

Tips for Using the Interim Marketing Kit

2009-2011 International Communications Committee

USE THE MATERIALS to achieve the overall goals for the 2009-2011 Biennium

- **“Recruit and Retain Members”**
It is the responsibility of **every Altrusan** to seek out and to sponsor new members **continually**. Finding prospective members should be top priority of every Altrusa club **each year**.
- **“Enhance Our Image and Increase Visibility”**
Use the kit to promote Altrusa and share its story. The key to success is to **PLAN AHEAD**. How will you start the conversation? How will you explain Altrusa? Who will you share your stories with? How will you use the tools of recruitment? Develop relationships with community and media before you need them.

HOW TO USE:

Recruitment Brochure

- Give to co-workers, business associates, service providers, friends, family
- Display at service projects and fundraisers
- Membership functions
- Where do we look for new members?
 - Chamber of Commerce
 - Newspaper: business section and articles
 - Daily professional contacts and business contacts
 - Major companies
 - Employers and personnel directors
 - Meetings: church, business seminars, etc.
 - Social contacts and friends
 - Your business suppliers

Altrusa at a Glance

- Keep a copy in your purse, briefcase, desk drawer, by your home phone, in your car
- Review periodically
- Be prepared to answer the “don’t have time” comments

Letters of Invitation

- Warm Lead (for individuals that you know or have met)
- Cold Lead (for individuals whose names are mentioned in the media, lists, businesses, etc.)
- Club recruitment strategies (pg. 127, President’s handbook)
 - Brainstorm with club members and set a goal,
 - Organize a membership activity (Add an Altrusan Month, mini orientation)
- Forty Potential members in Four Minutes (pg. 128, President’s Handbook)

Public Service Announcements

- The best time to call is on a Tuesday, Wednesday or Thursday morning; never on a Friday or just before or after a holiday weekend.
- Ask for the person who schedules PSAs, not the general manager, sales manager, or news director
- Identify yourself clearly and take no more than two minutes. Be prepared to
 - Give the name of your club and specify it is a service club
 - Tell the purpose of the event or project in one sentence
 - “Sell” your PSA – remember that it is competing with many other worthwhile announcements
 - Include the brochure when delivering the PSA, so they learn more about the organization
- Remember: WHO, WHAT, WHERE, WHEN, WHY, AND HOW when adding your specific information to the PSA template.
- Include local club contact information: name, telephone number and email address.
- Get to know the people at radio/TV stations and the newspaper. Make a contact. Take all of your news directly to that person. In that way you will have a much greater chance of getting it printed/aired. **Acquaint the media with Altrusa.**
- Other helpful tips when working with the media:

Plan ahead:

- Newsroom schedules are prepared at least a week ahead. Submit articles at least 7-10 days in advance. This improves your chances of having the articles published.
- Notify editors at least 30 days in advance of major events.
- For very large events (hosting a conference, holding a large fundraiser or service project), contact the media at least two months in advance.
- If you would like the media to cover the event in person, ask them. Don't expect them to drop in – maybe they will and maybe they won't. Follow up with a telephone call the morning of the event to verify their arrival.

Letterhead, Envelopes, Business Cards

- USE THEM as much as possible to begin creating an identifiable and consistent look. Add your local club contact information.

Membership Form

- Distribute at each meeting
- Keep in car, briefcase, home desk

Additional Resources:

- Photo Waivers (<http://www.altrusa.com/Publications/Other.aspx>)
 - Photo Release Form for Large Groups
 - Photo Release Form for Minors
 - Photo Release General Form
- Thanks to the following Altrusa resources for providing much of the tips included in this document:
 - Altrusa International, Inc. Club President's Handbook
 - Altrusa International, Inc. Media Guide, with special thanks to District Five
 - Altrusa International, Inc. Membership Development Guide

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