

# C MPASS



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### How Does Altrusa Transition From Here?

Altrusans have understandably been concentrating on how to survive this pandemic. As we head into an uncertain 2021 it's challenging to imagine planning for the future. Many districts and clubs are still grappling with scenario planning and even thoughtful organizational plans don't hold up as the pandemic situation continues to unfold before us.

There will be an end to the pandemic, though COVID-19 will remain with us. One fantastic development is the number of our clubs adapting to these conditions and learning from them to serve our members and communities better. Now could be a great time to perform a needs assessment to determine how Altrusa's services or programs could best benefit our communities?

Our Altrusa family has had to be fiscally conservative during this time but many still managed to continue to serve the same or even more people as before the pandemic. How have you expanded your data collection? Your District may need to begin tracking metrics you never considered before to show your impact and effectiveness during this time.

My advice is it's not too soon to start thinking about our goals three to five years ahead. Don't let the pandemic stop you from planning and fundraising for that once in a lifetime exhibit, the new technology center on our website, or expanding our services and fundraisers. Start thinking about the period after COVID-19 as your big opening. What is Altrusa going to do to set us apart? To quote Eleanor Roosevelt: "The future belongs to those who believe in the beauty of their dreams".



Beverly Hardy, International President 2019-2021

## **ASTRA: Involve ASTRA at your District Conference!**

*Debbie McBee, International ASTRA Committee Chair*

Why do you attend your Altrusa District Conference?

Probably

- to connect with and network with other Altrusans,
- to expand your knowledge base of Altrusa information and fun information shared through speakers, workshops, and conversations with other Altrusans
- to gain new tools and skills
- to be inspired and energized by other Altrusan's stories, projects, and activities that might give you ideas to use in your own club or life
- to invest in yourself and have fun with others



As adults, we can all attest to the benefits of attending our district conference. For ASTRA members who attend their Altrusa District Conference, these young people are often profoundly affected by their experience at conference.

Our ASTRA members are not only excited to experience something new and to contribute but they love being exposed to “everything Altrusa”. Like us, they enthusiastically listen to speakers who inspire in them great ideas and new ways of doing things and understanding their world. Like us, they learn about community needs and how to address them effectively. Like us, they enjoy connecting with other ASTRA members and with Altrusans. Like us, they are inspired seeing community leaders in action.

Additionally, and perhaps most importantly, ASTRA members develop new skills at district conference from perfecting their public speaking skills to becoming better leaders. ASTRA members tend to be young adults seeking leadership experience. Enabling ASTRA members to actively participate in your district conference gives them additional skills and knowledge to become a force for change in their schools and communities –and in their adult lives.

What do ASTRA members do at conference? They can be the speakers in an ASTRA workshop for Altrusans, assist with Altrusa service, carry Altrusans' luggage at check in, participate in flag ceremonies, have their own workshops with peers, collect meal tickets, be greeters, or do anything else your district needs them to help with—along with networking with Altrusans and other ASTRA members!

The ASTRA program seeks to create civic and service-minded young adult leaders who learn to identify ways that they can positively impact communities and our world. Our ASTRA members already have so much to contribute! Choose to involve them in your next Altrusa District Conference. Altrusans will benefit even more than the ASTRA members do—from both awareness and future Altrusa membership!

## Navigating the Web...

- Important websites to know!
  - [www.altrusa.org](http://www.altrusa.org) (click Member Login in the upper right)
  - [login.altrusa.org](http://login.altrusa.org) (go directly to the members area)
  - [www.altrusastore.com](http://www.altrusastore.com) (purchase Altrusa branded items including pins and banners)
  - [www.altrusaservice.org](http://www.altrusaservice.org) (browse and share your club's service projects)
- Give us some feedback and share your thoughts on improving Altrusa with the [Suggestion Box](#).
- If you have forgotten your password to the site please send an e-mail to [Altrusa@altrusa.org](mailto:Altrusa@altrusa.org) or call the International Office for assistance.

## Highlights

- **Dues for the 2021-2022 cycle are now available.**
- **Links for registration and reservations for International Convention are available here:**
  - Registration:** <https://altrusainternational.regfox.com/altrusa-international-inc-2021-convention>
  - Hotel Reservation:** <https://www.hilton.com/en/hi/groups/personalized/C/CLTHUHF-ALTRUS-20210725/index.jhtml>

## Important Dates

- May 15 International Day of Families
- June 6 World Environmental Day
- June 23 UN Public Service Day
- July 28-31 Altrusa International Convention
- July 30 International Day of Friendship

## 2021 - 2022 Proposed Slate for International Board



For President Elect  
Linda K. Smith  
District Eight



For Vice President  
Christine DeVlieger  
District Six



For Vice President  
Jenette Borrell  
District Fifteen



For Treasurer  
Karyn Evans  
District Five



For Treasurer  
Germaine Vonderhaar  
District Five



For Director  
Kitty McElhaney  
District Three



For Director  
Lisa Boyd  
District Four



For Director  
Sue Whitaker  
District Six



For Director  
Bettina Schempf  
District Twelve

## Utilizing Survey Monkey

Leslie Johnson, International Communications Committee

Creating a Survey Monkey survey for voting is easy to do and free. You can go to <https://www.SurveyMonkey.com> and create a user account. Once your account is created you can click on “create survey”. This will bring up an option to either create a new survey from scratch or start from a template. Click start from scratch and name your survey, under that choose Vote or Poll and then Create Survey.

Now you are at Q1, if this is for a slate of officers then you put in Governor Elect, Vice Governor, etc. You can leave it as multiple choice and scroll down to Enter an answer choice. Here you can put in the Member’s names that are running for office, one on each line. Then scroll down and click next question and you’ll do the same with this on as you did the last question until you have all of your questions finished. Save at the bottom of the page and click next. You will see the title of your survey and the questions below. If everything looks good you can click next at the top of the page. Then you are going to click send surveys your way and then click Share a Survey Link. You will see Web Link 1 and a https:// address. Here you are going to click copy and then you can send that link to your voting members. You should give your voting members a deadline and you will only count votes that are in before the deadline.

The results, as your members start to vote you will see it come in on the Analyze Results tab at the top of the page. If you have any problems creating or getting your results please don’t hesitate to contact your International Communications Committee, we are here for you. Hope you have a great conference.

Also see our web page on the International site for questions about Zoom.

Greatest Regards,  
Your Altrusa International Communications Committee



## Opening Keynote



## Celeste Mergens

**CEO and Founder  
Days for Girls**

**July 28, 2021**

**Altrusa International  
Convention**

# Keynote - Saturday Luncheon

## Gary Linfoot

Gary Linfoot is a retired Army Chief Warrant Officer Five, with over 23 years of military service. Following a helicopter crash on his 21st combat deployment, which left him paralyzed below the waist, he began work as a military contractor providing flight instruction to special operations aviators in a flight simulator.



In 2018, Gary formed Intrepid Concepts and Consulting, LLC. His customers include the Infinite Hero Foundation, where he manages a multi-million dollar Grant Program and provides liaison with the NHRA, Don Schumacher Racing and the Infinite Hero Funny Car. Additionally, Gary schedules limited speaking engagements describing the personal journey of a Special Operations warrior, following a life-changing catastrophic event.

Gary supports many non-profit military organizations, has served as a Consumer Reviewer on the Congressionally Directed Medical Research Program, and has worked with Mobius Mobility and Kamen Enterprises to reintroduce the iBOT Personal Mobility Device.

In 2019, Gary and his wife Mari co-founded the American Mobility Project, which focuses on improving the lives of disabled persons with mobility solutions. Visit the website to learn more about the American Mobility Project, show your support, and make donations: <https://www.americanmobilityproject.org/>

## Convention Charm



*\*enlarged to show detail*

Remember to order a charm or two on your convention registration form. At just \$10.00 a piece you can have your own keepsake charm to commemorate your attendance to the 2021 International Convention.

## Tips for Governors-Elect

*Norma S. Teuton, International Director*

When I was asked to write an article on tips for Governors-Elect, I began thinking about just how I would approach the subject. After much thought, I decided to ask those who are in the know after serving for almost a full biennium.....our current District Governors!



**Communication:** When communicating with your Presidents and Board Members, respond to emails and phone calls in a timely manner. Keep communication lines positive, honest, and open. You may want to set aside a certain time each day to respond to emails. Keep a notebook near so you can record phone calls, conversations, questions asked and questions answered. You may consider starting a Monthly Newsletter to Presidents.

**Board Members:** You can't select your elected Board Members but you can select your Parliamentarian, Secretary, DSB Editor and Committee Chairs. Select well. I always said that my Parliamentarian and Secretary made me look good. Make sure your DSB Editor is computer savvy. Delegate to your Board Members. Remember you are a team and they are there to help you.

**Flexibility:** If we have learned nothing more this biennium, we have learned the importance of flexibility in our decision-making.

Be familiar with your **District Bylaws and Policies**. You'll refer to them regularly.

**Promote Conference:** Stress the need for the entire Board to attend conference and to stay for the Post Conference Board Meeting. In planning for conference and negotiating the hotel contract, carefully read the Force Majeure Clause (Cancellation Clause.)

**Technology:** Don't be the only one who understands technology. Recruit a technology expert in your District.

Always remember that **Altrusans are volunteers** and that you are Governor of the whole District. Avoid showing partiality and above all, **Be Approachable!!**

(Thanks to all the Governors who contributed to this article!)



The *Dreamweavers*, Governors of the fourteen Districts of Altrusa International, meet monthly, except for December to discuss issues pertinent to membership at the local and District Level. This cohesive group has had the opportunity to provide valuable input to the International Board, as the Board guides the organization. Quarterly reports are submitted to provide: Recommendations/issues to be considered by the Board and the Activities and Achievements of the Council. Tangible results of the work of the *Dreamweavers*, as a collective group, are the revised Club Annual Report, the revised District Annual Report, the ability to search the website with a specific word, the inclusion of the District identification on the International Service Database, among other items. More importantly the *Dreamweavers* have had the opportunity to learn from each other and as a group. As Chair of this amazing group of Governors, it has been heartwarming to observe the uniqueness of each district, yet the cohesiveness of these Altrusans to guide their membership through challenging times, all in the interest of *Building a Better Community*.

The Council meetings are attended by the Governors, International President, and the President Elect and in the second year of the biennium, the International Leadership Chair. The Governors Elect were invited to audit the Council meetings the fall prior to the beginning of their biennium. The intent is to provide a smooth transition as one biennium closes and a new one begins.

Yours in Altrusa Service

*Kitty McElhaney*

## United Nations: New Focus, Name Change

*Kathy Schrein, Chair*

*Altrusa Representative to the United Nation's*

*Department of Global Communications, Civil Society Unit*

Many Altrusans have asked why the United Nations changed the title of our NGO unit (non-governmental organization/no voting status) from under the longtime Department of Public Information (DPI) to the brand new Department of Global Communications(DGC)/Civil Society Unit. WOW! So many words-hard to remember!



Simply, the new name DGC reflects the current ways of working-underscoring the interactivity and cooperation in information management-between the United Nations and its stakeholders like Altrusa International. The key word is "interactivity". The old term "public information" was deemed passive while "communication" relates to a relationship of mutual interchange.

Then, due to the expansion of activities of our unit, NGO relations- which is under the Dept. of Global Communication- changed its name to become "Civil Society Unit". The new term reflects the UN's belief that we ALL are part of an international civil society. The UN hopes this belief of a world civil society will be incorporated in all areas of its activities.

The United Nations extends a "thank you" for NGO's commitment-like Altrusa International-and our dynamic work. The UN-when the public return date is issued- and Altrusa members look forward to our continuous engagement with serving our worldwide communities.

## Membership Strategies During a Pandemic

*Christy Bryant, International Membership Development Committee, Chair*

Now that many traditional clubs are operating in a more 'virtual' world due to the challenges brought on by the COVID-19 pandemic, the need for more effective strategies for membership retention and growth are front and center. This same need is extended to making a reality, the opportunity to charter new virtual clubs as another avenue for increasing our ranks for Altrusa service.



The COVID-19 pandemic has taught us as Altrusans that we need to be positioned to pivot on short notice. After more than a year of navigating the challenges of setting up Zoom meetings and trying to come to some routine for monthly club meetings, 'Now' is the time to assess the current state of membership in your club. What is working and what improvements are needed? Were you able to maintain or increase your membership counts or did you experience a decline? What will be the action plan for the coming conference year? Membership retention and recruitment is everyone's responsibility, not just the "Membership Committee". It takes everyone pulling together to bring about success. This year more than ever, every member of the club needs to be very intentional and focused on supporting strategies that nurture and support fellow members, while at the same time pursue those that address membership growth. During this time of a pandemic, membership strategies have not changed:

- What you must do to keep the members you have.
- What you must do to bring in new members.

However, it is going to take more effort and focus to be successful. There is no 'one size fits all' action plan. The needs and specific activities will vary from club to club. Below are a few things for consideration:

- 'Now' that you have experienced some of the benefits of Zoom meetings, how does this inform your strategy around membership recruitment? Are there co-workers, friends and family members that can be introduced to Altrusa from 'virtually' anywhere?
- Do you have a working plan to maintain contact and engagement with members unable to join the Zoom or face-to-face meetings, if that is the case, or does it need to be tweaked? Constant communication using various channels is the key!
- Do you offer a variety of service projects to ensure participation and engagement by most members? Even some that can be done without leaving home?
- During this pandemic, did any of your service projects result in new partnerships? Are you reaching out 'Now' to a list of individuals to see if there is interest in Altrusa?
- Do you know of persons who currently are volunteers with other organizations during these challenging times? These are some of the same people that would be great to approach for service in Altrusa.
- New members whose dues are paid to the club between April 1 – May 31st, have dues paid through May 31, 2022. Is this benefit part of your recruitment game plan?
- We are all aware that priorities have shifted. The financial state of some members may have changed. Have you considered a retention plan to assist with membership renewals?

Congratulations to clubs that successfully pivoted during the pandemic by maintaining or gaining new members. Look for opportunities to share best practices during the upcoming district conferences. The challenge remains for all clubs to re-imagine what the 'new normal' will look like coming out of this pandemic later this year. It will require innovative and 'out of the box' thinking to meet the tasks at hand. Think of membership retention and recruitment as a TEAM sport. What role will you play to aid in the 'win' for your club? Continue to lean into the theme of President Beverly's biennium – 'TEAMWORK Makes the DREAM WORK', Go TEAM!

# NEW!

www.altrusastore.com  
630-584-9414  
info@altrusastore.com



Presented by  
**Doc Morgan Inc.**

# ALTRUSA STORE PPE ITEMS

AVAILABLE NOW!

### Mask Ear Saver

- 1-5 — \$1.97 ea.
- 6-10 — \$1.59 ea.
- 11-24 — \$1.42 ea.
- 25 & up — \$1.17 ea.



### Mask Holding Lanyard

- 1-5 — \$3.49 ea.
- 6-10 — \$3.17 ea.
- 11-24 — \$2.99 ea.
- 25 & up — \$2.87 ea.



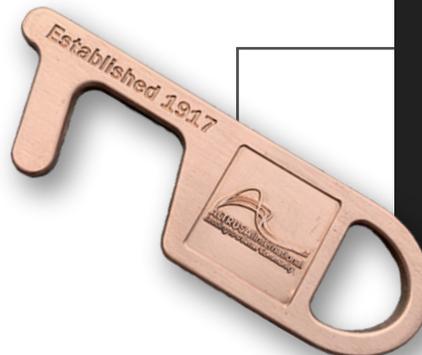
### Adjustable Face Mask

- 1-5 — \$6.76 ea.
- 6-10 — \$6.24 ea.
- 11-24 — \$5.90 ea.
- 25 & up — \$5.57 ea.



### Touchless Key Tool

- 1-5 — \$8.99 ea.
- 6-10 — \$8.49 ea.
- 11-24 — \$7.90 ea.
- 25 & up — \$7.27 ea.



### Keep the Distance Pin

- 1-4 — \$8.75 ea.
- 5-24 — \$7.86 ea.
- 25-49 — \$6.50 ea.
- 50-99 — \$5.99 ea.
- 100 & up — \$5.57 ea.



\*Pin size is 7/8" wide

# Get ready to *Spring Back Into Things*

Join us in giving back by putting the *Spring Back Into Things*! All contributions made to the Altrusa International Foundation, Inc. from April 1 to June 30 will be counted towards a spring fundraising challenge.

Service grants will be awarded to the top three Altrusa Clubs with the largest gifts, and top three Altrusa Clubs with the largest gift per capita - to give our smaller clubs a fair chance at winning!

First Place winners receive \$1,500  
Second Place winners receive \$750  
Third Place winners receive \$500

## Fundraiser Details

- All contributions from individuals, districts, and Altrusa Clubs are included from April 1 - June 30
- Gifts may be designated to Grants Program, Disaster Relief Fund, Endowment Fund, Club 21, or Where Needed Most.
- Contributions of \$100 or more will receive a custom medallion and contributions of \$50 or more will receive a custom face mask.
- Luci Lights are solar-powered, lightweight, portable, inflatable, and waterproof. Ask how you can get yours today!



2021 custom Altrusa International Foundation, Inc. logo for face masks and medallions



Luci Light

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## Disaster Relief Aid

Disaster Relief Aid is available to support our local communities during these unprecedented times. Funds are distributed swiftly to local relief organizations supporting residents affected by natural disasters, manmade disasters such as shootings, and the Covid-19 pandemic. [Click here to download an application](#) for your District Governor to submit. Requests up to \$2,500 may be immediately approved by the Foundation Chair for distribution.

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## Upcoming

Don't forget Anna H. Settle Community Leadership Award nominees **due by May 15** | [Click Here!](#)

### Charlotte International Convention

The Board of Trustees are delighted to host *The Inaugural Hofmeister Lamplighter Event* on Thursday, July 29. Details will be coming soon in a special invitation to you.