

Leaders in Action!



As President you can inspire your club members to make Altrusa grow.

By Christy Bryant, 2009-2011 Leadership Development and Training, Vice Chair
Introduction by Donna C. Johnson, Altrusa International, Inc. President

Introduction

Your club and your Board take their lead from you. Altrusa is counting on your guidance to motivate your club to increased member retention and to bring in new members to increase your service reach in your community. Here are some ideas from our Leadership and Development Committee you can use.

As we continue our efforts during this biennium to retain members and bring in new ones, here are just a few ideas club leaders can consider to insure we meet the challenge!

STEP 1: Did you set specific goals? If not, it's not too late.

- a) Make sure everyone in the club knows the membership goals. Mention it at club meetings. Include a special article in the newsletter.
- b) *Ask members to make an individual commitment to recruit at least one (1) new member. Special recognition at District Conferences will be given to those who sponsor two (2) or more members between now and March 30, 2010.*

STEP 2: Make sure activities are *planned* throughout the year.

- a) If you are not sure what kind of activities to conduct, survey the membership to see what they would enjoy.
- b) Make assignments to the appropriate committees (Membership, Services, etc.)
- c) Tap existing members as mentors to newer members.
- d) Make sure new members are immediately assigned to a committee upon joining and that the committee chair gets them *involved* right away.
- d) Look for opportunities to invite prospective members to participate in club Service projects.
- e) Review the quality of your club programs. Are they engaging? Do you use club members as speakers? Do you have a variety of topics? Some regarding future Service programs, others specifically focused on the members.
- f) Look for opportunities to partner with other local groups to promote the image of Altrusa.

STEP 3: Communicate, Communicate, Communicate!

- a) Assign members to contact others when they miss a couple of meetings in a row.
- b) Send reminders to members and prospective members concerning club activities.
- c) Make sure members have an 'Elevator speech' they are comfortable delivering. If you don't have one of your own, here's one presented by Larry Checco, Branding Consultant, who spoke at the 2009 International Convention in Indianapolis.



Altrusa is an international network of 367 local grassroots clubs devoted to meeting the challenging needs of our communities. By empowering our more than 10,000 volunteer members worldwide, last year we strengthened our communities by committing 1 million volunteer hours to local programs and services to help hundreds of thousands of people, especially in the areas of literacy, HIV/AIDS healthcare and the environment.

- d) Publish club meeting location and time in your local and/or community newspapers.
- e) Share your club newsletters. Provide copies at Service projects and other local/public establishments (libraries, etc.).

STEP 4: Celebrate your success and recognize progress towards your membership goals.

- a) Provide special recognitions to members and the club throughout the year.
- b) Track and communicate club progress to the membership goals.
- c) Have a special celebration when you reach a membership milestone.

STEP 5: Periodically, poll the membership to take a pulse on how things are going and make any adjustments that may be needed.

Do you have other ideas? Let us know. If you have any questions or need any assistance, feel free to contact the International Leadership Development and Training team at leadership@altrusa.com.