

# 2013 Guide for Club Membership Committees



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Developed by 2011-2013 Membership  
Development Committee  
Altrusa International Inc.  
Updated 2013-2015



# **Altrusa International Guide For Membership Development And New Club Building Club Committees**

It is our goal that you will receive information in this guide that will help retain your current members, build your club's membership and sponsor a new club in a surrounding community. We appreciate any input you have which will enhance this guide. We have added the current membership related materials to the appendix. We encourage you to check on our website at [www.altrusa.org](http://www.altrusa.org) to see if forms have been revised or if any new forms have been added.

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## **Membership – Implementing the New Brand**

### **Altrusa’s new brand and tag line**

During the 2011 International Convention in Rapid City, SD Altrusa delegates voted to approve the new logo and tagline presented by Miles Media. It is important for your club to use the new logo in any marketing, promotional and events your club is involved in. By doing so, you will create Altrusa brand recognition in your community.

### **Using the new brand will help your club**

- Become more recognized in the community.
- Your community will see individual clubs are part of something bigger.
- The opportunity to create publicity and “buzz” in your community.

Items for sale must have approval from the International Office prior to ordering. Check out the Altrusa Store frequently as new items are being added continuously.

## **Incorporating Flexibility, Clarity and Inclusion in your Club**

In the process of developing the new brand, Altrusans and non-Altrusans were polled. It was clear that Altrusa needed to do a better job in providing members flexibility in club involvement, including existing and new members in club activities, club input (inclusion), and to communicate clarity to members and non-members. The following questions compiled from the survey are questions you should review occasionally to make sure your club is incorporating clarity, flexibility and inclusion in all club functions.

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### **CLARITY**

#### **From non-members:**

- “What do you stand for? Is it literacy? Is it something else?”
- “Do you work with partners like Habitat for Humanity?”
- “How do you decide who to work with?”
- “What will you be asking of me?”
- “How does this benefit my community – and me?”

#### **From current members:**

- “What are we passionate about?”
- “I wasn’t made aware of the time and financial commitments expected of me”
- “Are there different levels of membership? Maybe project-based or part-time?”
- “Will there be guidance or help with leadership skills?”

#### **Things for consideration:**

- What are we passionate about? What is our compelling purpose?
- Who do we want to join us?
- How do we communicate our pride in participation?

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### **FLEXIBILITY**

#### **From non-members:**

- “I have children. I want to volunteer, but I also need to be a mom. Can I do this with Altrusa?”
- “I have an insane schedule. Do I have to be present at every meeting?”
- “Are projects planned for different times/days so that everyone will have a chance to participate in something?”
- “I want to do good. Can you make this easy for me?”

**From current members:**

“We need to make and follow agendas for the meetings so that the meetings are efficient”

“I don’t have time to do the planning for an event, but I do have time to give. If the organizers can tell me where to go and what to do, I’ll be there.”

“Let me pick and choose the projects I would like to be involved in – without repercussions.”

**Things for consideration:**

What would focus-for-results meetings look like?

How can we make it easy for members to participate in activities without diluting the goals of the activities?

What are the best ways for clear and effective communications about participation options?

Club website? Newsletters? Emails? Facebook?

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**INCLUSION**

**From non-members:**

“Do I have to be a professional? What if I’m currently out of the workplace?”

“Can men join? Or is this just for women?”

“Do I have to be invited? Who does the inviting?”

“How does member sponsorship work?”

“Who makes the decisions in the club?”

**From current members:**

“I feel pressured to commit more time”

“It’s been hard integrating into the club; there’s a very clique-ish feel”

“I feel like there’s an attitude if I’m not at every fundraiser or event”

“Where is the money we’re raising going?”

**Things for consideration:**

What are our levels of participation & membership?

How can we appreciate and thank our members?

How do we build relationships across all age groups?

Who do we want to join us?

Refer often to the membership section on [www.altrusa.org](http://www.altrusa.org) for tools, templates and materials to help your club incorporate flexibility, clarity and inclusion.

## **Membership Development and Training**

As the Membership Committee of your Altrusa Club it is important for you to have a good working knowledge of all aspects of membership. Your role is to educate and motivate your members so that your members will keep membership recruitment on the forefront of their minds as they come into contact with potential new members on a daily basis. There are people out there just waiting to be invited to a club meeting. Your members will never know unless they ask people to come to a club meeting or participate in a club project.

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### **Where to begin?**

#### **HAVE A LONG RANGE/STRATEGIC PLAN (LRSP)**

The best practice for membership revitalization, retention and growth is to develop goals, objectives, strategies and action plans in a 3-5 year Long Range/Strategic Plan (LRSP). If your club does not have a plan in place, be sure to encourage your Board of Directors to develop one. This will help keep your entire membership moving in the same direction in reaching your membership goals. A template is available for download on the International website. Once the club has its plan in place, it should be monitored, evaluated and updated on a regular basis. Membership does not just happen – it takes a lot of work and planning.

#### **Questions commonly asked regarding membership:**

##### **What can I reference to learn more about membership?**

The best sources of information relating to membership revitalization, retention and development are found in the following: current International Bylaws and Policies Manual, Altrusa International Resource Guide, New Club Building Manual, Club Revitalization manual and other membership tools and templates on the International website. Your committee should have a knowledgeable understanding regarding the information in these resources.

##### **Who sponsors new members?**

It is a responsibility of Altrusans to seek out and to sponsor new members. Finding prospective members should be top priority of every Altrusa Club each year. Sponsors should have a good knowledge of Altrusa and should be prepared to mentor their new member for the first year in Altrusa.

##### **Why is it important to retain current members and bring in new members?**

- To increase your clubs ability to do more in your community
- To broaden ideas through member diversity
- To develop new leaders in your club and beyond
- To build a New Club in a community near you
- To develop lasting friendships

##### **How large should a club be?**

There is no limit as to how big a club should be. The more your club grows the more resources you will have to better serve your community and develop new Committee Chairs and club Officers.

### **Where do we look for potential new members?**

- Chamber of Commerce Member Lists
- Newspaper: business section and articles
- Social Media and internet web sites
- Local college and/or University media or public boards
- Daily professional contacts and business contacts
- Major businesses in your community
- Libraries and local schools
- Other organizations
- Public employees
- Not-For-Profit Agencies
- Churches
- Social contacts and friends
- People you come in contact with in your daily life

### **Who is responsible?**

Membership is the responsibility of every Altrusan—not just the Membership Development Committee. Your committee is responsible for designing a program each year that involves all the members such as a membership drive or event and Member orientation/reorientation, but it is up to all members to play an active role in helping achieve your club's membership goals.

### **How do we plan for growth?**

Growth takes time, patience, and planning. In your club's LRSP there should be a list of objectives and strategies in the goal of Membership which lists with the various aspects of membership: growth, retention, revitalization, and orientation/re-orientation. Refer to the Club Revitalization Manual which is available for download on the International website for ideas to help retain your current members and bring in new members

## **New Club Building**

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### **What are the reasons to start a new club?**

- People in current club traveling from a distance to attend meeting
- Due to work or profession members are not able to attend current meetings
- Desire to help another community where a club does not exist
- Knowledge of great potential or prior Altrusans living in the area
- Too many people in an existing club

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### **When will the time be right?**

Now is the time! Currently there are financial incentives in place per Altrusa International Policy 20. Policy 20 (aa) One-half (1/2) after completion and approval of the community analysis report and after holding the first organizational meeting. (bb) One-fourth (1/4) when 14 prospective members have paid their International and District dues to the organizer (s). (cc) One-fourth (1/4) when 20 members have paid their International and District dues to the organizer(s). Currently the International Award incentive is \$500.00.

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### **How do we go about it?**

- Read the New Club building Manual which is available free for download on the International website. It will instruct you on the process of establishing a new club from the Community Analysis Report to the Charter Banquet and beyond!
- Communicate with your District New Club Building Chair, International New Club Building Chair for guidance
- Communicate with other individuals and clubs who have been successful in sponsoring a new club
- Go to the Membership page on the International website for other ideas and assistance.
- Incorporate Altrusa's new brand and logo into the process

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### **What is required if we charter a new club?**

- Time and commitment is required
- Willingness to attend club meetings and board meetings for the first year until the club has a good understanding of meetings and procedures
- Patience and mentoring
- Possibly serving as an interim officer while the club is chartering
- Joy and friendships will be gained by the sponsor(s)
- A sense of peace knowing all of the lives that will be reached through the service of the new club



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### How do we create a desire for the new club members to serve in leadership positions?

- Encourage the new members you see with potential to become leaders – sometimes people want to be asked!
- Host an officer training workshop for the new club
- Be a mentor to the new officers
- Use the Altrusa International Resource Guide as a guide for the new club officers to go by
- Encourage them to attend District Conference (possibly set aside some of the sponsorship money received to cover the cost of one or two members attending)

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### How do we ensure that members of the new club renew their membership?

- Keep in touch
- Schedule regular meetings, emails and calls to assist with any issues arising
- Keep your District Governor and District New Club Building Chair informed as to the status of the club
- Share club newsletters from other clubs with them
- Invite members of new clubs to attend events, meetings and/or activities of area Altrusa Clubs
- As the sponsor(s) attend meetings or events sponsored by the new club
- Recognize/promote the new club's achievements
- Encourage new club members to attend District Workshops and Conferences. Also encourage them to attend an International Convention

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### How does New Club Building relate to membership?

New club building is an important part of securing Altrusa's future. Establishing a new club in another community creates new excitement in your club. It also generates new friendships as your club works closely with the new club. Just think of the many lives that will benefit from the service projects the new club will do in their community. You are also helping to gain more awareness for Altrusa.

Make new club building a goal in your LRSP, and develop a plan to help your club achieve this goal. There are currently great financial incentives in place for new club building, and many Districts have incentives as well. Refer to the New Club Building Manual which is available for download on the International website. It provides step-by-step details on how to establish a new club.

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### What is in the New Club Building Manual?

The updated new club building manual contains a step by step outline for organizing a New Club:

- **Step One** – The Community Analysis Report
- **Step Two** – Recruiting and creating Altrusa visibility in the new community
- **Step Three** – How to organize the New Club, Who does what for the Interim President (Director) and Organizer
- **Step Four** – Finalizing the Charter for the New Club

- **Step Five** – How to and what to do after you receive the New Club Charter, Event Planning Guidelines (Charter Banquet)
- **Step Six** – What to do after the Charter Banquet
  - A blank Community Analysis Report
  - Organizational time line
  - What the New Club Building Kit from Altrusa International Inc. contains
  - Sample working contact list
  - Sample written and audio press releases
  - Samples of cold call letters, before and after initial visit to prospective members letters, letters for community interest meetings pre and post, letters for organizational meetings pre and post
  - Affiliate Membership Forms
  - Sample Charter Event invitation and program
  - Sample letters of invitation to dignitaries, Altrusa International, District and/or nearby Clubs
  - A list of materials to include in the New Club Building Membership Committee Kit
  - A template for Club Bylaws

## Membership Recruitment

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### How do we promote the value of being an Altrusan to potential members?

- One Million Dollar Liability Coverage at events
- Resources available from International & District
- Grants and Award incentives
- Legal Advisor and Parliamentarian available
- Marketing
- Stress the value of being a member in a service organization.
- Incredible networking opportunities
- Meet new people and make lifetime friends
- Develop new skills or build upon what you currently have – leadership, organization skills, team planning, project coordination.
- Expand your horizons
- Strengthen your personal mission
- Develop personal skills such as patience and tolerance
- The feeling of being energized and a renewal sense of satisfaction by making a difference.
- Expand upon the leader within you
- Learn strategic thinking, change management and conflict resolution skills
- Become more in touch with your community, its trends, issues, people and resources available.
- It is a wonderful journey and you never know where it will take you!

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### What is the biggest problem in recruiting new members?

It is often heard – why should I have to pay (dues) to volunteer? What am I getting for my dues? As the world keeps changing the following are things to consider regarding recruiting today:

- Younger members have limited time to give.
- They still want to make a difference and be involved but do not want to commit to attending all meetings and functions.
- Confusion regarding what Altrusa is all about
- Not enough same age members in the club.
- Inflexibility of current club

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### How do we advertise/promote Altrusa and recruit new members?

- Advertise/promote all club events on bulletin boards in public places, in local newspapers (that have a community section), through local Chamber of Commerce and Information Bureaus, Public Library and churches are just a few of the many available.
- Create a website/Twitter/Facebook for your club.
- Make sure all posted and published club information is current.
- At every event your club is at make sure you bring brochures, flyers, banners and a way that your members are easily identifiable.
- Create business cards to distribute to potential members.

- Invite those who you come in contact with on a regular basis and with those you work with.
- Have club members volunteer as speakers for local Speakers Bureaus to promote, define and explain what Altrusa is all about.
- Promote Altrusa and your local club by having shirts (t-shirts) all the same with the Altrusa Logo on it made.
- Hold membership Invitationals – teas, luncheons, dinners, social events, service projects, where you can promote your club and Altrusa’s history.

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### How do we attract younger members and keep them once they join?

- Find out what they are looking for in an organization.
- Go to the places where young people are spending time.
- Be flexible and inclusive – people today have different values/needs. Recognize that they may not want Altrusa to be a “full-time” job but would like to be involved as much as they can.

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### How do we understand membership diversity?

In order for Altrusa to survive in the years to come, it is vital to bring in younger members. Although a diverse club with many different age groups tends to be a dynamic group. The different age groups include:

- **The G. I. Generation** (1901-1926) are the most revered and fascinating generation on the planet. In the United States, their Depression was “The Big One”; their war was “The Big One”; their prosperity was “The Legendary Happy Days”. They saved the world and then built a nation. They are assertive and energetic doers. They are community minded, and make excellent team players. They seek no applause, but appreciate a subtle acknowledgement that they have made a difference.
- **The Silents** (1927-1945) came of age deferring to the most assertive G.I. Generation and are known as the Last Innocent Generation. They went through their formative years during the era of suffocating conformity, but also were a part of the postwar “Happy Days”: Peace! Jobs! Suburbs! Television! Rock n Roll! Cars! The First Hopeful Drumbeats of Civil Rights! Its pre-feminism women wondered “what if?” Men pledged loyalty to big corporations. They are the richest and most free spending retirees in history. The Silents are often under-appreciated and overlooked. Like the G. I. Generation they also seek no applause, but appreciate a subtle acknowledgement that they have made a difference.
- **The Boomers** (1946-1964) have two sub-sets: the save-the-world revolutionaries of the ‘60s and ‘70s who provided the passion and masses to the dizzying six cultural revolutions of the consciousness Movement; and the party-hardy career climbers of the ‘70s and ‘80s. Their aging will change the world almost incomprehensively. The Youth Culture that began with them is now ending with them. They are committed and like to be involved. Boomers are often giving feedback to others, but seldom receiving, especially positive feedback.

- **The Generation X'ers** (1965-1981) are the latch-key kids who grew up very “street-smart” but also isolated, often with divorced or career-driven parents. They are entrepreneurial and very individualistic. Government and big business mean very little to them. They are eager to make their marriages work and to “be there” for their children. They want to save the neighborhood and not the world. They feel misunderstood by other generations. They are cynical of many major institutions which failed their parents or them during their formative years. They need positive feedback to let them know they are on the right track.
- **The Millennial's** (1982-Present) bring a sharp departure from Generation X. (They are also known as “The 9/11 Generation”. Today's youth are nurtured by omnipresent parents. They are optimistic, focused and have respect for authority. They are cooperative team players. Millennials have experienced falling crime rates and teen pregnancy rates. They schedule everything and rely heavily on texting and the internet. They take great interest in social media sites for communication as well. They feel enormous academic pressure to do well and have great expectations for themselves. They like to “get in” and “get out” when doing projects. They are used to praise and may mistake silence for disapproval. They need to know what they are doing right and what they are doing wrong.

#### **The G.I. Generation and the Silents:**

**Where to find them** – Senior groups, new retirees, church, other organizations

**How to reach them** – Newspapers, radio, libraries, use good grammar and manners, in person

**What to emphasize** – Wanted: life-experienced people and those who want to leave a legacy, promote reliable workers wanted, and ask them in person

**How to orient them** – Explain the policies, Altrusa history, the who's who members, emphasize goals and how they can contribute

**How to retain them** – Use high touch, low tech communications (notes, in person and on the telephone), do projects that bring members together and have social events within the club for fellowship.

**What programs they prefer** – Structured meetings with speakers, social time, hands on projects, mentoring programs, formal, dress-up luncheons and banquets

#### **Boomers:**

**Where to find them** – Business offices, alumni & other civic organizations, church, empty nesters

**How to reach them** – Newspapers, radio, and other publications, in person

**What to emphasize** – the warm, welcoming personality of Altrusa, talk about how they can be leaders/helpers; refer to equity and hands-on project opportunities that make a difference

**How to orient them** – Focus on challenges, emphasize ability of members to participate as much or little as they choose, discuss Altrusa's mission

**How to retain them** – Develop personal relationships within Altrusa, keep them informed via telephone and email, get a consensus for club programs and projects

**What programs they prefer** – Opportunities for personal growth and relationship building, health/well-being oriented programs, team projects, outings to trendy events

## Gen Xer's:

**Where to find them** – Work, civic organizations, leadership positions, professional organizations

**How to reach them** – PSAs on radio & TV stations they enjoy, websites, list services and in person

**What to emphasize** – the need for the club to have members who understand technology, stress the opportunity to broaden the scope of their skills, stress emphasis on evaluation of ideas by merit, not experience, emphasize fun

**How to orient them** – Give them the URL for Altrusa websites, assign a mentor to them, provide local club information, use a “short sales pitch” about Altrusa, emphasize the flexibility in club participation.

**How to retain them** – Provide positive feed-back & positive contact, provide opportunities for them to get involved, give them freedom to perform their tasks, set expectations but not “we always or we never”, create a climate for success.

**What programs they prefer** – Activities/action projects rather than structured programs, short, well-run programs and meetings, professional development and mentoring, opportunities to work as individuals rather than on committees

## Millennials:

**Where to find them** – Work, new graduates returning to town, other organizations

**How to reach them** – PSAs on Radio & TV stations they enjoy, e-mail, websites, list services, blogs, in person

**What to emphasize** – The importance of Altrusa's mission & vision, diversity of membership, the opportunity to broaden the scope of their skills, and fun

**How to orient them** – Create a clear picture of Altrusa including the good and not-so-good, discuss expectations of membership, discuss their personal goals and strategies for achieving them, discuss what Altrusa can do for them and what they can do for Altrusa

**How to retain them** – Provide ongoing training, give them personal attention, provide opportunities for meaningful contributions, consider their time precious and do not waste it

**What programs they prefer** – Personal Building activities, professional development, activities and action projects rather than structured projects, community action projects

In summary, every generation is important and will bring all of the components needed to be a successful and thriving club. The most successful leaders find a way to let every generation is heard. They recognize that no one has all of the answers. This appreciation of diversity allows for all to be a vital part in the growth and success of their club.

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## Recruitment strategies for the new club year

The members of your club's Membership Development and Training Committee should spend time planning their membership endeavors for the new year based on the objectives and strategies in your club's LRSP. Membership development should be a year round priority for every member, not just the committee or club officers. Membership Recruitment must be planned, continuous, resolute, and comprehensive. During the planning process consider the following:

- Analyze your recruitment efforts from the previous club year. Were they successful? What changes needed to be made or efforts enhanced?

- Identify missed opportunities. Have you and your members connected with potential members in other venues? What about the gym, neighbors, etc.?
- Examine recruitment materials. Is your club using the current Altrusa Brochure and rack cards? If not, they may be ordered on the International Website or from the International Office (312-427-4410). It is a good idea to check on the International Website periodically to see if any new recruitment materials have been added for club use.
- Keep your club's website current. List current events, projects and your club's calendar.
- Share your club's newsletters with those outside of Altrusa and distribute a few copies to be on display at public places in your community if allowed.
- Review the membership strategies and objectives in your Club's Long Range Strategic Plan. Is membership a major goal in your club's Long Range Strategic Plan? Are you cognizant of the objectives laid out in the plan? Have you reminded your members of their responsibility to the objectives. Does one year build on another? Document in the LRSP all action steps that were completed in the prior club year. Also note any new objectives, action plans and member responsibilities for membership recruitment in the new club year for board and membership approval. Make sure that they are realistic and measurable.
- Plan a service project or community event and invite potential members to participate. In doing so they will see Altrusans in action which may create a genuine interest in club membership.
- Develop incentives. Have you considered dividing your club into groups and developing a membership game to stimulate recruitment? Whatever incentive you come up with be sure to make it fun and lighthearted! We know that Altrusans can be very competitive! Refer to the Membership Section of the International Website and your District Website for membership incentive ideas. Also do not hesitate to contact a club who has had a successful incentive idea for information on how they implemented their incentive.
- Conduct a mini-brainstorming session with your club. During a meeting ask your members to provide the names of potential members to invite to a membership drive event by playing the Forty Potential Members in Four Minutes (appendix A) Game. You could also divide members into small groups and offering a prize to the group who comes up with the most names.
- Encourage your members not to give up! Just because a potential member says "no" when asked to attend a membership event one time does not mean that they do not have a desire to attend an event at a future date. Keep asking! Remember the major reason given by persons for not becoming Altrusans is that "they were never asked" to attend a meeting in the first place.
- Extend a hand to former members to rejoin. Have you contacted previous members recently? They might have time now or their life circumstances may have changed which could allow them to become Altrusans once again.
- Share the names of members who are moving with another club. It is important that we keep members in Altrusa. Your club is always sorry to lose a member, however, giving the gift of continued membership in Altrusa, is one of the greatest gifts you can give a member who is moving. If member is moving to an area where there are no clubs, encourage her/him to become an Affiliate Member in order to keep their connection to Altrusa.

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### **Does ASTRA play a role in Membership Development?**

Yes! ASTRA is a volunteer organization for youth / young adults, ages 12 to 25, sponsored by local Altrusa Clubs as part of their overall community service program. The sponsoring Altrusa Club

supports the ASTRA Club with two or more Altrusa members, usually including the ASTRA Committee Chair. These Altrusans guide ASTRA Club members in developing program plans and service projects. ASTRA is a very important part of our membership program. A successful and satisfying experience in ASTRA can lead eventually to Altrusa membership. As club president your role is again a supportive one. Dedicate some time during your planning meeting with your membership to discuss sponsoring an ASTRA Club. You just might be able to motivate your members to become involved in ASTRA. An ASTRAN today just may be an Altrusan in the near future.

Study the ASTRA Manual and the section in the Encyclopedia to get a better idea of what is involved in sponsoring and supporting an ASTRA Club. If your club does not currently sponsor an ASTRA Club, make sure it is discussed during the planning meeting prior to or at the beginning of your presidential year. For additional information, contact the International ASTRA Chair and your District ASTRA Chair.



## Membership Retention

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### What is retention? (Why do members stay?)

Members stay because:

- of the involvement in community
- of the friendships they have made
- of the opportunity to learn and develop new skills
- of the opportunity for personal development
- they want to make a difference/help others

**Retention is:**

- *orientation*
- *Assimilation*
- *the opportunity to get involved*
- *Participation*
- *satisfaction in a job well done.*

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### When does retention begin?

Retention begins at the very moment we decide to pursue a prospective member. Our success in bringing that prospect into Altrusa starts a process that continues throughout the life of the membership of that individual.

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### Who is responsible for retention?

Everyone! Retention should be a part of every phase of the operation. It should be a conscious part in development, planning, committees and fund raising. Use the Club Revitalization Guide as a resource to help your club with member retention.

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### What things can be done to help in member retention?

- Honor club members for their achievements in your community
- Consider awarding plaques or certificates for:
  - Years of Altrusa service
  - Club activity and achievements
- Recognize these achievements at club meetings, in your newsletter and on your club website. Send the same information to your District Newsletter Editor and to the International Membership Committee.
- Recognize the skills of your members and assign tasks according to their talents and skills.
- Hold Revitalization Meetings for club members. This will help long- term members and new members as well. We all forget the little details. It is impossible to remember everything about Altrusa at one orientation session. The Membership Development Committee should present a re-orientation once a year.
- Refer often to the Altrusa International Resource Guide.
- Keep members informed of all activities the club is involved in.
- Match newer members with tenured members in a project or social setting.

- Involve seasoned members by asking them “how can we make the younger new members feel welcomed and a part of our club?” People support what they help create, so give them the opportunity to use their acquired wisdom.
- Promote the new Brand/ logo and Brand Messaging continuously during club meetings, in club promotion and at all events and fundraisers.
- Remember to incorporate – clarity, flexibility and inclusion into the policies and best practices of your club.
- Reinforce that members do not have to attend every meeting, function and fund raiser if their schedules do not allow for it

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### **What things can be done to help newer members stay involved?**

- Make sure member sponsors understand their responsibilities to the new member so they will:
  - Feel welcome
  - Become involved by serving on a committee
  - Understand all local policies of the club as well as Int’l and District Bylaws and Policies
  - Have a good working knowledge of ongoing club projects and fundraisers
  - Practice flexibility!
  - Hold Ice Breakers during club meetings to have more interaction with all members
  - Embrace and value newer members ideas and suggestions
  - Establish a “Rookie of the Year” Award to recognize new member achievements during their first year in the club

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### **How can we get members to become leaders in our club?**

- Ask someone you think will serve as a good leader!
- Take the time to speak individually with members you think would make good leaders.
- Continually encourage them. They may say “no” the first time, but may not a second time!
- Educate new leaders as to the responsibilities of club offices as listed in the Altrusa International Resource Guide.
- Go over Altrusa International, District and Club Bylaws as well as local club policies to help educate them.
- Match seasoned club officers with newer incoming officers to be a mentor to them during their time in office.
- Make it a club priority to send officers (especially the incoming President) to District Workshops and/or Conferences. Extensive Officer training is generally provided. Also, during the training they will meet incoming officers from other clubs that they may have regular contact with to ask questions and ask ideas. Also they will meet the District Board of Directors during conference who will gladly assist in problem solving and mentoring.
- When possible send incoming officers to International Conventions.

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### **Club service projects and member retention**

- Should involve the community and club as much as possible.
- Not all service projects have to be serious...sometimes fun events encourage future involvement.
- Find out the interests of the members of the club. If several members like baseball, find a youth baseball program that needs some help. Members will be more apt to volunteer in projects they are interested in.
- Survey members periodically to monitor their interest in current or potential service projects.
- Start an ASTRA Club! It will help revitalize and energize your members.

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### **How do we provide orientation to our new members?**

Refer to (Appendix C) to learn about the four steps involved in the new member orientation process. A sample agenda for the orientation meeting is also included (Appendix D).

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### **Why does a member leave?**

There are several reasons why a member may leave. Some are obvious such as relocation or illness, but from time to a member does not give a reason(s) for leaving. Altrusa has a 10 question exit survey questionnaire (a copy is in Appendix F ) Please check with your District Membership Chair to inquire as to how your District would like to implement the survey either by Survey Monkey, personal telephone interview or via mail.

## **Club Revitalization**

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### **What is revitalization?**

Self-analysis is the beginning of revitalization, bringing new life into your club in Membership, Leadership, and SERVICE. With a new perspective and sound planning, you can carry your ideas, enthusiasm and commitment through to constructive, productive *revitalizing* action.

Revitalization, in some cases, is a club's only link to the future. Are only a few people doing all the work? Have you noticed apathy among members? Is there a reluctance to do service? Take action now. Move ahead and make your ideas work for you and for Altrusa today and for years to come. Now, from a fresh point of view, take a hard look at your club and District.

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### **How do we begin?**

The Club Revitalization Manual available for free download on the International Website was written to assist your club in member retention and club revitalization. It will give you step-by-step tips to help your club build your membership.

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### **Who is responsible?**

Revitalization should be everyone's concern.

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### **Revitalization Tips**

- Survey the community needs and select a new service project.
- Join with another civic club or neighboring Altrusa club in a program, city event, or service project.
- Become a participating club in the Sister Club program and plan a major exchange of materials and project or program ideas.
- Become a resource for clubs in the District which are below charter strength.
- Make a concerted effort to increase attendance at District Conferences and International Conventions.
- Project a more professional image in your club's yearbook, newsletter, local publicity, and personal business endeavors.
- Be willing to schedule exciting and unusual programs.
- Plan social events where members can easily get to know each other
- Approach orientation and re-orientation with new materials and ideas from another Club or District.
- Keep your members informed.
- Accent the positive.

### **Member responsibilities for a strong club**

- Participate beyond paying your dues; membership is more than monetary.
- Seriously consider accepting an office, if nominated. Be sure you are informed and understand the duties of the office.
- Attend as many meetings as possible to keep abreast of current and new projects.
- Initiate new ideas and undertake the action required to bring the idea to fruition.
- Keep informed by reading all publications from District and International.

## **Member Transfers**

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### **Follow these steps when a member moves**

- Be sure to get her/his new address!
- Have the treasurer include the member's new address on the deletion form that is sent to International and the District.
- Check to see if there is an Altrusa club in the area where your member is moving.
- If there is a club in that area, write to the president and inform her/him that one of your members is moving to the area. Tell the president about your member. Give her/him your member's address, etc.
- If there is not a club in that area, inform International of that fact and enclose the member's new address. The International office will send information on affiliate membership to that person. See Member Referral Form (Appendix E)

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### **When a member of another club relocates to your area**

- Hopefully you will receive a letter of introduction from another club president informing you that one of their members has moved into your community.
- Immediately contact and invite that person to attend an Altrusa event or meeting.
- Send some of your Altrusans to visit shortly after she/he arrives. Your members should be instrumental in making the new arrival feel welcome. National trends show that people now move and relocate for work reasons more than ever, especially younger people. Our younger members are the future of Altrusa International. Let's keep each other informed when members move and we should be able to keep more members!



**Appendix A**

**40 Potential Members in 4 Minutes**

**40 Potential Members in 4 Minutes**

If you need help jogging your memory of friends and acquaintances you could invite to attend your club’s membership event, try the following “40 Potential Members in 4 Minutes” exercise!

You might be thinking that 40 sounds like too many, but typically, only half the guests you invite will be able to attend the event, so it’s important to invite more than you anticipate. Many factors affect a person’s ability to attend an event, so don’t be disappointed if certain people aren’t able to participate—they might want to the next time!

Now grab a pen and try the following exercise. You’ll be surprised how quickly your list grows!

<b>4 Relatives</b>	<b>4 Friends</b>
1.	1.
2.	2.
3.	3.
4.	4.
<b>4 Co-workers</b>	<b>4 Spouses/Friends co-workers</b>
1.	1.
2.	2.
3.	3.
4.	4.
<b>4 School friends/teachers/daycare</b>	<b>4 Places you do business (bank, dentist, etc.)</b>
1.	1.
2.	2.
3.	3.
4.	4.
<b>4 Church or social group contacts</b>	<b>4 Neighbors</b>
1.	1.
2.	2.
3.	3.
4.	4.
<b>4 Contacts through children or relatives</b>	<b>4 People in other organizations with you</b>
1.	1.
2.	2.
3.	3.
4.	4.



**APPENDIX B**

Altrusa International, Inc. of \_\_\_\_\_

**Recommendation for Membership**

(To be completed by the sponsor)

Name \_\_\_\_\_

Home address \_\_\_\_\_

Home phone number \_\_\_\_\_ Business phone \_\_\_\_\_ Cell phone \_\_\_\_\_

Would you prefer to be contacted at  Home or  Work (please check one)?

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

Firm, corporation or organization \_\_\_\_\_

Business address \_\_\_\_\_

Title/position \_\_\_\_\_

Nature of business or profession \_\_\_\_\_

Description of job responsibilities \_\_\_\_\_

\_\_\_\_\_.

Length of time in position \_\_\_\_\_

Other club/organization affiliations, with leadership positions \_\_\_\_\_

\_\_\_\_\_.

Why do you want to join Altrusa? \_\_\_\_\_

\_\_\_\_\_.

\_\_\_\_\_

(For completion by Altrusa)

**Birthday** \_\_\_\_\_

Month Day

Membership Committee Area

- Approved
- Not approved

Date \_\_\_\_\_

Initial \_\_\_\_\_

Altrusa Board

- Approved
- Not approved

Date \_\_\_\_\_

Initial \_\_\_\_\_

Sponsor \_\_\_\_\_

Co-Sponsor \_\_\_\_\_

Date Initiated \_\_\_\_\_



## **APPENDIX C**

### **New Member Orientation Steps :**

#### **NEW MEMBER ORIENTATION**

##### **STEP ONE: PRE-ORIENTATION**

*Principal Task: Provide sufficient information about Altrusa to allow the prospect to make an informed choice about membership before being invited into membership.*

1. Develop a Club brochure or card-sized handout detailing the responsibilities of membership, Club activities, etc. Members can give this to prospects as an accompaniment to the International brochure.
2. Prepare a fact sheet of important information for members to share with possible prospects. Train members on how to use this information effectively. All members should be familiar with basic information about the local Club and the International Association.
3. Conduct membership events yearly. Feature presentations and displays showcasing your Club's activities.
4. Invite prospects to informal get-togethers and introduce them to your Club Officers and members of your Membership and Information Committees. Discuss the commitment and responsibilities accompanying Altrusa membership before asking them to join.

##### **STEP TWO: NEW MEMBER ORIENTATION**

*Principal Task: Decide what and how information should be planned and delivered to the new member after initiation.*

1. Sponsor informal, friendly group sessions having carefully planned discussion agendas that include ample time for individual participation.
2. Use the orientation outline described in this section.
3. Develop a new member "check list" to make sure every new member in your Club receives all appropriate orientation materials.
4. Review and update your orientation materials periodically to ensure that the information presented is accurate and current.

##### **STEP THREE: NEW MEMBER INVOLVEMENT**

*Principal Task: Assimilate new members into the Club and involve them in its activities.*

1. Create opportunities for all members to become acquainted with each other.
2. Plan situations that encourage new members to participate actively in Club discussions. Some Clubs ask new members to make a Club presentation early in their membership.
3. Develop a "sponsor" program in which a "seasoned" member (the sponsoring member or someone else) helps a new member become comfortable with the group.
4. Assign new members to a Club Standing Committee at the time of the initiation.
5. Involve new members in Committee work quickly. To speed the new member's personal involvement, each Committee should have an orientation plan that covers not only general responsibilities but Committee goals and current activities, too.



#### **STEP FOUR: FIRST YEAR FOLLOW-UP**

*Principal Task: Assess the effectiveness of the orientation program and provide for additional orientation needs.*

1. Develop an evaluation questionnaire and ask new members to assess their first year of membership. The questionnaire should address issues related to your orientation program and whether it is meeting its goals.
2. Involve new members in the Committee's review of the orientation program. This way you learn firsthand what aspects of the orientation program were done well and what needed improvement.
3. Select a new member (one with less than one year of Altrusa membership) to be a presenter in new member orientation sessions.
4. Keep a record of each new member's participation in Club and Committee activities. This information can provide valuable insight into membership gains (and losses).
5. After evaluating your new member orientation, apply the insights formed to your all-member reorientation presentations.

## **APPENDIX D**

### **SAMPLE AGENDA FOR NEW MEMBER ORIENTATION**

#### **Sample - Agenda for new member orientation**

- What is Altrusa?
  - Give a brief history of Altrusa which can be found on the International Website
  - Philosophy and goals of Altrusa
  - Organizational structure—International, District and local club
  - Altrusa Foundation
- What are the responsibilities of membership?
  - Financial
  - Service participation
  - Committee involvement
- Local club activities
  - Schedule of club meetings
  - Service projects—present, future, and past
- Local club standing committees
  - Introduce standing committee chairs and have them give a brief explanation.
    - Service
    - Membership Development
    - Communications
    - Finances
    - Nominating
- Special committees of local club
  - Review how each of these committees fits into the club.
- Fund raising activities
  - Discuss each member's responsibility to the fund raising efforts.
- Allow time for questions from the new members.



**APPENDIX E**

**MEMBER REFERRAL FORM**

**(for Altrusa clubs to complete when a member moves away)**

TO: CLUB PRESIDENT OR DISTRICT MEMBERSHIP DEVELOPMENT CHAIRMAN

FROM: ALTRUSA INTERNATIONAL OF

\_\_\_\_\_ DATE: \_\_\_\_\_

**Purpose:** The following member of our club is moving to your area and would like to continue as an Altrusan. Please contact this individual about membership in your club or District.

**For District Membership Development chairmen only:** We have sent this form to you because we are unsure whether there is a club in this member's area. Please contact the appropriate club if applicable. Otherwise please recommend this individual for affiliate membership.

Following is the information we have available regarding this member:

Name: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State/Prov.: \_\_\_\_\_ Postal code: \_\_\_\_\_

Country: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Telephone (B) \_\_\_\_\_ (H) \_\_\_\_\_

Comments special achievements: \_\_\_\_\_

Completed by _____ at Altrusa International of _____
Telephone: (H) _____ (B) _____
Mailed to: District _____ or Club _____

If you need address information for a Club President or District Membership Development Chair, please consult your directory or contact Altrusa International, Inc. at One North LaSalle, Ste. 1955, Chicago, IL 60602, U.S.A. 312/427-4410 or email [altrusa@altrusa.org](mailto:altrusa@altrusa.org).



## APPENDIX F

### **Altrusa International Inc. Exit Interview Survey**

Thank you for the time you gave in service to your community as a member of Altrusa. Your input is very valuable to us. We welcome any information, suggestions and/or recommendations that you are prepared to share about any aspect of your time spent as an Altrusan. Altrusa is aware that all volunteer organizations lose members every year for various reasons. The obvious ones such as relocation or illness are understandable, but from time to a member does not give a reason(s) for leaving. We would like to know those unspoken reasons and would greatly appreciate if you would share your reason(s) with us, which will help us to improve our organization. Please take a few moments to complete this survey to help us make any improvements needed that will help-Altrusa continue to “lead to a better community” throughout the world.

1. How long were you a member?
2. Did you chair any committees?
3. Did you serve as an officer?
4. Would you share your specific reason for leaving the club?
5. Was your sponsor supportive?
6. Did you feel this was an active club?
7. What did you enjoy most during your membership in Altrusa?
8. What aspects of your Altrusa experience did you enjoy the least?
9. Would you recommend Altrusa to others?
10. If your reason for leaving was due to something the club didn't offer, failed to meet your expectation, etc., please tell us what could've been done to change your mind about leaving.