



International Membership Development Committee Newsletter Fall 2007

Through Membership

Volume 1, Issue 1

Editors: Sylvia Ng and George Patterson

Greetings Fellow Altrusans,

Lets us introduce ourselves, we are your *International Membership Chairs* for our new biennium. We are both honored to have been asked by our International President Zaida Perez-Mendez to be a part of her team.

District Eleven members Sylvia Ng and District Four George Patterson. Sylvia's Central Coast California club just celebrated their 4th. Anniversary, George Shreveport Louisiana club was chartered over 70 years ago. We feel this will be an outstanding combination of knowledge as we embarked this biennium with new and past ideas, with our young and older seasoned members. We are determined to do whatever it takes to make this the most successful biennium ever. We're going to ask you to join us in meeting our goal to improve our organization growth.

We have pledged to start working on *Membership Growth*, which is our #1Goal. Our goal is a very simple one. We are asking for each Altrusan to make a commitment and sponsor just one new member within the next two years. Each quarter we will keep you informed on the growth of our organization and how we can all unite by sharing ideas and working together to make our biennium a successful one. Without your commitment it would be impossible for us to meet our goal. So.....**stay on board** with us as we embarked together to meet our destination. Destinations as we mentioned before, a platform of Altrusans that will help widen the future of Altrusa national and internationally. We will look ahead on ways to help each other and if we love our organization we will support each other and *Embrace New Members* and energize our current members by asking to join in to make this happen!

Membership Growth


Why is it important to our club?



The addition of new members can and will improve the financial situation. We all know the need of new members. New members will foster growth in all club areas by bringing in new ideas and new service projects. It will allow us to have more time and the ability to get things done. New members will help us maintain and enhance service projects and fundraisers as well.

As we think of our future we must realize that young members are very crucial to our organization. A study was conducted for Robert Half Management Resources, a provider for senior-level accounting and finance professionals, tallied a response from 492 office workers to this question,

“When you retire, do you see yourself quitting work entirely or taking one of the following options?” (Published LA Times 9/2/07) For this reason we cannot afford to stop recruiting new members, especially younger ones.

1. Quit work	34%
2. Change field/work at something new	24%
	
3. Work fewer hours for the same company	16%
4. Work as a consultant	14%
5. Don't know	6%
6. Other	3%
7. Volunteer	1%



District Governors

ALTRUSA *Moving Towards The Future*

As we brainstormed ideas of new initiative ways to motivate or reward Sponsors we decided that as a small gratitude for the first three hundred members that becomes a sponsor for this biennium we will mail this member a beautiful tote bag : "Embracing The World Through Membership"

Altrusa 2007-2009

In order for us to do this we are asking for your help. We would appreciate if you may help us by running an ad on your District Service Bulletin. This will help us get the word out faster. We will take care of the rest. We have already obtained the Club's Presidents roster from International, these Sponsors tote bags will be mailed to the Club President on a monthly basis starting in Oct.

Our membership has been on the decline for years, and unless we bring in new members we are destined to remain below the line in membership. We must embrace new prospective members. We must also work at charting new clubs. We believe with a membership of 10,885 members we have the potential to charter more new clubs this biennium. We are asking for your help once more to help us achieve our #1 GOAL, that is to sponsor just ONE NEW MEMBER in two years. These will double our membership to over 20,000 members. Also, our goal is for each District to charter a new club to further increase our membership. As International President Zaida, said" We are still "On Board," but looking ahead into our future we will be "Embracing The World" with love, compassion and kindness."

With Altrusa Love,

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