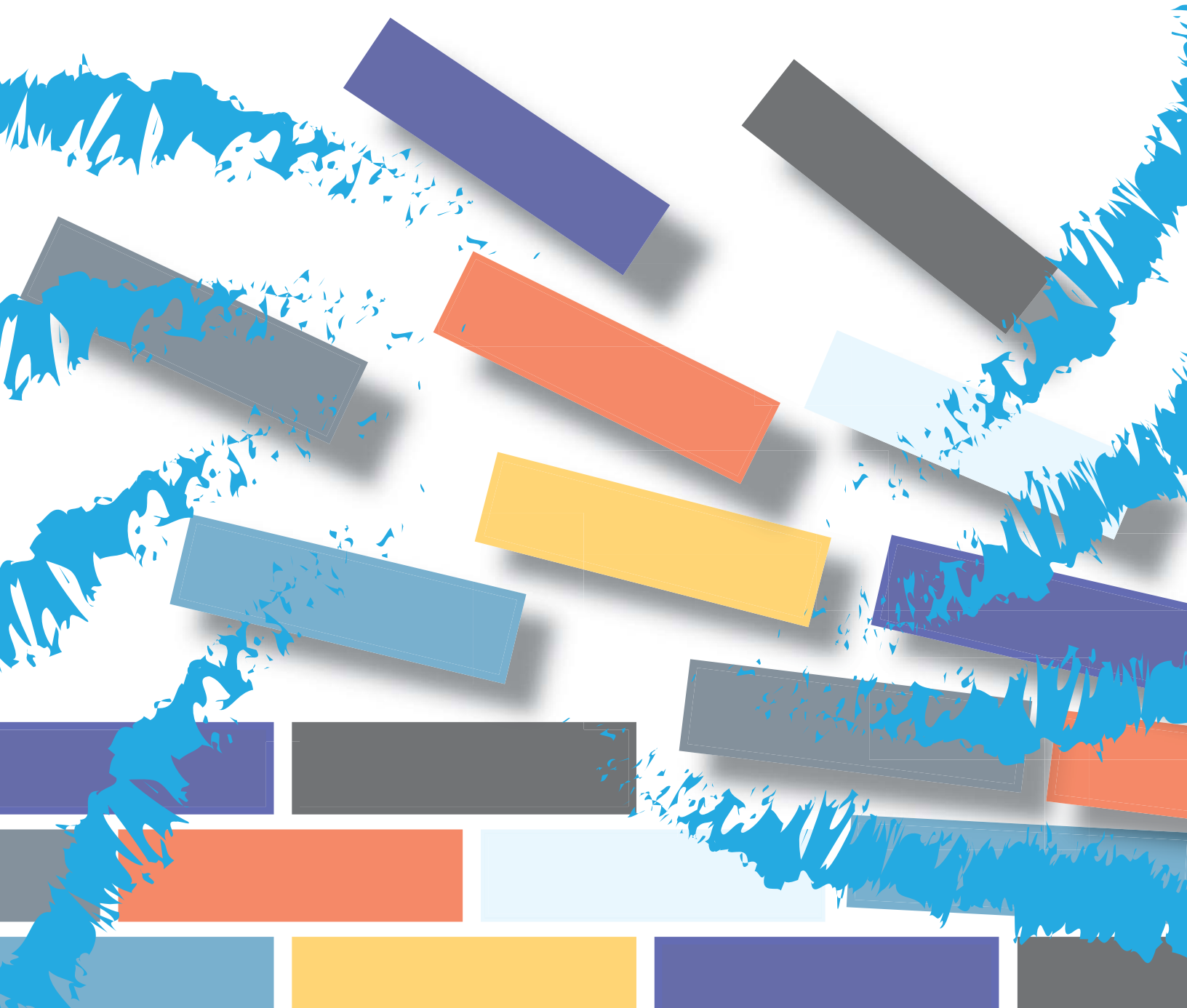




# New Club Building Manual

## 2018



# Altrusa International, Inc. - New Club Building Manual

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Altrusa International, Inc. - New Club Building  
(It's easier than you think)

**Steps To Form a New Altrusa Club**

(Note: For Clubs at Large, “District” shall mean “International Membership Committee”)

1. Select Community.
2. Determine Sponsoring Club and organizer.
3. Complete New Club Building Proposal and submit to District for Approval.
4. Identify potential Altrusans/Develop prospect list.
5. Create social media plan.
6. Plan and execute first organizational meeting and follow up meetings.
7. Apply for financial support from International.
8. Continue to expand prospect list.
9. Help plan service work for Affiliate Members.
10. Reach 5 Affiliates and receive official name and logo - a Milestone!
11. At 10 Affiliates, elect interim officers and start planning Charter Event.
12. At 15, CHARTER!
13. Incorporate the Club and the Club Foundation and other post Charter items.
14. Mentor the New Club for sustainability.

## **Methods and Suggestions to Complete Each Step**

### **1. Select Community.**

- Consider meeting with the individuals who have potential to be the core starting group. Explain goal and vision for the new Club and try to get a minimum of three people on board to get started.
- Consider a community within driving distance from an existing Club.
- If close to another Altrusa Club, consider doing a different time of day or day of the week.
- Community size may be less of an issue than one may think.
- Smaller communities have successfully supported Altrusa Clubs.

## 2. Determine Sponsoring Club and Organizer.

- It is far easier if there is a Sponsoring Club, but it is not required.
- Ask the Sponsoring Club to create a New Club Building (NCB) committee. This committee should also include a member from the District New Club Building Committee. These will be the go-to people for assistance and to help guide the new Affiliate Members.
- Select the go-to person in the area of the new Club.
- The Organizer of the new Club can be a Sponsoring Club, the District or an existing Altrusan.

### 3. Complete the New Club Building Proposal and submit to District for Approval.

- The Sponsoring Club or Organizer will complete the one-page New Club Building Proposal with the help from District, if needed.
- Submit the proposal to the District Governor.
- We ask Districts to approve NCB proposals within a one month time frame so those working on the new club can maintain their momentum. If there is not a meeting scheduled for District officers we ask the approval process be completed electronically. If the District has concerns about the proposal, it will work with the organizer and the Sponsoring Club to improve the proposal and get it to approval standard.
- The New Club Building Proposal, approved by the District Governor, will be submitted to International for informational purposes. International approval is not required for the work to begin.
- International will set up a “Club-In-Formation” group on GroupTally so new Affiliate Members can be added without specifying an existing Club.
- District Treasurer will set up a system for handling funds on behalf of the new Club.
- If the District has already set up an option for electronic billing (i.e. PayPal or something similar) they are to set up a billing option for the collection of dues for the new Club. If the District is not using electronic billing, we encourage them to do so. Electronic billing is more attractive to younger members who are more likely to be attracted to a new Club.

#### 4. Identify potential Altrusans/Develop prospect list.

- Example tools to use to develop a Prospect List:
  - Mailing to community business leaders (Chamber of Commerce Directory)
    - ✓ Send invitation letter to Altrusa Meet and Greet or Open House
    - ✓ Follow up calls to confirm attendance 3-4 days prior to event
  - Participate in a Community Festival, Art Show, etc.
    - ✓ Register for event, designate Altrusa Organizer (Lead Person)
    - ✓ Provide Sign-up sheet to receive Altrusa information.
    - ✓ Register for door prizes (provide name, telephone number, email, address).
    - ✓ Prepare prospect database from door prize cards and sign-up sheet.
    - ✓ Set up booth: tent/canopy (if outside), table, table cloth, District or Sponsoring Club banner, display board, brochures/rack cards, business cards, 3-4 door prizes, information cards to register for door prizes, sign-up sheet, chairs.
  - Referrals
    - ✓ Ask for referrals in the area. Ask current Altrusans plus the core starting group identified in the community section.
  - Plan Other Guest Events / Open House.

## 5. Create social media plan.

- District to help set up a Facebook page introducing the New Club. It should be called “Altrusa Club forming in.....”
- District and International will promote the New Club on their own Facebook pages.
- Ask District members to post about the “New Club Forming in.....” and ask for referrals.
- Share posts about the service work being done by other Altrusa Clubs. Many of these can be found on the International page. This will show who we are (at our best) and what we do. Try to find photos that show a diverse assortment of Altrusans. Vary by age, gender, and ethnicity so we appeal to as many as possible.



## 6. Plan and execute First Organizational Meeting and follow up meetings.

- District will help create first agenda. (See Template)
- District will help make guest goodie bags/folder. Here are some examples of items to include:
  - Affiliate membership form
  - Sweet treat (perhaps a Hershey bar wrapped with Altrusa info)
  - Information about Altrusa, trifold brochure.
  - Save the date card for next meeting
  - Pictures and or descriptions of projects in the area
  - Letter from the District Governor with information specific to the District
  - Letter from International President (See Template)
  - Small token gift (perhaps the Leading to Better Community rubber bracelet from Doc Morgan available for \$1 US each)
- Select a location.
  - Finding a location with a private room is optimal.
  - Libraries often have rooms available.
  - Some restaurants have small private dining rooms.
- Invite potential Altrusans.
  - Talk to the core people met previously and select a date and time. This will likely become meeting times in the future.
  - Create the list of people to be invited from the prospect list created (See number four [4] above). Invite as many as possible personally by phone call, text, email, or

whatever is the most effective form of communication for that individual.

- After reaching out personally, follow up with an evite. Encourage potential guests to invite others.
  - Remind guests that men are welcome and many enjoy serving with their spouses. Some new Clubs have had families join with young adult offspring.
  - Invite members from the Sponsoring Club. Ask them to be prepared to share what Altrusa has meant to them.
  - Invite people from community organizations to discuss possible service opportunities.
- First organizational meeting
    - Get there early and set up. Be sure to create name tags.
    - Explain the “what” and “why” of each item on the agenda. Guests should understand, as much as possible, how things are done in Altrusa.
    - Have a sign-in sheet to get contact information. Ask for email addresses and phone numbers.
    - Include information about projects Clubs close by have done. The work we do is inspirational and our best selling point.
    - Share some of the history of Altrusa.
    - Let people know why and how their community will benefit from Altrusa.
    - Be prepared with Affiliate membership forms.
    - The dues, and any one-time fees for International and each District, will already be on the form and should be explained. Get a commitment from as many as possible for the next meeting and encourage them to bring others.

- Mail checks and membership forms to District Treasurer if electronic payment is not available. Be sure to retain copies or scans for the New Club's records.
  - District Treasurer will pay Affiliate's International dues and send a copy of the Affiliate Member form to the International office. This will be the official count of Affiliate Members.
- After the first organizational meeting
  - Follow up with the potential Altrusans.
    - ✓ Send friend requests on Facebook.
    - ✓ Write a note via email, Facebook messenger, text or whatever form seems best to communicate. Thank the individual for coming to the meeting and express a desire to get to know them better.
  - Contact District Governor, District Membership and/or District New Club Building Chair and let them know how the first meeting went. Be prepared with how many guests came and how many Affiliate Altrusans signed up.
- Second Organizational Meeting
  - Hopefully friends, family, and colleagues of those who came to the first meeting will attend.
  - Again, bring the same goody bags/folders for the new people.
  - Have a sign in sheet.
  - Depending on how many new people there are, review some of the basic information.
  - Plan out the next several meetings.
  - Consider doing a small service project like making bookmarks or packing some supplies for a shelter.

- Work out plan to get to the next stage, 5 Affiliate Altrusans.
- Continue to have some degree of service at each meeting.

## 7. Apply for financial support from International

- District will now contact International by email with the New Club Building Financial Request Form to ask for the first of four \$125 installments. Additional installments are at 5 Affiliates, 10 Affiliates, and Charter strength.
- This money will be kept and maintained by the District Treasurer. The Treasurer will explain to the new Affiliates and the Organizer the District policy for reimbursement of expenses.

## 8. Continue to Expand Contact List.

- Continue to build prospect data base.
- Follow up with guests.
- Continue to work social media.
  - Ask all to share photos from meetings. Be sure to tag those who are there so their friends see it.
  - Promote the service work being done in the community and invite others to come and help. Share photos of the activity.
  - Share photos from other Clubs service work as an example of the great work Altrusans do.
  - Let people know how much Altrusa has meant to its members.
  - Remember to let people know we are a diverse organization of women and men of all ages.

## 9. Help plan service work for Affiliate Members.

- Potential Altrusans are there to do service, so, it is a best practice to get started doing some sort of service while building the Club so prospective members are not lost during the process.
- Contact local agencies and let them know about this new service organization in the area.
- Find out what group volunteer opportunities they have.
- Enjoy the time working together as a group. Consider planning a social activity like a meal before or after a project to promote getting to know one another better.
- Create a sign up sheet with group service opportunities. Try to have one a month.
- Encourage those coming to volunteer to bring likeminded friends.
- If close enough to the Sponsoring Club, ensure Affiliate Members and guests are invited to join in the Sponsoring Club's service work.

## 10. Reaching 5 Affiliate Altrusans-a Milestone!

- The Newly forming Club hits 5 Affiliates (when International has received dues for 5 Affiliates).
- Make sure District Governor and District Membership Chair and/or New Club Building Chair know the good news.
- At 5 Affiliates, the Club will now be able to be called “Altrusa International of community” as opposed to “Altrusa Club forming in community”.
- Select the official Club name. This will be the forever name, so choose wisely. The name of the community being served is always a good choice.
- Official Club logo will be sent from International, which can now be used on marketing materials.
- Create a Club email address with the Club name.
- Set up social media for the Club.
  - For Facebook start here:  
<https://www.facebook.com/pages/create/>
  - For Twitter start here:  
<https://support.twitter.com/articles/100990>
  - For Instagram start here:  
<https://help.instagram.com/454502981253053/>
- At 5 Affiliates, the New Club Building Financial Request Form needs to be submitted by District Treasurer to International in order to receive next \$125 in seed money from International. Money will be kept in the Club’s account at District.
- At regular meetings try and teach as much about Altrusa as possible. A different lesson can be taught at each meeting. Possible topics include:
  - Structure of Altrusa



- Officers of the Club and their responsibilities
- Standing Committees and what they do
- Information about District Conference and International Convention
- The principles of Altrusa
- Difference between the Club and the Club Foundation
- History of Altrusa
- Information about ASTRA
- Start thinking about Charter Event. A date cannot yet be picked but start discussing the vision for the event.
  - Decide if Charter Event is to be formal or more casual.
  - Start thinking of possible locations for Charter Event and investigate the options and pricing.
  - Decide which day of the week will be best to have the highest attendance.
- Continue to recruit new Altrusans. Remind them a MINIMUM of 15 Affiliates is needed to Charter and it is important to continue to spread the word.

11. At 10 Affiliates, elect interim officers and start planning Charter.

- Elect interim officers.
  - These individuals will most likely become officers for first year.
  - Elect a President, Vice-President, Treasurer, and Secretary.
  - Ask the Secretary to take minutes at meetings going forward.
  - Ask the Treasurer to start familiarizing him or herself with the account set up of the Sponsoring Club and communicating with the Sponsoring Club Treasurer to have an understanding of the financials.
  - The Interim President will now start presiding at the meetings and creating the agendas. Remember, this may be someone very new to Altrusa and will need continued guidance. Help him or her feel confident and help to become successful.
- May find it beneficial to prepare a script on all business of the event

## 12. At 15 Affiliates, ELIGIBLE FOR CHARTER!

- Notify District Governor, and District Membership Chair and/or New Club Building Chair.
- Create a list of Charter members with how they want their name to read on the Charter certificate.
- Create Bylaws using template available from International which will fit the needs of a new Club. It is easy to complete.
- Hold Business Meeting and vote on the following:
  - Approve Bylaws.
    - ✓ Once approved, send to the District BRR Chair for review and approval. Determine what the initial Club dues will be (this is in addition to the International and District dues which have already been paid). Club dues will be used for operating expenses and can be reevaluated periodically.
  - Elect officers. The number of directors and whether or not the New Club chooses to have a President-Elect and Vice-President will be determined by the Bylaws already approved.
  - Be sure someone takes minutes of this meeting; they are important for Charter.
  - It can be beneficial to create a script as guidance for items to be approved by vote/
- Choose a date for Charter Event. Include as many members, as well as the District Board, as possible when choosing. Check with International office on availability of International Board Members. Be sure to leave enough time to plan properly. (Minimum of six weeks)
- Invite members of the Sponsoring Club to be dual members and ask them to continue to be mentors. They will also be considered Charter members which can be very appealing,

- Continue to recruit new Altrusans. It will create a stronger Club to Charter with more than the minimum of 15.
- Send the Request for Charter form to the International Office
- Upon issuing the Charter, International will send a President's Pin and Gavel.
- Planning Charter Event.
  - Choose date.
  - Choose location.
  - Determine how much it will cost per person and plan on charging a little more per person to help build reserves.
  - If possible, ask District to set up PayPal (or other electronic payment option) for the event. Include this link in emailed invitation and link to it on Facebook event. It is the easiest way to collect, but collection via gicheck, payable to District, should be acceptable.
  - Create an invitation.
  - Create a Facebook event and share with as many people as possible.  
<https://www.facebook.com/help/210413455658361>
  - Promote on social media.
  - Send invitations to District and International Boards (via email).
  - Personally invite local community officials to come and speak. Plan on paying for the cost of their meal.
  - Invite the agencies served so far to send a representative.
  - Create a press release to send to the local newspapers and websites.

- Get all the new Altrusans involved in the planning process.
- Create the program for the Charter Event. Start working on this early to begin to get an idea of how the event will flow.
- Ensure a national flag is available for the event.
- Contact District about ordering the Club banner. The cost is greatly reduced if they are ordered three at a time and the District may have funds to help with the purchase.

### 13. Incorporate the Club and create a Club Foundation and other post-Charter items.

- The work doesn't stop once hitting 15 Affiliates and holding the Charter Event.
- The Club President will want to appoint chairs to each of the standing committees. Having co-chairs who work and learn together is a good idea.
- Make sure the Club President has the President's manual and the monthly President's checklist to ensure she or he knows the responsibilities on a regular basis.
- Have members sign up for the various committees. Make sure there is help in each.
- The New Club needs to be incorporated as required by Altrusa International, and some banks require this to be able to open an account.
  - Follow the Instructions for Incorporating in International's [Incorporation Toolkit](#).
  - Check with the District for any information available for the process of incorporating, including forms, in each state.
  - There is a chance a form signed by another Club in the state will be needed to allow use of a name so similar and different only by location. If notified by the state agency handling corporations, get District involved to help get a signature from the appropriate individual.
  - Once incorporated, open the Club bank account.
    - ✓ Determine who will be the "signers" on the Club bank account. It is typically the President, Treasurer, and one or two other officers.

- Take over managing the financials from District. It is a best practice to have the Sponsoring Club or District Treasurer train the new Club Treasurer and work for a smooth transition.
- Decide if the Club wants to have a separate Club Foundation and vote to approve it.
  - Follow the same steps to get Foundation incorporated as done for the Club except, send proposed Club Foundation Bylaws and Articles of Incorporation to the International Foundation who will share it with the International Legal Advisor for approval.

#### 14. Mentor the New Club for sustainability.

- Sometimes Clubs drop below Charter strength after the first year. To avoid this, it is important to keep up membership recruitment efforts.
  - Continue to recruit. The Club will forever be recruiting new members. The initial group of Charter members will be a tight-knit group. It is important to make the new members feel just as important and to incorporate them into the Club.
  - Make all existing members feel essential to the Club. Everyone brings different talents and skills. Utilize these and appreciate them.
  - Have Club social events from time to time. Spend time together to get to know one another, and that will help the Club grow strong.
  - Work on a leadership path for all those interested. Everyone should be encouraged to lead in some way.
- Figure out what the best or favorite service work is and try and develop a signature project.
- Work on ways to raise money to support the Club's service work. There are many different ways to raise funds, some are small and some are on a larger scale. Find out what is working in other Clubs and other Districts. Perhaps, there is an idea that can be duplicated. (Be careful not to step on the toes of an existing fundraiser of a Club close by.)
- Consider starting an ASTRA Club. ([ASTRA manual](#))
- Apply for an International Foundation grant. If the Club has a great project but needs the funds to make it happen, the Club may be able to get up to \$2,000 from International Foundation. ([Grant Applications](#))



- Continue to work with the Sponsoring Club for at least a year. Remember, there are Clubs which have been around for over 100 years, so, there will always be someone available to answer a question if help is needed. Don't forget to ask.