



# Reflections from Governor Robin

October 2009  
Volume I, Issue 5

## Monthly Communication to Altrusa International, Inc. District Three Club Presidents [Govrobin@comcast.net](mailto:Govrobin@comcast.net) (Serving clubs in Florida, Georgia, North Carolina, and South Carolina)

Fall is here and school has started back again. It is always a transition to go from the lazy days of summer to gearing up for school. Many of you are sponsoring projects that support your local school districts. As a reminder, “**Make a Difference Day**” (MADD) is on October 24. Please remember to send in your “Pre Make A Difference” report to the International Office. Altrusa encourages clubs to use a literacy theme. Your club doesn’t need to do a major project, it is the effort to make a difference in your community that counts.



**Illuminating Membership:** Above is a September 2009 picture of members of the Lake City, FL Club participating in a new member initiation. The new members are on the top row and their sponsors are on the bottom row. Please remember to honor your sponsors for their work with bringing in new members. Since July 31, the following sponsors have brought in new members to their clubs. They are **Carroll Myers** (Atlanta, GA), **Sheryll Walker** (Lake City, FL), **Lindsay Holt** (Lake County Club, FL), **Pushpa Kalra** (Gainesville, FL), **Joe Ann Lever**, **Bobbie Schoss**, **Lucy Quinn**, and **Marianne and Richard Van Wagoner** (Spartanburg, SC). Great Job!

**Altrusa International, Inc. updates:** Our Int’l Theme is “**Altrusa: A Great Investment**”. **Our two main goals are to recruit and maintain members; and to enhance our image and increase visibility.** The

biennium logo is an acorn and an oak tree. Acorns only appear in adult trees and symbolize the fruit of hard labor. An Oak tree is firmly planted and symbolizes permanency. **Add an Altrusan Day** has been changed from January to the May 2-8, 2010. Of course we want you to work on recruitment all year round. I e-mailed all of you an electronic copy of the **2009-2011 International Bylaws and Policies**. If you did not receive this document from me, please let me know and I will send it to you. The bylaws can be downloaded if you prefer to have a hard copy. This is a new service provided to us by Altrusa International. The last thing I want to say about International is there is now a **new search site** available to help you find information. You can click on the “site search” icon located on the left side of the homepage or you can go directly to [www.altrusa.com/sitesearch](http://www.altrusa.com/sitesearch). I have been on the site and can assure you it is user friendly.

**International Foundation Updates:** Many thanks to the clubs who participated in providing silent auction items for foundation fundraising. The International Foundation is sponsoring two new initiatives. The first is **Club Lamplighter** which requires a \$500 contribution by a club. The second is “**Club Level**” **Club 21** which is a \$210 contribution to Club 21 by a Club. The Club 21 money supports the Safe Haven Project which works with kids who are HIV/Aids positive. A second Camp Haven was open two years ago in Arden, NC. You will be hearing more about that in the upcoming DSB.

**District Mid-Year Board Meeting:** Your District Three Board will be meeting on October 23-24 in Ocala, Florida. If you have any issues you would like your board to address at the meeting, please let me know before October 10. This will then give me time to include it in the information I send to the board before the meeting.

**District Website – Webmaster Carroll Myers** has done a wonderful job with updating the District Three website. It is still a work in progress and we will continue to fine tune the site.

## Upcoming Dates

### October Calendar:

October 1, 2009:

- ✚ Send IRS Form 990 if necessary
- ✚ Grant Funds month-Send a club contribution to Altrusa International Grant Funds

October 15, 2009:

- ✚ District Service Bulletin articles due with photo
- ✚ Mid-year consultant reports to secretary

October 16, 2009:

- ✚ World Food Day

October 23-24 2009:

- ✚ Mid-year Board Mtg., Ocala, FL

October 24, 2009:

- ✚ United Nations Day
- ✚ Make A Difference Day

October 31, 2009:

- ✚ District Service Bulletin electronic mailing

### November Calendar:

November 1, 2009:

- ✚ Letter from Governor to club presidents requesting nominating committee candidates
- ✚ District Award forms available on website

November 15, 2009:

- ✚ Final Report for Make a Difference Day to International Due

November 25, 2009:

- ✚ Int'l Day for Elimination of Violence against Women

November 26, 2009:

- ✚ Thanksgiving

### December Calendar:

December 1, 2009:

- ✚ One half International dues for new members 12/1-3/31

December 10, 2009:

- ✚ Human Rights Day

December 18, 2009:

- ✚ District Nominating Committee candidate names due from clubs

December 25, 2009:

- ✚ Merry Christmas!!

December 31, 2009:

- ✚ BRR requests due to BRR Consultant

### E-Mail DSB Articles and Photos to:

Sandy Furches, DSB editor

[sandyfurches@me.com](mailto:sandyfurches@me.com)

### E-Mail Cool Ideas to:

Julie Watson-Helms, Service Program Development Consultant

[Julie.watson@att.net](mailto:Julie.watson@att.net)

### Overall District Three Goals are:

- Beacon to Club Revitalization and
- New Club Building.

### Individual Club Goals:

1. Illuminate Membership Development
2. Our Light Shines Bright Service Project (Service Project and Photo in DSB)
3. Life Preserver to the Environment
4. Light Keeper Sister Club Project, Cool Ideas on the District Three Website.

*The **Interim Marketing Materials** are available on the International website for you to use with your recruitment efforts.*

Warmest Regards,

*Robin Hall, Governor*

*822 NW Scenic Lake Drive*

*Lake City, FL 32055*

*Altrusans in Action: Our Light Shines Bright!*



# What's Going On At Altrusa International, Inc.

By Donna C. Johnson, President

What an informative International Convention we had! We heard about the branding process, ways it can reenergize an organization and its relevance for not-for-profits like Altrusa. We learned about managing change through alliance building, commitment alignment and perception assessment. And we were introduced to interim marketing materials designed to bridge where we are now and where we will be a couple of years from now. How I wish every one of you could have been there. The atmosphere was completely electric with the hope of Altrusa successes to come.

For the 2009-2011 biennium your International Board is working with two goals: retain and recruit members and improve and extend the Altrusa image. With the convention delegates' support in passing the proposed 2009-2011 budget we are ready to move ahead quickly with developing the Altrusa brand. To make our new brand successful each member will need to become a "brand ambassador" for Altrusa.

The International board and program committees will be gathering and creating the tools our members need to promote Altrusa from within our membership. We'll work together to become more educated brand ambassadors who are comfortable attracting media attention, are experts on the positive

benefits of volunteering, and are visible in community activities as a promoter of Altrusa.

The first step is to put out a Request for Proposal (RFP) detailing the marketing and branding services we need to secure. (If there are any Altrusans in this field interested in submitting a proposal, be sure to get your contact information to our Executive Director, Regina Baras.) While the proposal is out for response, your Communications/Marketing Chair Rhoda Struhs and Vice Chair, Rhonda Hauter will begin developing the project timetable. This will help all of us stay on track and watch our project as it moves toward our goals.

So where do you fit in? We are counting on each Altrusan to make a personal commitment to retain existing members and actively recruit new members. The minimum goal for the first year of the biennium is to halt the membership decline. We are striving to maintain our membership at a number at or above what it was on October 1, 2009. Your Membership team, their Board liaison and the International Office will send quarterly progress reports to each club and district so we can watch our growth. If all goes well soon we'll have a graph on the web site to help us visually track our advancement.

Watch this space for more International news in your next DSB.