



New Club Building 2009

Good Reasons to Organize a New Altrusa Club

- Allow other communities to experience the benefits of an Altrusa Club
- Increase the number of members and clubs in your District and International which is essential for the future success of Altrusa
- Learn membership recruitment techniques which will benefit your own club.



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Introduction

Congratulations on considering starting a new Altrusa Club! Let's get started!

Good reasons for a Club Extension Project

There are quite a number of good reasons for giving an extension project "a go!" Here are just a few:

1. To allow other communities to experience the benefits of having an Altrusa Club.
2. To allow women and men in other communities the experience of being part of Altrusa.
3. To increase the number of members and clubs in your District and International. This is essential for the future success of Altrusa.
4. To meet new professionals in other towns.
5. To enhance your leadership capabilities. New club building is a challenge which will develop your leadership skills. You will benefit personally and have the joy of accomplishment.
6. To learn membership recruitment techniques. This will benefit your own club.
7. To extend the hand of service around the world.

Preplanning

When deciding to start a new club either as a club, an individual, or a District, there are six questions that must be answered.

- 1) ***Why have we decided to organize a new club?*** Is this a service project for our club? Has there been an Altrusa Club in a community that could be revived or are there current or former Altrusans living in the specific community to be contacted?
- 2) ***Is the Organizer committed to the project?*** If a club is the Organizer, the club must formally adopt this service project and commit to its success 100%.
- 3) ***If this is a club service project, do we have a Steering Committee?*** If so, there must be a core group who will be responsible for the club building process. This group should be willing to commit at least a year of their time (including mentoring the new club) to the project.
- 4) ***Where would we like to locate the new club?*** Before a new club can be organized, target the community you would like to select. In identifying possible locations, the following should be considered:
 - Proximity of the Organizer or Steering Committee to the new club's location. Is the location near or far?
 - What are the community's demographics?
 - What are the connections between the Organizer or Steering Committee and the community in which it is desired to build the new club?
- 5) ***What is this going to cost?*** The Organizer needs to be aware of the cost involved in starting a new club. Travel cost, orientation material, advertising, mailings, refreshments, etc. should be considered when developing a budget. Contact International and your District to determine available project funding.

- 6) *What is the time frame going to be?* A time line or outline of what needs to be done and when it is to be done should be developed. Is it workable for those involved?

Essential Points

This manual provides a directional map to be used when International, a District, a club, or an individual, (hereinafter referred to as Organizer) wishes to establish a new club. Before getting started let's cover a few of the essential points.

It is important to follow the procedures outlined in Policy 20 - Membership Development/New Club Building found in the current Altrusa International, Inc. Bylaws and Policies document available on the Altrusa website for all members. Adhering to these will ensure a smooth process and that you receive proper assistance to make your club building efforts successful.

Things that are a must:

Club activities and operations must comply with the Bylaws and Policies of Altrusa International, Inc. including:

- Membership diversity
- Community service focus
- International and District dues requirements
- Organizational structure of Officers and committees
- Guidelines for the use of the Altrusa name, trademark and logos

Items that can be tailored to fit your new club:

- Meeting times and format
- Club dues
- Projects and fund raisers
- Name tags

Remember, the International Office and Membership Development/New Club Building Chairs, along with your District Chairs, are just an e-mail or phone call away.

Step by Step Outline for Organizing a New Club

- 1) The Organizer has made a firm commitment to the new club building project
- 2) Get the project started
 - a) Complete Community Analysis Report and send to the District Governor for approval
 - b) Set date, time and location for the community interest meeting
 - c) Begin development of the potential members list
 - i) Visit Chamber of Commerce in person or online to obtain the chamber members list
 - ii) Ask members of your club for contacts they may have
 - iii) Identify key people in the prospective community
 - iv) Identify key employers
 - v) Send news release online, newspaper, radio, TV, etc.
- 3) Make initial community contacts
 - a) Call for appointments with key contacts you have identified
 - b) Arrange for a 10 -15 minute meeting, leave business card, International Brochure, International Rack card
 - c) Leave information regarding the community interest meeting
 - d) Send a thank you for meeting with you and a letter of invitation to the community interest meeting
- 4) Hold Community Interest Meeting
 - a) Keep this meeting to an hour or less
 - b) Obtain media coverage (try to have newspaper, television and radio people as prospective members also)
 - c) Use printed agenda & conduct a formal meeting
 - d) Allow time for social networking and to identify why people came to the meeting
 - i) personal/professional development
 - ii) make a difference in community
 - iii) make a connection with others
 - iv) other reasons they came
 - e) Marketing -The Altrusa Story
 - i) Present "The Altrusa Story" PowerPoint (download from www.altrusa.com)
 - ii) Use diverse members with upbeat attitudes as hosts for this meeting
 - iii) Emphasize local impact and personal growth
 - (1) encourage input from attendees
 - f) Explain briefly what it takes to charter a club
 - i) As people become affiliate members of Altrusa, they form the Membership Committee to build the new club
 - ii) Twenty (20) affiliate members of Altrusa with all dues paid
 - iii) Acceptance of International Bylaws and Policies and local Club Bylaws
 - iv) Board of Directors elected
 - v) Charter signed

- g) Distribute Affiliate membership forms and collect International and District dues and fees from all who are willing to commit to the new club at this time.
 - i) Set date and time for the first organizational meeting. Try to set dates for at least the next two or three meetings. Interim organizational meetings should be held no less than every two weeks.
- 5) Train committed members to function as the New Club Building Membership Committee
 - a) Review membership eligibility criteria
 - b) Provide toolkit of materials
 - c) Review flow of information
- 6) Hold First Organizational Meeting
 - a) New Club Building Membership Committee and/or Organizer continues working within the community to identify additional prospective members
 - b) Send follow-up correspondence to the initial contact list
 - i) Welcome letter to committed members
 - ii) Letter to those invited but not in attendance at community interest meeting
 - iii) Letter to those in attendance at community interest meeting but not committed
 - c) Repeat content of community interest meeting making sure to involve your committed members in the presentations.
 - d) Distribute Affiliate membership forms and collect with dues from all who are ready to commit to the new club at this time. Distribute as per instructions on form.
 - e) At the conclusion of the First Organizational Meeting (the Community Analysis Report should have already been approved and a copy transmitted to International), you may apply for your first financial distribution from Altrusa International as per Policy 20. The allocation is 50 % of the total amount currently approved by the Board of Directors.
 - f) When you've got at least 14 committed members, elect Interim Officers, establish local dues, open a bank account and start working on local club Bylaws. Confirm with the District Treasurer that International dues and fees have been transmitted to the International Office.
 - i) At this point you may apply to International for the second financial distribution which is 25% of the total allocation.
- 7) Continue organizational meetings until 20+ committed.
 - a) Repeat first meeting with follow-ups and Membership Committee involvement to continue bringing potential members to meetings.
 - b) Have a Membership Committee report.
 - c) Interim President (hereafter known as Director) appoints interim committees.
 - d) Begin identification of community service project.
 - e) Keep in contact with all until 20+ committed.
 - f) Make sure the Affiliate forms with dues and fees for all twenty (20) members have been transmitted to District. Confirm with the District Treasurer that International dues and fees have been transmitted to the International Office.
 - i) You are now eligible to apply for the final 25% of the Altrusa International financial distribution or new club building.
- 8) Hold a Charter Planning Meeting (held when 20+ affiliate members).
 - a) Assist new club Director with agenda development and meeting support as needed.

- b) Meeting held by new club Director
 - i) Report by Membership Committee
 - ii) Formal motion to organize Altrusa International, Inc. of _____
 - iii) Signing of charter by all members
 - iv) Report of interim committees
 - v) Election of Officers
 - vi) Send forms from International to proper Officers
 - vii) Charter Event Committee appointed
 - (1) Organizing club gives the charter event (meeting with refreshments, luncheon, banquet, etc.)
 - (2) Set date for Charter Event which must be at least six weeks from the time Charter is presented to International Office.
 - (3) Develop Invitation list
 - (a) Local dignitaries; elected officials
 - (b) International Board & Committees
 - (c) District Governor & Board
 - (d) Other club Presidents
 - (e) News media
 - (f) Spouses of charter members
- 9) Send Progress Reports
 - a) Governor
 - b) International Office
 - c) New Club Building Chair- District & International
- 10) Send Out Invitations To Charter Event
- 11) Organizer helps set up and attends first Board Meeting of the new club
- 12) Corresponding Officers Committee Chairs from the organizing and new club work together in a mentoring relationship. (If the Organizer is an individual or District, they will need to make arrangements with a club or clubs for this mentoring relationship.)
- 13) Conduct the Charter Event
 - a) Obtain publicity
 - b) Have a printed program
 - c) Conduct formal program and installation of Officers
- 14) Receive New Club Building Incentive within 6 weeks, if in effect. See *Altrusa International Bylaws and Policies*, Policy 20.
- 15) Organizer attends new club meetings for up to 12 months and encourages new club members to visit other Altrusa Club meetings in the area.
- 16) Service Project---- Fund Raising Plans Developed
 - a) Plan a joint project
 - b) Help the new club organize an easy service project to immediately benefit their community with minimal effort and cost.
 - c) Help them conduct an easy fund raiser to generate immediate funding for projects

Step One

The Community Analysis Report

Your first step! You must complete the Community Analysis Report and send it to your District Governor for approval.

The Governor then forwards the approved Community Analysis Report to International. Receipt of the approved Community Analysis Report is a critical piece of information required before the Organizer becomes eligible for International New Club Building monetary awards as outlined in Policy 20.

Step Two

Recruitment

While awaiting the approval of the completed Community Analysis Report from the Governor, build a core group list and begin assembling a list of potential members.

- Chamber of Commerce
- City and local government Offices
- Local Public Libraries
- Technical, industrial and professional businesses
- Law firms
- Accounting firms
- Local business owners
- Medical practices
- Retail establishments
- Area schools and/or School Boards

Identify recruitment strategies to be used. Utilize multiple methodologies. Be sure to include personal contact, letters, free advertising, etc.

Review recruitment strategies to be sure they have good continuity. Recruitment for a new club is an ongoing process just as it is in an established club.

Design your Community Interest program to introduce Altrusa to potential members.

- Determine what type of event to have? (Tea, coffee, wine & cheese, after hours social. etc.)
- Modify sample letters and invitations as appropriate
- Develop program agenda and materials for the event
- Be sure to have Affiliate Member forms available at this event.

Maintain regular contact with your committed Affiliate Members and involve them in the recruitment process. Once you have fourteen Affiliate Members, you are ready to proceed to Step Three.

Review recruitment strategies regularly. Make adjustments where needed. Seek input from all committed Affiliate members regarding potential new recruitment strategies.

If you are having difficulty with Affiliate Member recruitment or are simply looking for some new ideas or moral support, contact the International New Club Building Chair at newclubs@altrusa.com along with your District New Club Building Chair.

Altrusa Visibility in the Community

The greater visibility that Altrusa has in the community in which you would like to organize the club, the easier it will be to attract prospective members to your Community Interest and Organizational Meetings. Here are some things to consider:

- If possible, have the sponsoring club host a small but well advertised community service project in the new community.
- Promote Altrusa in the targeted community with the following:
 - Use the Sample Press Release (see Appendix) to send to local newspapers (community news postings are often free.)
 - Use the Sample PSA (see Appendix) for radio use to send to radio stations reaching the local area. Also find out if there are any other local radio or TV sources that make announcements of community events.
 - Utilize well designed flyers in key community locations such as libraries, grocery stores, retail establishments, local chamber of commerces, etc.
 - Utilize Chamber of Commerce e-mail distribution channels if available.

Step Three

New Club Organization

Now that you have fourteen Affiliate Members you have reached a major milestone. These affiliate members become the core who start the active formation of this new Altrusa Club. They will elect Officers, take care of startup details and begin to form their new club.

- Establish an interim Board. Elect an interim President, (hereafter referred to as Director) a Secretary, and a Treasurer.
- Establish local dues.
- Open a bank account.
- Develop required local club Bylaws utilizing model club Bylaws as outlined in the *Altrusa International, Inc. Bylaws and Policies* available online at www.altrusa.com.

Who Does What?

Interim President (Director)

With the assistance of the Organizer, the new club Director develops an outline of meeting dates along with the meeting content to be covered to help keep meetings organized and lively. As part of meeting planning, the following essentials will be developed by the new club:

- Identification of a service project
- Establishment of a regular meeting schedule and location

Organizer

The Organizer is the guide, mentor and motivator for the new club. The Organizer orients incoming Officers insuring they understand their leadership role, Altrusa responsibilities, and those of other board members.

The Organizer insures the core group has ongoing and productive meetings, assesses the club formation, and adjusts as needed to help maintain the interest and commitment of prospective members. Remember: This is THEIR CLUB and it must be worth THEIR time to belong.

The Organizer establishes a mentoring program (involving other Altrusans whenever possible) with the Affiliate Members. Ongoing Altrusa orientation will be a key objective. Many times forming clubs do not have experienced Altrusans as affiliate members so the role of the Organizer is very important. The Organizer must be committed to working with the new club for at least 12 months to help ensure the club's success.

The Organizer is also responsible for the review of current policies and for sending progress reports to the District New Club Building Chair and International Office as required.

Step Four

Finalizing the Charter for the New Club

The initial goal of having twenty Affiliate Members who desire to become known as an Altrusa Club has now been met. It's time to begin thinking about celebrating this success. The Organizer has been turning more and more of the club activities over to the Affiliate Members. This process continues as the club prepares for its charter event. The Organizer will continue to work with the new club for at least 12 months or longer. The District New Club Building Chair shall also supervise the activities of the Club for its first 12 months or longer [Policy 20 (x)].

To become an officially recognized Altrusa Club, the new club shall:

- Agree to abide by the International Articles of Incorporations and Bylaws.
- Adopt required local Club Bylaws based on the model Club Bylaws outlined in the *Altrusa International Bylaws and Policies*.
- Apply for Incorporation per the state or country where located (if available).
- Elect a full slate of Officers.
- Sign the charter application (sent by the International Office in the Information and Supplies Kit)
- Submit charter application to the International Office.
 - If there are any remaining affiliate members' applications, dues and processing fees, send them immediately to the District Treasurer and advise the International Office they will be coming.

The International Office, upon receiving the necessary information, dues, and fees, will provide the Organizer with:

- Official Charter
- Charter membership certificates
- Complimentary President's Pin [Policy 20 (ix) (bb)].

Step Five

Receiving the Charter

Receiving the club's charter is an exciting time. The charter event may be a banquet, reception, or a club meeting. The most important consideration in planning the charter event is that it is meaningful and enjoyable to the members of the newly formed club. It should reflect the club's unique character within the International organization.

International and District must be notified six weeks prior to the event so they can insure the necessary materials are completed and official notifications are done prior to the event.

Event Planning Guidelines:

- Invitations are usually extended to International, District and the sponsoring club. Make it clear (tactfully) that all guests attending the charter will need to pay for their attendance since new clubs are not in a position to absorb costs related to Altrusa guests.
- Consider inviting local community officials. The new club will need to plan on paying for these guests.
- Prepare and send press release regarding the charter event for local media, District, and International publications.
- Develop the event program. The included sample may be helpful for this task.
 - Installation of Officers is typically included in the program

Step Six

After the Charter Event

The Organizer(s) of the new club will work closely with the new club during its first twelve months to answer questions, provide support, encouragement and cheerleading as needed. They will also ensure that the new club has a good understanding of the mission and vision of Altrusa, the organization's Bylaws, the use of Roberts Rules of Order and develops local policies as needed.

The Organizer will also assist the Membership Chair of the new club to actively help build the club's membership and to establish a new member orientation program. The Organizer will make sure that the new club regularly sends appropriate information to their District and to Altrusa International. The Organizer will strongly encourage the new club members to attend District conferences and International conventions.

Appendix

Policy 20: Membership Development/New Club Building

The most current version of this policy will always be found online at www.altrusa.com in the current edition of the *Altrusa International Bylaws and Policies*. Policy updates are made online as soon as they occur. Bylaw updates are made following each International Convention.

If you need assistance with locating this policy contact the International Office at membership@altrusa.com.

Community Analysis Report



The community analysis report provides critical local background information as well as high level planning information about the planned club. ***The form is to be completed by the Organizer of the proposed new Altrusa Club.***

Date _____

Name of Community _____

Organizer Contact Information (Club, District or Altrusa Member)

Name: _____

Address: _____

E-mail: _____

Phone (H): _____ (B) _____ (C) _____

Economic Information

Description of economic base (such as agricultural, heavy industry, light industry, tourism, etc.)

Area's five largest employers:

Name of Firm:

Type of Business

<u>Name of Firm:</u>	<u>Type of Business</u>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Existing Community Organizations/Clubs

Name of Organization/Club:

Major local project:

_____	_____
_____	_____
_____	_____
_____	_____

What needs have you identified in this community? _____

Is there an identified literacy program in the community? _____ Yes _____ No

If yes, please describe. _____

When the community has identified needs, which groups are currently most likely to respond?

- | | |
|-------------------------|--------------------------------|
| _____ Business/industry | _____ Government agencies |
| _____ Churches | _____ Service Clubs |
| _____ Citizens-at-large | _____ Social services agencies |

Other (please describe) _____

New Club Building Plan

In addition to the previously listed Organizer, other individuals, club or District responsible for New Club Building planning (if applicable).

Name: _____

Address: _____

E-mail: _____ Phone(H) _____ (B) _____

Role in Altrusa and this club building project: _____

New Club Building Schedule

A time frame of 8 – 12 weeks is highly recommended.

Complete your proposed schedule with planned assignment responsibilities below.

1. Compile contacts list and make personal contacts

Date _____ Responsible Person: _____

Comments _____

2. First meeting with key contacts (Community Interest Meeting)

Date _____ Responsible Person: _____

Comments _____

3. Invitations to prospects/ follow-up on Invitations

Date Invitations sent: _____ RSVP date: _____

To be handled by: _____

Comments _____

4. First Organizational Meeting

Date _____ Responsible Person: _____

Comments _____

5. Additional Organizational Meeting (if planned)

Date _____ Responsible Person: _____

Comments _____

6. Additional Organizational Meeting (if planned)

Date _____ Responsible Person: _____

Comments _____

7. Additional Organizational Meeting (if planned)

Date _____ Responsible Person: _____

Comments _____

8. Charter Event

Approximate Date _____ Responsible Person: _____

Comments _____

Key Contacts

Potential members who will participate
in the organization of a new club

Affiliate Members or Former Altrusans living
in the area who are willing to assist.

Name _____

Name _____

E-mail _____

E-mail _____

Phone (H) _____ (B) _____

Phone (H) _____ (B) _____

Name _____

Name _____

E-mail _____

E-mail _____

Phone (H) _____ (B) _____

Phone (H) _____ (B) _____

Name _____

Name _____

E-mail _____

E-mail _____

Phone (H) _____ (B) _____

Phone (H) _____ (B) _____

Name _____

Name _____

E-mail _____

E-mail _____

Phone (H) _____ (B) _____

Phone (H) _____ (B) _____

Publicity Planning

Person(s) responsible for publicity _____

Name of Community newspaper _____ e-mail _____

Community radio _____ e-mail _____

Community TV station/Cable _____ e-mail _____

Have you arranged for publicity? _____

Return completed Community Analysis Report to District Governor for approval.

Submitted by: (print) Name _____ Title _____ Date: _____

Signature _____

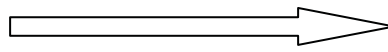
District Governor's Approval/Signature _____ Date: _____

Organizational Time Line

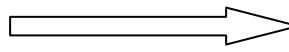
Each time frame is in relation to the activity that precedes it. For example: from the time an Organizer commits to form a new club, the Community Analysis Report and contact list should be completed within 2 weeks. Once the contacts are developed and the Community Analysis has been approved, calls to set an appointment with prospects should be completed within the next 10 days.

Adjust the time line as necessary for your specific project, keeping in mind the optimum time frame for building a new club is 8 to 12 weeks.


1. Complete Community Analysis Report and develop a list of contact names

 Within 10 days to 2 weeks

2. Call to set appointments (10-15 minutes each)

 Within 1 week to 10 Days

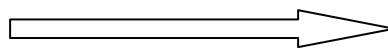
3. Make face to face calls

 Within 1 to 3 days


4. Send letters of invitation to Community Information Meeting

 Within 3 days to 1 week

5. Community Information Meeting

 Within 10 days to 2 weeks

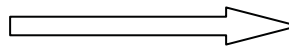
6. Send follow up letters

 Within 1 to 3 days

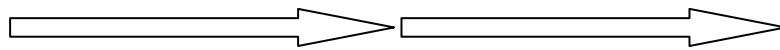
7. First Organizational Meeting

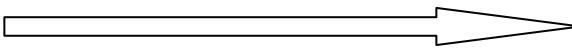
 Within 10 days to 2 weeks

8. Repeat contact calls, face to face meetings, follow-up letters, e-mails, etc.

 Between 1 and 10 days

9. Repeat organizational meeting

 As often as needed until 20+ members

10. Charter Event  6 weeks advance notice from the point of 20+ members

New Club Building Kit from Altrusa International, Inc.

For Organizers interested in new club building, a complete kit of the materials required throughout the new club building process as well as marketing items such as copies of the *International Altrusan* and brochures for Altrusa International, Inc. and the Altrusa Foundation are available at no charge.

The best time to request the kit is after the Community Analysis Report has been completed and while you are developing your lists of potential members. To obtain the kit, the Organizer(s) contacts the International Office by calling 1-312-427-4410 or e-mailing membership@altrusa.com and informs them that they have completed the Community Analysis Report for a New Club and have forwarded it to the Governor for approval.

A complete listing of the contents of the kit can be found at www.altrusa.com under Publications > Other Forms/Publications.

Sample Written Press Release

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com

New Service Club Being Formed in _____ (name of city or area)

The opportunity to make a real difference in your community, to step up to a higher level of volunteerism, to work alongside other local leaders, and become more fully alive by utilizing your talents is being presented by Altrusa International, Inc. _____ (club or District name)

Organized in 1917, Altrusa is an international association of professional women and men who volunteer their energies and expertise in projects dedicated to community betterment. Altrusa global priorities include literacy, AIDs, and the environment, although each club develops its own unique community initiatives as well.

Members of Altrusa International, Inc. _____, (club or District name) who are helping local leaders form the new club, will be at the _____ (place & city) on _____ (date) at _____ (time & address).

Join us to learn how Altrusa develops leadership skills while improving communities in an environment of diverse and welcoming career backgrounds. It all starts by saying “yes” to the opportunity to become a charter member the newest Altrusa Club in _____.

For information about this new club forming and becoming a charter member, e-mail _____ (name) @ _____ (e-mail address).

Sample Audio Press Release

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com

Send to station's Public Service Director

3 weeks in advance

:30 PUBLIC SERVICE ANNOUNCEMENT

FOR AIR [as appropriate]

Contact: (Name of local club member)

Phone:

E-mail:

Fax:

NEW ALTRUSA CLUB FORMING IN _____ (name of city or area)

Are you someone who knows the joy that comes with volunteering? Have you wanted to serve your community more actively and meet new friends? Altrusa International offers the perfect place to give and grow!

Altrusa global priorities include literacy, AIDs, and the environment, though each club develops its own community initiatives as well.

A new Altrusa Club is forming in _____. Members of Altrusa District _____ (or club name) are seeking interested community members who are leaders in their businesses and professions interested in becoming charter members.

Call 000-0000 to learn more.

Letter after Personal Contact Prior to First Meeting (Community Interest or Organizational)

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com and mail in Altrusa envelope obtained from same location. Include Altrusa business card from the same location.

Month, day, year

Jane Doe
15 Altrusa Street
Altrusa Town, International 15151

Dear Jane,

Altrusa International, Inc. of _____, (organizing club), is pleased to invite you to attend a get-acquainted meeting. Altrusa International, Inc., founded in 1917 as the first national organization of business and professional women, has a rich history of volunteering our energies and expertise across a wide range of projects, from literacy to AIDS to the environment; and we have a lot of fun along the way. Continuing the tradition Altrusa members, both women and men, gave over a million volunteer hours last year to their communities world-wide.

_____ (name of personal visitor) met with you to tell the Altrusa story and the impact you can have on your community through membership in Altrusa. I trust you have had an opportunity to review the material left with you. As someone who clearly cares about your community and is a recognized leader in your business or profession, I think you'd be a great charter member of Altrusa International, a worldwide volunteer service organization comprised of women and men with diverse career experiences.

Get to know us, we're having a _____ (type of event) for prospective charter members at _____ (location) this _____ (date and time-[be sure to include beginning and ending time and keep it as short as possible]). Meet other interested community leaders, learn how Altrusa can help you increase leadership ability through community service, and discuss how you can make a difference in your community.

Altrusa is a great investment: in your community, in you, and indeed, in the world. I look forward to introducing it to you on _____. If you have questions give me a call at _____.

_____ (phone number) or send an e-mail to _____
(e-mail address).

Cordially,

Name

(Best if the P.S. is handwritten)

P.S. Without a doubt, I am certainly biased about Altrusa. I have been a member for a number of years and find it to be an integral part of my life. Altrusa provides the satisfaction of community service, the benefits of professional networking, and the joy of friendship.

RSVP to: _____ (name and phone number or e-mail address)

Letter for No Personal Contact (Cold Call) Prior to First Meeting (Community Interest or Organizational)

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com and mail in Altrusa envelope obtained from same location. Include Altrusa brochure, Altrusa rack card and Altrusa business card from the same location.

I'd like to make you aware of an opportunity to make a real difference in _____ (name of community) to step up to a higher level of volunteerism, to work alongside other local leaders, and become more fully alive. It starts by saying "yes" to an organization called Altrusa International, Inc.

Altrusa is an international association of professional women and men who volunteer our energies and expertise in projects dedicated to community betterment. Altrusa global priorities include literacy, AIDS, and the environment, though each club has its own community initiatives as well.

Altrusa International, Inc. of _____, (organizing club) is pleased to invite you to attend a get-acquainted meeting. Altrusa International, Inc., founded in 1917 as the first national organization of business and professional women, has a rich history of volunteering our energies and expertise across a wide range of projects, from literacy to AIDS to the environment; and we have a lot of fun along the way. Continuing the tradition Altrusa members, both women and men, gave over a million volunteer hours last year to their communities world-wide.

We are currently inviting recognized leaders in business or professions who are community-minded to help Altrusa do even more, and your name has been mentioned as a prospective charter member. To that end, we'd like to invite you to attend an informal "get to know us" event. We're having a _____ (type of event) for at _____ (location) this _____ (date and time-[be sure to include beginning and ending time and keep it as short as possible]) and we would like very much to have you join us. Meet other interested community leaders, learn how Altrusa can help you increase leadership ability through community service, and discuss how you can make a difference in your community.

I look forward to introducing Altrusa to you. I'll follow up with you in a few days to answer any questions you may have. In the meantime, I've enclosed a brochure and other information about Altrusa International, Inc. Please feel free to give me a call at _____ (phone number) or send an e-mail to _____ (e-mail address) if I can provide further information.

Cordially,

Organizer (or member of Membership Committee)

Follow-up Letter after Community Interest Meeting

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com and mail in Altrusa envelope obtained from same location. Include Altrusa business card from the same location.

Month, day, year

Jane Doe
15 Altrusa Street
Altrusa Town, International 15151

Dear Jane,

Thank you for your interest in forming an Altrusa Club in _____ (name of city). The response has been great.

What's next?

The next step is the organizational meeting on _____ (date)

The time is _____.

The location is _____.

At the organizational meeting, the _____ (Organizer) will tell you about Altrusa in more detail. The benefits of membership will be covered — both to the community and to you as an individual. The leadership and committee structure of a local club and the relationship of the club to the District and International levels will also be explained. Discussion will begin on the best day of the week and time of day to establish meetings for your club.

I hope that you will take this opportunity to learn more about Altrusa. You are encouraged to bring another business or professional leader you know who you believe is interested in personal and professional development through service to their community.

When do we become a club?

A club in formation can begin providing service to the community as an Altrusa Club as soon as fourteen (14) people indicate their intent to start an Altrusa Club by becoming Affiliate members of Altrusa International, Inc. At that time you'll elect interim Officers, and carry out other traditional organizational activities. You'll identify a service project and a regular meeting schedule. When you

have achieved a club size of twenty (20) or more, you're ready to charter as a fully recognized Altrusa Club.

Once you've agreed to abide by the International Articles of Incorporation and Bylaws, adopted the required local Bylaws, elected Officers and signed your charter application, it's time to begin working on the Charter Event. After this occurs, the club is a fully recognized Altrusa Club. You'll still have the support and encouragement of your Organizer for the next year of course.

We look forward to meeting with you again on _____ (date). RSVP to _____ (name of Organizer) at _____ (phone number and/or e-mail address).

Cordially,

Organizer

Follow-up Letter after Community Information or Organizational Meeting for Signed Up Affiliate Member

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com and mail in Altrusa envelope obtained from same location.

Month, day, year

Jane Doe
15 Altrusa Street
Altrusa Town, International 15151

Dear Jane,

We were so pleased to meet you and to be able to introduce you to Altrusa International. We are excited you've decided to invest your time, energy and passion for community service through Altrusa international of _____ (working name for new club). We know you will make a tremendous difference in your community and that you will gain many personal and professional benefits from your membership now that you have decided to become an Altrusan.

The next organizational meeting is set for _____ (date and time) at _____ (location).

As one of the very first charter members you are now part of the Membership Committee charged with helping the Organizer to reach the minimum of twenty (20) members to charter the Altrusa Club of _____ (working name for new club). Please have any potential members contact _____, [Interim Director, at _____ (phone) or _____ (e-mail address) – adjust as needed depending on where this is in the club development process]. Or you may wish to tell them about Altrusa yourself and bring them to the next Altrusa organizational meeting.

If the person you are contacting is on the list (from your Membership Committee packet) of people who has attended an Altrusa event, they have already been invited to become a member. Your goal is to determine their level of interest in Altrusa and, if possible, secure their commitment, obtain the completed Affiliate membership form and dues in order to make their membership official. If that is not possible, encourage them to attend the next organizational event.

If you are making the initial contact, you may wish to talk with a member of the organizing committee to insure the proposed contact meets the business and professional eligibility requirements of Altrusa.

Please remember that membership is by invitation only, open to leaders in business and professions. (This of course includes business owners.) In addition, you should be aware that many Altrusans have their dues and fees paid through their business as a business expense.

We look forward to working with you in the future and having you in the Altrusa network. We can assure you that you will be astounded at the impact you will have on the community, and the professional difference it will make for you once you get Altrusa International of _____ (working name for club) up and running. With twenty (20) affiliate members, we can charter our new Altrusa Club.

We look forward to planning the charter event with you at an upcoming meeting.

Cordially,

Organizer (or member of Membership Committee)

Follow-up Letter after First Attendance at an Organizational Meeting

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com and mail in Altrusa envelope obtained from same location. Include Altrusa business card from the same location.

Month, day, year

Jane Doe
15 Altrusa Street
Altrusa Town, International 15151

Dear Jane,

We are delighted that you were able to join us at the Altrusa organizational meeting held on _____ (date of organizational meeting attended.) Thank you for your interest in forming an Altrusa Club in _____ (name of city). The response has been great.

We hope what you learned about Altrusa has encouraged you to become a charter member of this new club and that you will be joining us for future organizational meetings. Following is a brief outline of how the club building process will unfold.

What's next?

The next step is another organizational meeting on _____ (date)

The time is _____.

The location is _____.

At the next organizational meeting, much of the same information will be covered for the benefit of new prospective members. (So this will be a very good to time bring another business or professional leader you know who you believe is interested in personal and professional development through service to their community.) You are free to participate in the presentation again, or to talk with the Organizer and other Altrusans in more detail about Altrusa. We will continue organizational meetings until we have 14 affiliate members committed to starting a new Altrusa Club in _____ (name of city.)

When do we become a club?

You can begin providing service to your community as an Altrusa Club as soon as fourteen (14) people indicate their intent to start an Altrusa Club by becoming Affiliate members of Altrusa International, Inc. At that time, you'll elect interim Officers, and carry out other traditional organizational activities. You'll identify a service project and a regular meeting schedule. When you have achieved a club size of twenty (20) or more, you're ready to charter as a fully recognized Altrusa Club.

Once you've agreed to abide by the International Articles of Incorporation and Bylaws, adopted the required local Bylaws, elected Officers and signed your charter application, it's time to begin working on the Charter Event. After this occurs, the club is a fully recognized Altrusa Club. You'll still have the support and encouragement of your Organizer for the next year of course.

We look forward to meeting with you again on _____ (date).

Cordially,

Organizer of Membership Committee Member

Affiliate Membership Form — Club in Formation

The most current version of this form will always be found online at www.altrusa.com in the Membership Forms area.

If you need assistance with this form, contact the International Office at membership@altrusa.com.

Sample Charter Event Invitation

Edit as appropriate for the type of event to be held. The Altrusa logo, suitable for use in printed materials, is available at www.altrusa.com under Membership (after login.)

*The Officers, Directors and Charter Members of
Altrusa International, Inc. of _____*

Request the honor of your presence

at their

Charter Banquet

Saturday, the 15th of November 20__

5:00pm

\$25.00 per person

Salem Country Club

123 Huff Road

City, State Zip Code

Please RSVP by _____ to

_____ (e-mail address)

Sample Charter Event Program

Please adjust as appropriate for your event. The Altrusa logo, suitable for use in printed materials, is available at www.altrusa.com under Membership (after login).

Charter Event Program *Month, day, year from time – to time*

Welcome _____, *President, Altrusa International, Inc.,*
of _____

Introduction of Guests _____, *District ____ New Club Building*
Chair (or Co-Chair)

Altrusa Accent _____, *Altrusa International, Inc., of*

Altrusa Grace _____, *Altrusa International, Inc., of*

For this food before us spread, for our steps in safety led,
for thy favor on our way, Lord accept our thanks today.

Enjoy your dinner!

Greetings from Altrusa International _____, *President, Altrusa Int'l. Inc.*

Greetings from District _____, *Governor, District* _____

Initiation of Charter Members _____, *(title, club and District)*

Installation of Club Officers _____, *(title, club and District)*

Club Presentations _____, (title, club and District)

Special Recognitions (if any) _____, (title, club and District)

Door Prizes (if provided) _____, (title, club and District)

Closing Remarks _____, (title, club and District)

Benediction _____, (title, club and District)

May we go forth with high ideals to greet our fellow man.

Be true to all aims until we meet again.

Thanks for coming to celebrate our new club in _____.

Sample Letter of Invitation to Dignitaries

Reproduce on Altrusa Letterhead from the International website (under Membership tab after login) at www.altrusa.com and mail in Altrusa envelope obtained from same location. Include Altrusa business card from the same location.

Month, day, year

Dr. Jan Jones, Superintendent
Altrusa County School District
1515 Altrusa Ave
Altrusa, USA 15151

Dear Dr. Jones,

Altrusa International, Inc. of _____ is proud to announce that an Altrusa Club is being chartered in _____ on _____, 20____.

This is to be a most significant event in the history of _____ (name of city) and we invite you to be our guest at the Charter Banquet to be held at _____ (location) on _____ (date) at _____ (time).

Altrusa International, Inc. of _____ will become part of Altrusa International, Inc., which has over _____ clubs worldwide, over _____ members, and donated over one million service hours to communities worldwide last year. Altrusa is a volunteer service organization made up of professional and executive leaders dedicated to improving their community through personal service.

We hope you will join us for this Charter Event to launch its local altruistic efforts in _____ (name of city). Please RSVP by _____ (date), to _____ (name) at e-mail _____ (e-mail address).

Cordially,

President of New Altrusa Club or Organizer

Suggest sending invitations to (among others):

School District officials, City Officials, County Officials, Elected officials, Presidents of other Service Club, etc.

Sample Letter of Invitation to Altrusa International, District or Nearby Clubs

Month, day, year

Jan Jones, President
Altrusa International, Inc. of Anywhere
1515 Altrusa Ave
Altrusa, USA 15151

Dear Jan,

We are pleased to announce that we are forming a new club in Altrusa International, Inc. District _____ and hope you can join us for the Charter Event to be held at:

_____ (event information)

Dinner will cost \$_____ per person and reservations with checks attached should be sent to:

_____ (name and mailing address)

no later than _____ (deadline date.)

Make checks payable to Altrusa International, Inc. of _____.

We hope you will be able to attend. Club members are also welcome to attend. We look forward to seeing you and having you help us to welcome the new Altrusans.

Cordially,

New Club President or Organizer

Materials to Include in New Club Building Membership Committee Kit

As affiliate members sign up for the new club, they become members of the New Club Building Membership Committee and become active participants in the recruitment of new members. Each affiliate member should be provided basic information regarding the club organizing process and strategies for new member recruitment. Following are examples of some materials to include in their Membership Committee kits.

Contact information for:

Organizer(s)

Membership Committee members

Working list of contacts

Altrusa Letterhead

Altrusa Envelopes

Altrusa Business Cards

Altrusa Brochures

Altrusa Rack Cards



Altrusa International, Inc.
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Chicago, Illinois 60604-4305
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FAX: 312/427-8521
E-mail: altrusa@altrusa.com
Web: www.altrusa.com