



NEW BRAND INITIATION CEREMONY

(Created by District 6)

Props needed: 4 candles, one each in the colors of the ribbons on the new logo – light blue, dark blue, gold, red.

Membership Chair: In 1917 a small group of women in Tennessee organized the first Altrusa club. The name Altrusa comes from the word "altruism" and USA. Those early Altrusans were a group of successful business and professional women whose purpose was to unite their individual talents and resources into a service organization which would make a positive impact on their community. That small local club in Tennessee has grown into international non-profit organization, making our local communities better through leadership, partnership & service. Giving over 1 million volunteer hours annually throughout the world, our primary focus is literacy, along with specific projects unique to our individual local communities. Altrusa International is a unique organization in that individuals are not solicited to "join Altrusa". Our members are invited to "become Altrusans".

You have been invited to become an Altrusan(s) and members of the Altrusa Club of _____ at an exciting time, reaffirming our commitment to Altrusa as an international network of civic-minded men and women with diverse backgrounds and experiences.

It is always exciting when we are able to welcome a new Altrusan(s) into our club because they meld the new with the old, a brand "new" Altrusa. We thank the sponsor(s), _____ for introducing the new member(s) _____ to Altrusa.

In July 2011, Altrusa updated its brand to reflect who we are today and we now have two symbols of Altrusa. The emblem, which was adopted in 1949 when Altrusa extended into England, appears on our pins and symbolizes our proud *history*. It includes a polar view of the earth and includes our motto, "patriotism, efficiency, service".

Brand Ambassador/Communications Chair: In order to demonstrate growth and a revitalized brand, a new trademark was developed which includes the new tagline "Leading to a Better Community". This appears on our banner, shirts, and other items as a visual expression of our brand drivers of "Clarity, Flexibility & Inclusion" The new logo symbolizes movement into our fluid future.

- Clean lines & open space represent CLARITY
- Flowing lines of different heights that rise and fall demonstrate FLEXIBILITY

- Lines start & finish together symbolizing INCLUSION
- The overall design represents the letter “A” for ALTRUSA
- Tallest line (banner, ribbon or path) in light [teal] blue = oceans linking the lands and WORLDWIDE ALTRUSA
- Dark [teal] blue ribbon is symbolic of Altrusa’s depth and foundation: OUR CLUBS & DISTRICTS
- Gold banner represents ASTRA – our treasure and our future
- Red banner shows the HEART & STRENGTH OF ALTRUSANS

Membership Chair: Your sponsors will now present you with your official membership pin(s), name badge(s), and membership kit(s). Only members are privileged to wear the Altrusa pin. Wear your pin(s) proudly as they (it) indicate(s) that you are a member of an international organization whose purpose is "service to others". Will you at this time state that you fully accept the obligations as well as the rewards of membership in Altrusa by saying "I will".

Now, please pick up the dark blue candle which represents our club and district and light the light blue International candle to symbolize your inclusion in the International community of Altrusa.

Madame President and Members of the Altrusa Club of Champaign,

I present _____

sponsored by _____ the newest member(s) of our Club.

All, please help me in welcoming to our club _____!

The Fruits of Altrusa

(Inspired by a District Ten Publication)

Props – peach, pear, apple, plum, banana, orange, grapes

Madam/Mr. President and members of the Altrusa Club of _____, I would like to present the member(s) to be initiated today. Sponsors, please give a brief introduction of your new member(s), telling a little about her/him.

In late spring and early summer we experience the blessing of enjoying the 'fruits' of the orchards and vineyards. Not only is their taste pleasant and satisfying to our palate, but their vitamins and minerals also give us new strength and vitality. Each fruit is unique, with its own special characteristics, pleasures and benefits. One may be best utilized in a fine pie; another's taste is glorified as a nice glass of juice.

The Altrusa Club is also an orchard and each of the fruits that it offers us is also unique, with its own special characteristics, pleasures and benefits. As new members of Altrusa, consider yourself a basket into which will be gathered these unique fruits. Today we are going to give you an idea of some of the fruits waiting for you. *(Hand each of the initiates a basket)* Just like gathering the benefits of Altrusa, you will have to gather your own fruits. As I mention the fruits in our orchard, please gather that fruit and place it in your basket.

Our first fruit is "Peaches" Peaches are keen and Altrusans are keen on sharing their leadership in meaningful service to the community and through the channel of their club. As our name indicates, Altrusa is committed to the philosophy of unselfishness.

Now, isn't that peachy?

Our second fruit is "Pears" Pears don't like to do things alone, and Altrusans know that several people can accomplish much more than one can. By combining our talents and sharing our ideas, we can think of new ideas for the club or make an impact on a program meeting or expand a service project. Altrusa provides the channel through which leadership talents are coordinated and individual efforts are expanded into a single significant volunteer force to improve the quality of life. You and another Altrusan make a 'pear'.

Our third fruit is "Apples" Apples like to keep the doctor away, and Altrusans know the best way to keep from getting sick or bored with Altrusa is to stay active and informed. We do this by attending meetings regularly and taking an active part – by accepting committee assignments and assuming leadership roles - by being concerned with club problems and participating in seeking club solutions. By doing this you will be the 'apple of our eye'.

Our third fruit is "Plums" Plums are happy, and Altrusans are 'plum happy' when they experience the total scope of membership. They do this by attending district conferences, workshops

and International Conventions, and by supporting the Altrusa International Foundation. We are plum proud you are becoming Altrusans.

Our fifth fruit is "Bananas" Bananas like a bunch, and Altrusans know that strength lies in numbers and nothing is stronger than a "Bunch of Altrusans". Altrusa's greatest resource is its members. Our International President has declared that Altrusa's highest priority is "Building Altrusa's Membership". We are 'going bananas' with this endeavor, and you are one of the fruits of this labor.

Our sixth fruit is "Oranges" Oranges are glad, and Altrusans are glad they have so much fun being a member. Altrusans do not hesitate to share a sense of humor. The laughs and the fellowship that we share while working on projects and serving on committees become precious memories that we can recall while reminiscing. Nothing makes an Altrusan smile bigger than to hear someone say, "Orange you glad you are an Altrusan?"

Our seventh and last fruit is "Grapes" Grapes are a versatile fruit, from grapes we get fresh fruit, when dried we get wine, and when fermented we get fine wine. Altrusa enjoys versatility among its members. This is what makes us work so well together, with many talents we can adapt to meet any need in our community. Like grapes, we are a great group!

We subscribe to the Ideals and Principles of Altrusa that inspire all of us to develop ourselves to our fullest excellence, but this is a two way street. Altrusa will also grow and prosper by utilizing the fruits of your personal vineyard.

Last but not least, always remember you do not join Altrusa; you become an Altrusan because Altrusa is a way of life.

New member(s), will you at this time state that you fully accept the obligations as well as the rewards of membership in Altrusa by saying, "I will".

It is now my pleasure to ask your sponsors to come forward and present you with the official member's pin and new member packet. (Ask sponsors to come forward and pin new members)

Announce each new member and their sponsor's name.

Madame/Mr. President and Members of the Altrusa Club of _____, help me welcome your newest members.

Principals of Altrusa

(Inspired by a District Ten Publication)

Props: tapered candles to light

President: I am always happy to be able to announce the initiation of a new Altrusan. Today I have that opportunity. Will (officer or chairman) please introduce the new member?

Officer or chairman: Madam/Mr. President, members, I present to you _____.
(*Light a taper and tell something about the member, use one taper for each new member*).

President: It is my privilege to welcome you to an international organization with a membership of nearly 10,000, including _____ (number) in this club, who have pledged themselves to serve for the betterment of the human condition. You become a member of Altrusa International as you become a member of our club. Let us proceed with the initiation.

Officer or chairman: The word 'INITIATE' means to take the first step. With this initiation, you take the first step toward sharing your leadership talents in Altrusa Service to help shape a better world and in Altrusa Service to help people help themselves in our community, the kind of service that works on causes of problems, as well as solutions to them. As an Altrusan, you will be expected to accept Altrusa as a way of life. Altrusa Principles two, three, five and seven define it so exactly that I now ask (*Membership Chair*) to read them.

Membership Chair: Principle two: Altrusa is an expression of the search for the best character, in business, and in citizenship. Principle three: Election to Altrusa is an evidence of confidence which imposes upon the recipient the obligation to strive to be true to the highest standards of life in one's personal and business relations. Principle five: Altrusa is Practical Idealism. Its service consists, not in saying great things, but in daily earnest practice of its principles. Principle seven: Altrusa develops true leadership, concerned with accomplishment and not with recognition.

Officer or chairman: The full set of 12 Principles of Altrusa and the key to Altrusa and Altrusa Ideals are inspiring codes to live by. You will find them in the Encyclopedia contained in this New Member Kit, which we now present to you. Please use this as a tool to help you understand the true scope of your membership. (*light another taper*). The Motto of Altrusa is Patriotism, Efficiency, and Service. Patriotism is loyalty and devotion to your nation and community. Efficiency is the ability to produce the desired effect in our relationships with others. We work to improve conditions in our community, nation and world. Service is participation in activities which benefit others. We dedicate ourselves to this kind of service. (*New member name*), if you pledge to work with us in Altrusa Service, indicate it by lighting the remaining taper. I now ask _____, {sponsor} of _____, to present her/him with the club member pin.

Sponsor: (*Pins the initiate*) Only members are privileged to wear the Altrusa pin. Wear it proudly. It identifies you as a member of Altrusa International and a Leader in Service. It proclaims you as a leader among leaders in this pioneer of service clubs. Will you now accept the obligations of Altrusa membership? If so, please say "I will".

New Member: I will

Officer or Chairman: (*introduce newest member to Altrusans.*)

Applause from the audience ... President, Officer or Chairman, and Membership Chairman shake hands with the new member(s).

Edited Feb 2012

New Member Initiation

Inspired by the Altrusa Club of Pampa, Texas)

Tonight we are pleased to welcome ____ new members into Altrusa International Inc., of _____.
When I call your name, would you come forward with your sponsor?

Mamie L. Bass, Altrusa's first national president, was enchanted with the name for its "devotion to the interest of others" concept.

Our theme, "Leading to a Better Community" reveals a great deal about Altrusa. We are leaders...not because we were born that way, although some are, but because through Altrusa we learn to lead. Service is our goal; leadership is a by-product of that service. There are twelve principals of Altrusa. In the interest of time, I won't read them all to you, but let me share a few of them with you. These Principals were written by Mamie L. Bass in 1921. Principal number 7: Altrusa develops true leadership, concerned with accomplishment and not with recognition. And in #12: Altrusa believes it is not enough to be good, Altrusans must be good for something. Each member must be doing the piece of work that is theirs, in a way that puts the member in the front ranks of accomplishment.

You have been invited to become a member of Altrusa International, Inc. of _____ because someone saw in you that leadership quality or a desire to serve others.

Will the sponsors please present their member the notebook containing the Altrusa Encyclopedia and By-Laws and Policies? There is much to be learned within the pages of these guides. Please take the opportunity to learn as much as you can about Altrusa.

Altrusa's motto: Patriotism-Efficiency-Service is evident in the Altrusa Ideals, adopted in 1925. Those ideals specify that as an Altrusan, these are the principals of conduct by which we are guided:

To Our Country and Fellowmen: Our country is as great as we, its citizens make it. Therefore, I pledge my loyalty to its ideals and to its endeavors for the welfare of mankind. I shall strive to practice true patriotism and to fulfill my civic obligations in my own community by interested participation in its activities. We were patriotic before it was in vogue.

To My Vocation and My Fellow Workers: My vocation merits my best services and offers me real opportunities for growth and efficiency in doing my share of the world's work. Therefore, I shall study its aims, its methods, and its product that I may intelligently promote its interests and improve the quality of its service to others. I shall cooperate with my fellow workers in a spirit of cheerfulness, of readiness to share, and of appreciation of the efforts of others; I shall seek success by an ever-increasing sense of true values – a realization of the highest business ideals through honest effort, fair dealing and lofty ambition tempered by humility of spirit.

To Altrusa and Myself: Altrusa offers to its members the opportunity to touch lives and to be broadened by an interchange of interests, and by a sympathetic consideration of the viewpoints of others. Therefore, I shall try to exemplify Altrusa's ideals of fellowship, of service to others and of self-improvement.

I shall demand of myself a wholesome balance of work and play, a broad and impersonal attitude of mind in my relationship to others and a true loyalty to womanhood. As an Altrusan, I shall endeavor to develop right attitudes toward work, toward people, toward life.

If you desire to follow these principals and become a member of Altrusa International, Inc. of _____, say "I do".

Will the sponsors please pin the Altrusa pin on these new members? Your pin is to be worn proudly over your heart and out of respect, should never be worn elsewhere or as a garment decoration. I hope you will take these Altrusa ideals to heart especially the one demanding a wholesome balance of work and play – and that you will strive to attend club meetings where you will remain informed of all the club is doing and you will get to know your fellow members. I hope that you will strive to attend District Conferences and International Conventions, where there is learning, fun and fellowship with other members and where you will get a better grasp of the scope of Altrusa. And as in most endeavors, what you gain from Altrusa is proportionate to what you give to Altrusa.

There is a saying: "It is never too late to become the person you wanted to be". We hope being a member of Altrusa will help you on that journey. Congratulations_____

It is my pleasure to welcome you as a member of Altrusa International, Inc. of _____. At this time, our president would like to make a presentation.

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These ideas can be used as is or can be changed to suit your club as needed. They are also a good starting place for you to brainstorm or create your own initiation ceremonies. Keep in mind that they can be changed slightly for use in round-ups, initiations or installations. For additional ideas on other initiations ceremonies, please visit

http://members.altrusa.org/PDF/LeadershipDevelopmentCommittee/Altrusa_Initiations.pdf