



Zaida Perez-Mendez, International President

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International Membership Development Committee
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Through Membership

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Greetings Fellow Altrusans

Once again, we take great pleasure in corresponding with all of you. Our last Newsletter gave us the opportunity to introduce ourselves and also allowed us to share with you, what our #1 Goal is for this biennium. This time, we are sharing our *ideas* on how are we going to meet our goal. We have many ideas, and on this second issue we are going to introduce our first topic, “**RETENTION.**” We have heard this word over and over, again and again..... during our meetings, when in Conference and during Conventions too. Before I go to a dictionary to look up the word, “Retention.” the first thought that comes to mind is what this words means, “*to keep.*” With this in mind, forget the dictionary.

Let us ask ourselves, what does it takes “to keep” a member? After all, it is these members that have paid their dues. When these members got initiated, they stood in front of all of you. With a smile on their face, they promised to be a good member. And they were good; they did what we all have done; accepted their Encyclopedia, smiled and some of us were even asked to say a few words about why we become Altrusans, especially when we could have joined another organization. We heard our sponsors say a few sweet words about us. Oh, how I remember this day, the applause was still going as we took to our seats. This was a very special day, everyone was excited, “we got a new member.” At that moment of becoming an Altrusan, we have all stared around the room, not turning our heads, just rolling our eyes from side to side so that we could catch a glimpse of all the unfamiliar faces. These thoughts were already going through our minds, “how am I going to remember all their names.” “Gosh, if only they were wearing name tags”, but I guess they don’t need to; they all seem to know each other. I just hope my sponsor will be with me next meeting. If not, I hoped very much someone will ask me to sit next to them when I walk into this room full of strangers. I attended my first program meeting all by myself, I looked around the room searching for my sponsor, all I could see was everyone was welcoming someone special, who was this person? Another new member or perhaps a guest speaker?, No one noticed me, Gosh, I guess it didn’t matter very much to the others Altrusans whether I was there or not. And so, my life has begun as an Altrusan. *But, for how long?*

MEMBERSHIP RETENTION



What is the club's responsibility to retain new/current members?

As we think of our future we must realize that all members, especially young members are very curial to our organization. It is these members that will carry on the Altrusa tradition and the future of our organization. We need to work as a team to establish a successful club and implement good deeds.

What must we do when a new member is welcomed into our club?

1. Make each member feel they are part of the club from the beginning by introducing them to each member of your club.
2. Invite your new member to the same committee you have been assigned to.
3. Always encourage your new member to take an active part in the club's service projects and give *all members* the opportunities to get involved and the freedom to perform their own task. Have total club involvement! Don't pick and choose your favorites.
4. Create a positive atmosphere, enthusiasm, and fun during meetings. Send a hand written "we miss you" card if a member misses two meetings. Show that you club cares.
5. *Everyone* should be a part of every phase of Membership Development.

MEMBERSHIP does not just happen. It takes planning and work from each Altrusan and it is up to each of us to achieve our membership goals when it comes to Retention and Recruitment. Membership requires constant attention, care and sunshine!



Sprinkle with Love!

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ALTRUSANS



Jill Castanien
District Five 2nd Vice Governor
Altrusa International, Inc. of Cincinnati

Moving Towards The Future

Congratulations! To our first Membership Tote Bag winner, **Jill Castanien** was the first Altrusan that responded to our incentive contest. As we all come together to “Embrace the World” through Membership, Leadership, Service and Communication, let’s create an opportunity today by sending a word of encouragement to Jill. When I received her announcement, I was inspired by her words when she wrote, “Our club just initiated 2 new members last month and I was the sponsor for both! (We have 5 members in our club and struggling to build).” A couple of weeks later, I received another e-mail from her, asking me for advice/suggestions on “Retention” as she was asked to speak on Retention for another Altrusa club. We are all Altrusans, each one of us shares the same interest by making a difference on someone’s life. Jill has goals for her struggling club and Altrusa. Let’s make a difference on one of our own by “Embracing” her. And let her know that with her enthusiasm and efforts, her club will succeed!

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