thank you notes to all sponsors and donors. Thank attendees in a Letter to the Editor. Put paid ad in newspaper thanking sponsors and donors.

**Dec:** Celebrate our success! Committee discusses what worked and what should be changed for the next year as well as new suggestions and ideas. Reserve the Church for next year.

INCOME: \$6,763.50    EXPENSES: \$982.36    NET PROFIT: **\$5,781.14**

### **Administrative Professional’s Day Luncheon - 11:30-1:00**

<b>Event Chair:</b>	Overall responsibility – go to person for answers
<b>Assistant:</b>	Or Co-chair
<b>Sponsorship Sales:</b>	Tickets \$25 Sponsorship levels: Event Sponsor - \$1000 plus 8 tickets Platinum Sponsor - \$500 plus 4 tickets Gold Sponsor - \$250 plus 2 tickets Silver Sponsor - \$100
<b>Treasurer and Ticket Sales:</b>	Number tickets, billing for those that need it
<b>Freezer Sales:</b>	Small freezer full of food and treats made by members. Tickets are \$5.00 - may need a Raffle permit for your State Donation, partial donation, or purchased. Check the sororities and technical programs for servers to help
<b>Food:</b>	Table
<b>Decorations:</b>	Tables decoration can also be prizes. One grand prize.
<b>Door Prizes:</b>	Newspaper, TV, Radio, Chamber Email blast, newsletters including agency newsletters if money goes directly to them.
<b>Publicity/Advertising:</b>	<b>Tickets to the press or magazine reps – Have a designated table for them.</b>
<b>Award:</b>	ADMINnie – Outstanding APD
<b>Program Management:</b>	Agenda for the event
<b>Programs Design/Printing:</b>	Printed programs and content
<b>Entertainment:</b>	<b>***AS IMPORTANT AS THE FOOD</b>
<b>Seating, chairs, sound:</b>	Assigned seating – preference for sponsors. Number tables and assign tickets holders to a table.
<b>Set-up/Tear Down:</b>	All

\*\*\*

We usually begin in January with the location secured right after the event the year before. We have been able to secure a free location for the event five of the six years. You must have a Foundation to provide the tax benefit for sponsors. Depending on the level of sponsorship we have grossed **\$11,000-15,000**. Every member of the club can participate either with food for the freezer or on a committee.

## Selling Painted Pumpkins

Timeline: September to October

Depending on when the pumpkins are in the store, we try to have all pumpkins sold, painted, decorated and delivered by the end of the first week in October. Generally, the project will be two weeks in duration.

Budget: This is subject to the cost of pumpkins in any year. We try to keep costs for pumpkin and decoration under \$5 for a large and \$2 for a small pumpkin.

Organization: In the past, we've had a committee who buys, cleans and distributes to all other members so they can paint, sell and deliver. In 2011 we plan to try a little different approach so the burden isn't on a few and to make sure every member is involved. We'll divide the club into three or four teams and each team will buy, clean, paint, decorate and distribute pumpkins within their own group. One person in the club sketches the faces as a guideline so that person will go around to the various homes as needed.

Customers: Each member has their own customer list they go back to every year. As we get new members the list continues to grow.

Profits: In 2010 we sold approx. 90 large and 80 small pumpkins for around **\$2,000** profit. That's a typical mark. All depends on the energy of the club that year.

Changes: Two years ago we decided to also sell a smaller, less expensive version which has gone over very well and is much easier for members to handle and paint. We call it our desktop pumpkin.

## Poinsettia Sale Fundraiser

The club sells Red Poinsettia plants with five to seven blooms in a 6" pot with foil wrapping for \$13 each. This price includes delivery in the St. Louis Metropolitan area and a personalized gift card. Additionally, plants are available for pick up for \$10.

### Poinsettia Calendar

- **Oct. Meeting:** provide club members with information on sales from last years
- **Nov. Meeting:** orders and payment are due to Ways & Means Committee; club members also sign up for delivery areas
- **2<sup>nd</sup> Tue. in Nov.:** Ways & Means Committee completes data entry of current year's orders
- **3<sup>rd</sup> Tue. in Nov.:** Ways & Means Committee completes proof reading data; data is then sent electronically to member to print cards and to Sub-Committee to sort for deliveries
- **4<sup>th</sup> Sat. in Nov.:** prepare Delivery Packets for each Altrusan with printed cards and deliveries
- **1<sup>st</sup> Wed. thru Mon. in Dec.:** Altrusans deliver plants
- **1<sup>st</sup> Fri. in Dec.:** pick up plants available from 3 p.m. to 8 p.m.
- **Every Club member must participate in this fundraiser by either selling plants, proof reading, delivering plants or making a cash donation**

<b>BUDGET</b>	<b><u>2010</u></b>	<b><u>2009</u></b>	<b><u>2008</u></b>
Receipts	\$10,940.00	\$11,071.50	\$10,196.00
Expenses	390.05	202.92	40.46
Plants	3,871.50	3,868.30	3,515.40
	(890 plants @ \$4.35)	(921 plants @ \$4.20)	(837 plants @ \$4.20)
<b>Profits</b>	<b>\$6,678.45</b>	<b>\$7000.28</b>	<b>\$6,640.14</b>

### *The Passion Spreads*

Why we keep doing this fundraiser:

- We can raise all necessary funds for the year from one fundraiser
- We get payment in advance so we do not have to front the money
- We complete all fundraising for the year within six months of start of year
- Plants are beautiful & customer satisfaction is high
- We have a data base of potential purchasers and many repeat purchasers

- We have systems in place to make this fundraiser work
- Gets our name and the projects we support out in the St. Louis Metropolitan area

## OTHER FUNDRAISING IDEAS

There are many, many ways to raise funds in your community in addition to those you read about in this manual. Ideas include Bake Sales, Pecan Sales, Ice Cream Socials, Craft Shows, Flea Markets, Golf Outings, Art Auctions – just to name a few. Dinner Dances with Silent Auctions and/or Raffles are also good ways to raise funds.

Use your imagination – the sky is the limit!

# **SERVICE Manual**

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