

Dear Club President,

We are excited to share with you the activities of your International Communications Committee and the highly anticipated unveiling of the new Interim Marketing Kit.

As co-chairs of the 2007-2009 VIF Marketing Subcommittee and, now Chair and Vice Chair of the 2009-2011 International Communications Committee, we have been very busy on behalf of Altrusa International. Let us take a step back and give you a little background on what has been happening.

For quite some time there have been numerous requests for tools to help you and your members tell the story of Altrusa to help grow club membership. Back in September 2008, we were asked by the VIF Committee, our then International President-Elect Donna Johnson, and the International Board to research and produce some **interim materials** that could help the clubs with membership growth. We decided that the best way to move forward would be to conduct a survey among members to get a better understanding of what it was they felt would be most useful. We received an overwhelming response to the survey. As a result of that, we worked very closely with a professional marketing agency to create items that will help carry our message forward for the next couple of years. These materials are not the rebranding of Altrusa that is included in the 2009-2011 biennium budget. They are temporary materials to use while we take on a far bigger task (as included in the budget). During the next two years we will conduct additional research and develop additional tools as we plan for the next chapter in Altrusa's life. The result of which we expect will be a full rebranding that will encompass everything we do. More on that later in this letter.

It is with great delight that we announce that the new **Interim Marketing Kit is now online** for your club's use. For those of you who attended International Convention in Indianapolis, you may have already seen the materials. They are exciting, fresh, and timely. They will be a tremendous help with your efforts to re-energize and reinvigorate your club as you pursue new members. However, they are only as good as the use to which Altrusans put them. We encourage you to talk about the materials in your club meetings and strategize how best to use them. **There are explicit instructions included on how to add your local club information and how to print the materials.**

In a nutshell, here are the tools that you can use to share the story of Altrusa in your community:

- **Recruitment brochure:** tells the story of Altrusa. It gives a prospective new member all the reasons to consider Altrusa membership as an important and valuable choice. The brochure is a support tool for membership growth and awareness-building.
- **Altrusa At A Glance fact card:** a conversation starter and cheat sheet for telling the Altrusa story.
- **Letters to prospective members:** templates ready for customization with language for warm and cool prospects.
- **Radio PSA scripts:** twenty- and fifty-second scripts to promote your club events and Altrusa in general.
- **Letterhead, envelope and mailing label:** coordinated, classy stationery for general use and for helping with membership growth efforts.

- **Business card:** ready to customize for your club officers, committee chairs and members.
- **Membership form:** clean and clear, here's the form to "close the sale" on your new members.
- **Explicit instructions:** on how to personalize materials with your club's contact information, along with ink color, paper weight and instructions for your local print shop.

You can find everything on the Altrusa website. **You will need to log in and then go to the Membership drop-down menu.** We have also posted the handouts from our Communications workshop on the Convention webpage. You will find the survey results from last fall, and a tip sheet on ways to use the Interim Marketing Kit.

We want to thank all of the Altrusa leaders who were part of the survey last fall, 2007-2009 International President Zaida Perez Mendez and her International Board who saw the urgent need for new materials and approved our funding request to produce the Interim Marketing Kit, Miles Media for their devotion to this particular project, and especially, International President Donna Johnson for seeing the vision and giving us the wings to carry this project through.

As your club utilizes these materials, we would like to know how they were used and how they may have helped make a difference in your membership growth efforts. Your feedback will be very helpful as we move forward to the next steps of defining Altrusa's message.

As your International Communications Committee, we have also been tasked with pursuing the rebranding and refinement of Altrusa's image. With the approval of the 2009-2011 proposed budget at the International Convention last month, we are beginning that process, with the first step of drafting a Request for Proposal (RFP). Keep watching the International website for the RFP. It will outline clearly what will be required for a Proposal to be accepted, where to send it and the date to have it in by. **Please think of marketing agencies in your community that might be interested in submitting a proposal. You can forward the RFP information to them once it becomes available.**

Proposals will be collected and then an agency will be selected to do the work. It will take time - a couple of years - to complete the research, formulate a marketing plan and create the materials that will take Altrusa forward through the decades to come. We will post our progress as we move along, so that all Altrusans can be a part of process. If all goes as planned we expect to launch the 'new look' at our next International Convention. So please begin making your plans to attend and to be one of the first to experience 'the new Altrusa.'

Please feel free to contact us with any of your communications questions, needs and comments.

In Altrusa Service,

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