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Bricks and Clicks: Engaging Your Members Online

Greetings Altrusa members and welcome to 2020! As we turn the page of time and begin a new year, we have much to celebrate. Last year, 2019, was indeed a banner year for our organization. Our International Convention in Reno, NV was exceptional. At the end of Convention, we installed our new International Board and sadly said goodbye to our 2017-2019 Board. So many changes took place last biennium. We will benefit from these accomplishments going forward this biennium. We will embrace new changes while enjoying our past accomplishments.

I encourage all our members to use all the multiple resources on our Altrusa International Website: www.altrusa.org

Member ID: Altrusan Password: MamieLethaNina1917

Let's engage in "**Bricks and Clicks**"; this term comes from the retail industry. It refers to a company that does business both in the physical world (bricks) as well as online (clicks). Clubs will succeed in retaining current members and gain new ones by adopting this strategy, fundamentally changing the way they engage members and potential members.

Face to face meetings will always be the heart of any club, but a club that adopts a bricks-and-clicks philosophy will strengthen itself. Members can now remain connected to the digital world wherever they go. Our International Communications Committee is currently working on setting up an Altrusa Twitter and Instagram account. Never fear that our privacy will NOT be in jeopardy as these accounts are closely monitored by our District Governors and International Staff. As you all know we already have a Facebook page which is closely monitored.

Just a point of information regarding our website; we have a brand-new Club President's Handbook posted online, courtesy of our International Leadership Committee. It can be found under the Leadership tab on the website. In closing, during the past 104 years, Altrusa has demonstrated that when Altrusans get together, great things happen. We should never write off our "brick" clubs, but neither should we ignore what the digital world has to offer. Growth is within our grasp, but we will Grow by Change, Not by Chance!



Beverly Hardy, International President 2019-2021

Highlights

- Remember to enter Sponsor information when adding new members.
- **Remember that half year dues end March 31, 2020.**
- Can't find what you need on the website? Use the search bar on the upper right corner of the page. Type in the document, person, or key word you are looking for to see what is available on the site.
- You can always find the most recent Membership Reports on the Membership page of the website. There you will find the current count of clubs and members.
- Visit the Events tab of the International Website for the District Conferences schedule.
- Need information on ASTRA please click on the SITES dropdown in the International website navigation or simply type <https://astra.altrusa.org> to visit the ASTRA website.
- Updated President's Handbook is live on the Leadership page.

Navigating the Web...

- Important websites to know!
 - www.altrusa.org (click Member Login in the upper right)
 - login.altrusa.org (go directly to the members area)
 - www.altrusastore.com (purchase Altrusa branded items including pins and banners)
 - www.altrusaservice.org (browse and share your club's service projects)
- Give us some feedback and share your thoughts on improving Altrusa with the [Suggestion Box](#).
- If you have forgotten your password to the site please send an e-mail to Altrusa@altrusa.org or call the International Office for assistance.

Succession Planning - Why is it important?

Linda Moore, Leadership Training and Development Committee

As a board member of your club, you should be considering the future of your club at all times.

- What do we want to make sure we continue to do?
- What do we want to make sure that our newer members know and don't forget?
- How can we ensure that our hard work keeps moving forward?



It's questions like these that we want to put to rest at the end of the day/month/club year. The best way to ensure that your club will continue to move forward is to keep Succession Planning in the forefront. Plan to succeed...plan for the future. Succession planning is planning for the future.

Seven Steps to Succession Planning:

1. Be Proactive with succession planning-Identify and mentor potential leaders
2. Keep an open mind – Assumption is a killer
3. Make the vision known – Include new leaders in strategy conversations
4. Offer regular feedback to future leaders – acknowledge their ideas
5. Provide training – make sure they have the tools they need
6. Do a trial run – when you have a current leader absent, ask a future leader to step in
7. Use your plan to develop and stay on track with your Long Range Strategic Plan

John Maxwell's Law of Leadership...The Law of Legacy, states that a leader's lasting value is measured by succession. Succession planning and mentoring go hand in hand at every level. As an organization, we need to have our members "WANT" to move into leadership roles and lead us into the future. Relationships are key!

[Click here](#) for the link for the power point that was presented at International Convention in July 2019 in Reno by the International Leadership Committee.

Important Dates

- February 4** World Cancer Day
- February 20** World Day of Social Justice
- March 1** Zero Discrimination Day
- March 15** ASTRA Scholarship Application Deadline
- March 22** World Water Day
- April 2** District Conferences begin
- April 7** World Health Day

Awards - The Reward for Your Club's Hard Work

Linda K. Smith, Altrusa International Vice President

Conference time will be arriving soon and with that comes awards. Your Districts will be publishing deadlines for awards submissions. Please pay close attention to those deadlines and submit your project entries. Our clubs all do amazing work and we want to see you rewarded for that work.

How does a Club know what awards are available? Awards applications are available at www.altrusa.org/service. In addition, most District have special awards. Check your District DSBs for information on awards submissions.



Criteria for project submission is available on the Altrusa International website for the following awards:

Mamie L Bass Service Award

Outstanding service to the community through hands-on service.

Letha H Brown Literacy Award

Outstanding service to the community through literacy projects.

Dr. Nina Fay Calhoun International Relations Award

Outstanding club achievement in international relations.

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 each of these three awards. For Clubs-At-Large, an award of \$100 (U.S. dollars) is given annually to the winning entry.

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. First place entries from each District Conference during the biennium are eligible for the International Awards at Convention.

The Altrusa International Foundation provides the funding for the monetary awards at District Conferences and at the Altrusa International Convention.

In addition, there is one award available for an individual Altrusan:

The **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. All application materials for the Eleanor Roosevelt Humanitarian Award must be sent to Altrusa International, Inc. postmarked no later than May 15th. Criteria is available at www.altrusa.org/service.

Good luck to all the Clubs as your prepare your awards entries!

ASTRA Scholarships: Supporting Education Through ASTRA

Lorraine Brewer and Scott Tice, International ASTRA Committee



We all know the value of education, and most of us know the burden of the cost of education these days. Altrusa International supports our young adults improving their lives through education, now with eight scholarship awards annually.



IT'S NEW! There is now a **new ASTRA College/University Scholarship**, funded by the Altrusa International Foundation, designed to recognize

college and university ASTRA members who are actively participating in an ASTRA club, have exemplified a genuine concern for the welfare of others in their community, and have grown through service in ASTRA. Applicants must be enrolled in and currently attending an institution of higher learning (college, university, technical school, etc.) as of the **March 15th deadline** for application. Up to four \$1,000 scholarships will be awarded annually, and applications are now provided through the official Altrusa website <https://astra.altrusa.org> and ASTRA advisors in January of each year.

Our **ASTRA High School Scholarships** are also available again this year. Thanks to the increased financial support of the Altrusa International Foundation, we are pleased to announce four scholarships are available to graduating High School Seniors who are active ASTRA Club members: two \$2,000 awards and two \$1,000 awards. The application deadline is March 15th.

Scholarships will be awarded on the high school and college/university levels to active ASTRA members whose outstanding service to their community through their ASTRA and sponsoring Altrusa Clubs has helped them grow in **Ability, Service, Training, Responsibility, and Achievement**.

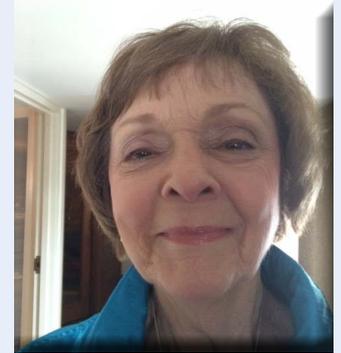
Directions, applications and reference forms are available on the Altrusa ASTRA website <https://astra.altrusa.org>. Forms are fillable online this year. All components of the high school and college/university applications must be RECEIVED by mail or email by Sunday, March 15th, 2020. Incomplete or late applications will not be considered.

As in prior years, you must log in to the website to access the applications. The “public view” ASTRA information is limited. Logging into the Altrusa ASTRA website enables you to access the full array of ASTRA resources, including the scholarship application information.

United Nations 2030 Sustainable Goals Agenda

Sandi Craig, UN Committee

The 2030 Sustainable Goals Agenda is based on human rights that are universally applicable to all people in all countries of the world whether they are developing or developed. There is an underlying commitment to leave no one behind and to reach those most marginalized first.



1. No poverty
2. Zero hunger
3. Good health and well being
4. Quality Education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnerships for the goals

As we continue our biennium journey with Teamwork Makes The Dream Work, we can use these goals to direct some of our local service projects. For Example: #15. Life on land – road cleanups, recycling; #5. Gender Equality – using language in our policies and procedures that promote; work with ASTRA; #2. Zero Hunger – work in food kitchens, assist local food banks. Please email me your club's related service projects and I will see that they are recognized as Altrusans' efforts to promote and contribute to the advancement of social development of all peoples and the aspirations of the 2030 United Nations Agenda.

Sandi Craig, Representative of Altrusa International to the United Nations Dept. of Global Communications, Civil Society Unit (NGO)

Email: scraiglcsw@gmail.com

Service Program Development Committee



Altrusa International Support our Soldiers Service Project

The Altrusa International SOS Service Project has reached many military servicemen and servicewomen, as well as Veterans in its first six months. Contact your District liaison and use resources on Altrusa.org to connect with services for active duty military, veterans, and homeless veterans.

Here are recent SOS service projects I am happy to share



District Three Altrusa of North Georgia, TREAT FOR TROOPS along with other volunteers from churches, schools and veteran groups produced 321 boxes containing 38,520 homemade cookies, candy, snacks, drink mixes, toiletries, magazines and letters to the troops. The club of North Georgia baked cookies, collected and packed toiletry bags, snacks, candy and canine treats and postage funds for this shipment.

District Three Altrusa of Raleigh, North Carolina prepared stockings for the Soldiers Angels organization to distribute to active service members and/or veterans hospital patients. Members donated items suggested by Soldiers Angels.



District Six Altrusa International of Lexington, Kentucky participated in a service project with Lady Vets and the Thomas Hood Facility by providing treats and judged a costume party, gift bags and games interacting with all of ladies within the facility.

*The **Girl Scouts** have partnered with **Soldiers Angels**. This is an organization that provides aid and comfort to members of the armed forces, their families and a growing veteran population. You can donate Girl Scout cookies and there is no shipping cost for donated cookies! What a wonderful partnership.*

This is a great way to support the SOS Project and Girls Scouts. If you want to support young women and military personnel, and there is not a Scout Troop in your area, you are welcome to order using the link below:

<https://digitalcookie.girlscouts.org/scout/gabriella793123?fbclid=IwAR0rS-fDh9QF5vX-dCRaSqZgVdZ8grzwbPmPkzYUWdH4WhWx8URRInDyxFg>

Please send articles and photos of SOS service projects completed in your club and district to my email address below. Thank you for supporting Altrusa International Support of Soldiers Service Project!

Carol Thomas, International SOS Service Project Coordinator
carol.thomas1211@gmail.com

Shared Files

Ingrid Christianson, Communications Committee, Chair

Looking to create an area for your club's shared files? If you want to use a free resource Google is a great option. The best way to do this is to create a generic email account using your club's name. Go to [google.com](https://www.google.com) and click on Gmail, if you already have a Gmail account you will want to log out of that account before creating this new one. Once you're at the Gmail login page you'll either see Sign in to continue with Gmail or you'll see your account and Use another account. Here you will click Use another account to get you to the Gmail login page. Now you are ready to create your new account. Click on Create account and then for myself. Here is where you are going to put in your club name @ gmail.com. For instance, altrusadistrictseven@gmail.com, you can use underscores or dashes but not spaces in your name. This account will be primarily used by your board and shared out to your members. As you are creating this account you just answer the questions asked to continue. There will be a question of your age, you must put a date at least 13 years old otherwise you will run into parental restriction issues. After this account is created you will share the username and password with your board so that they can edit files on this shared drive.



Once your account is created and you are logged in you will see 9 dots in the upper right-hand corner of the page, go ahead and click on that. Then click Drive and it will take you to your Google Drive. In the middle of that page right click once and then New folder and call it Club Files. You will then see your new folder, now right click on the folder you just created and share. This pops up a new window Share with others, now from here you can either grant everyone in your group edit or view access. Normally we recommend keeping it view only as your board will have edit access by logging in with the generic account. You can either copy the link shown and email it out to your club or you can enter in the email addresses from this window. If you have any questions or need assistance setting this up, please don't hesitate to contact your International Communications Committee.

Bragging Rights: District Three



DISTRICT THREE



Raleigh supports Women's Center



Citrus County Supports Local Library



Gainesville's Altrusa House provides Adult Day Care



Statesboro 's Backpack Buddies



Charlotte Charters an ASTRA Club at their 95th Anniversary Celebration

Club Fundraisers

- * Bunco
- * Fashion Show
- * Gala
- * Chili and Cornbread
- * "Souper" Bowl
- * Tour of Homes



Orlando-Winter Park's Lending Library

Club Service Projects

- | | |
|--|--------------------------------|
| * Homeless Children's Birthday celebration | * Girls Summit |
| * Books for schools | * Pre K Garden |
| * SOS | * Food & book filled backpacks |
| * Scholarships | * Women's Center |
| * Days For Girls | * Reading Buddies |
| * Teacher's Closet | * Homeless |
| * Literacy | * ASTRA Clubs |
| | * Health Department |



Atlanta's Back Packs



Spartanburg provides bicycles for Perfect Attendance



St. Augustine provides books to Homeless Coalition



Waynesville's Bell Ringers



Lake County 's Literacy Drive



Ocala demonstrates its Learning Trail

Bragging Rights: District Eleven



Eastern Sierra Club delivered 3rd grade dictionaries

Golden Valley Club "Magical Christmas Trees" fundraiser sponsors

San Diego North County Coastal Donations for Fill-a-Belly homeless outreach



Chula Vista members working on Days for Girls



Easter Sierra Club promoting literacy



West Valley Club donated Altruism Awards and Barnes & Noble gift cars to graduating 8th graders from six schools



San Diego hosted a "Harvest Party for the children at Ronald McDonald House with craft activities and a Project Linus blanket give-away. They also bagged produce at the San Diego Food Bank for Make a Difference Day



West Valley Club distributed books to Valley View Food Bank for their "Back to School" event



San Luis Obispo County Club "Open Door Preschool Play Yard Project"



Golden Valley helps with "Stuff the Bus" in September

Altrusa International Foundation, Inc.

Grants Program

The Altrusa International Foundation Board of Trustees are pleased to announce the Grants Program is supporting Altrusa leadership in local communities with the following eligibility updates:

- Altrusa Districts are now eligible to apply for (1) grant per cycle of the fiscal year
- Altrusa Clubs or ASTRA Clubs, chartered September 1st, 2019 or later, are eligible to receive a one-time grant, up to \$2,000, upon the next grant cycle; applications must be received within one year of the club's charter date
- ASTRA Clubs are eligible to apply for funding from the Grants Program through sponsorship of the local Altrusa Club

The next Grants Program deadline is March 15th, 2020 | [Click here for guidelines and applications.](#)

We look forward to receiving your grant applications.

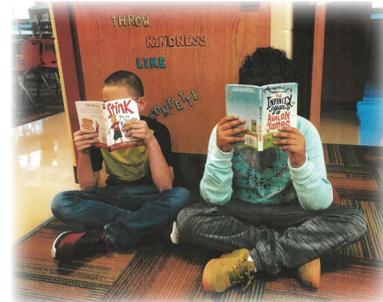
Altrusa of Campbell River, BC, Canada
Babies Best Chance



Altrusa of Council Bluffs, Iowa
Operation Shoebox



Altrusa of Hamilton, Ohio
For the Love of Literacy



Planned Giving & The Donor Round Table

The Altrusa International Foundation is committed to empowering Altrusans in leading effective local community service programs.

We ask you join us in making positive impacts on communities worldwide by including the Altrusa International Foundation in your estate plans.

Those who commit planned gifts become members of The Donor Round Table. The Donor Round Table members will receive special acknowledgment at the 2021 Quebec City Convention.

Contact the foundation office and a member of the Board of Trustees is available to answer your questions.

Leave a legacy for future generations of Altrusans to come.

Contact us today to
order your USB
Luci Lights!
Your dollars support the
Disaster Relief Fund

