

C MPASS



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There are the Altrusans you meet – and then there are the Altrusans who stay with you.

Every year, as the season begins its quiet turn toward spring, many of us head to District Conference. Two or three days. A quiet solo trip or a car full of friends. One location where people come together to connect. Yes, there is a little bit of governance, but what really happens at District Conference is compassionate people collaborating on service, leadership and making a difference. Then somewhere between workshops, business meetings, and award presentations, we are reminded that the most extraordinary experiences are rooted in connection. It's the thread that runs through our Clubs, Districts and Association. Connection to a cause. Connection to experiences and events. Connection with each other. I encourage you to attend your District Conference to experience the joy being an Altrusan offers, to meet new friends and reconnect with those throughout your District who you already call friend.

The “Be a Friend – Build a Future” membership challenge continues through April 30th. The challenge was extended to include Add an Altrusan month in April as well as increase the number of chances to win. My dream is that all members ask at least one person to participate in a service project and/or come with them to a meeting so that we can continue making a lasting impact.

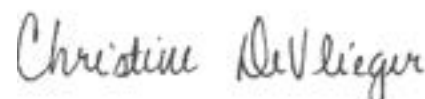
What do you need to do for the “Be a Friend – Bring a Friend” challenge?

- Recruit at least one new active (not dual) member between February 1st – April 30th.
- Ensure the new member is entered in Group Tally during this period, and that their dues are paid.
- After May 1st, Altrusa International will draw TEN winning clubs, each receiving \$100 to use for a membership event, a service project or where it is needed most.

One more thing before my article ends...data. It is a tool that helps us learn and improve so that we know Altrusa is delivering real, measurable change. Please make sure to enter books donated and literacy service on the Membership page of the Altrusa website. Each book entered and each service hour performed adds to our shared story. A story we can share with each other, future members, and potential new partnerships and Convention sponsors.

I look forward to the actions you take in our membership and literacy challenges, and of course, the momentum we will build together as we gather at District Conferences. Help us extend our reach, our impact to the world by encouraging others to help us contribute to leading to a better community.

With Altrusa Love,



Christine “Chris” DeVlieger
International President

Reminders

- Since our old Facebook page was unfortunately deleted, follow Altrusa International's new Facebook page [here](#). Also, don't forget to follow us on [Instagram](#) so you can stay up to date with our organization's happenings.
- President Chris is continuing previous bienniums' service project - the Literacy Challenge. Remember to keep track of books and service hours donated [here](#).

Navigating the Web...

- Important websites to know!
 - www.altrusa.org (click Member Login in the upper right)
 - login.altrusa.org (go directly to the members area)
 - www.altrusastore.com (purchase Altrusa branded items including pins and banners)
 - www.altrusaservice.org (browse and share your club's service projects) **(Not currently active.)**
- 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 or call the International Office for assistance.

Important Dates

- May 15** International Day of Families
- June 6** World Environment Day
- June 23** UN Public Service Day
- July 30** International Day of Friendship
- August 12** International Youth Day



Are you **FOLLOWING** the International Communications Committee Facebook Page?

Linda Ring, International Communications Committee Member

This is your opportunity to learn new techniques, ask questions and/or share best practices in Social Media. Go on.... Follow our page!

We aim to support, strengthen, and elevate communication across all levels of our organization. Effective communication helps us tell our story, expand our reach, strengthen our clubs, and amplify the impact of our service.

Over the past month, we have shared posts to engage and educate our members on matters of communications by sharing practical “how-to” guides, templates, best practices, and tools to assist with social media, press outreach, storytelling, and more. Our goal is to provide clear, useful resources that you can adapt and implement within your own club.

These are some of the topics we’ve covered:

We asked about:

- your biggest communications challenge
- who manages your social media presence
- which templates would make your life easier

We shared “how-to” posts on:

- writing a clear engaging Facebook post
- effectively promoting your service event
- telling your story in 3 paragraphs
- creating a simple monthly social media plan
- We pointed to the Press Release Template on our International website

And we’re not done! You asked for a solicitation letter, and social media calendar. Those documents are in the works! We are listening! What tools and guidance do you need?

Together, we can strengthen how we share the Altrusa story—within our communities and across the world. We look forward to working with you.



Our Altrusa Service Projects: Our Strongest Recruitment Tool

Scott Tice, *International Service Program Development Committee Chair*



At the heart of all Altrusa clubs is service.

It is not just something we do — it defines who we are; it reflects our legacy. When our clubs lead meaningful, visible service projects, we not only strengthen our communities, we create powerful opportunities to grow our impact as we grow our membership.

Service in Action Attracts Members.

Service is our most authentic recruitment strategy. When Altrusans are assembling literacy kits, awarding scholarships, supporting food insecurity initiatives, or partnering with local nonprofits, people notice.

They see **leadership**. They see **organization**. They see **impact**.

Prospective Altrusans are far more likely to join when they **experience Altrusans in action** rather than simply hearing or reading about us as an organization. A service project provides a natural, welcoming entry point. Working side by side fosters connection far more quickly than a formal meeting ever could.

How Do Service Projects Work for Recruitment?

- They showcase our mission. Every project demonstrates what it means to be Leading to Better Communities. What a powerful mission!
- **They create low-pressure involvement.** Guests can participate, contribute, and see results immediately.
- **They build relationships.** Shared service builds camaraderie and belonging as the joy of making an impact is shared.
- **They highlight leadership opportunities.** Projects reveal the depth of talent and purpose within our clubs, and potential Altrusans can imagine themselves leading in service, too.

How Do We Maximize Membership Growth Through Our Service?

Key idea: We must be intentional!

- Encourage members to **invite guests** to share in service projects.
- **Post information** about the service opportunity on social media platforms **ahead of time** with an easy way to accept an invitation to join the effort.
- **Share project outcomes** through local media and social media platforms.
- **Follow up personally** with volunteers who show interest.

People join for impact and stay for connection. When we design strong, visible service projects and open the door for others to participate, we will naturally grow.

We are eager for stronger clubs, so let's start where Altrusa is strongest — in our service. As we continue to lead through action that serves, we truly are **Leading to a Better Community**.



Long Range Strategic Planning

Karyn Evans, International Leadership Development Committee Chair

We know Altrusa is a builder of leaders, but what does that mean? What does it mean in your District? Your Club? To you? What does the building process look like? Does it have a strong foundation? Reinforced supports? Ongoing maintenance? Builder of Leaders brings to mind construction, and in reality, we should look at the process as a form of construction. We must systematically and thoughtfully construct our clubs, districts, and our international organization. Those who fail to plan, plan to fail is attributed to Benjamin Franklin. Are you planning?



Our Blueprints

As a construction project starts with blueprints, we must have a plan in place for building and growth. A Long-Range Strategic Plan (LRSP), a bridging plan, and well-developed Policies & Procedures, and updated Bylaws make up our blueprints. Do you have all these documents in place? Are they current? Relevant? Shared? Followed?

Over the next few editions of the Compass, we will cover part of the blueprints. This time we will start with the Long Range Strategic Plan (LRSP).

LRSP

A LRSP with clear goals, objectives, action steps, timeline, and who is responsible for each item will guide your club into the future. Creating a LRSP should not be done as a “check that off the to-do list” activity. It must be developed with forethought, planning and input from a wide range of members. Goals and objectives must be clear, concise, and measurable. Action steps define how the goals and objectives will be met. The timeline keeps the process on track. When the responsibilities are assigned to a specific person, committee, or team, accountability enters the focus.

Start the LRSP process with clear expectations. Some plans are developed by a committee of three; others start with each committee completing their relevant section. Whatever process is used, it is important for someone to provide oversight and ensure consistency.

Once completed and adopted by a vote of the membership, the plan should serve as a road map to the future, including periodic reviews and notations as to the status of each goal and objective. The plan should be ongoing, shared with all members, and be part of the new member kit that is provided to each new Altrusan upon initiation.

The LRSP should be a living document in that it is reviewed often, progress and completion are noted, issues are discussed, adjustments are planned, and updates are completed following the timeline or need.

Do you need help? Many resources are available:

- Contact your District Strategic Planning Chair
- Use the International LRSP for a guide
- Ask for samples of good plans from clubs in your district
- Contact the International Leadership Development Committee

World Health Day - April 7, 2026

Kathy Schrein, Altrusa Representative to the United Nation's Department of Global Communications, Civil Society Unit/NGO

Global health awareness day is observed on April 7 each year. It stresses the importance of investing in health information that withstands hazards, saves lives, and makes hospitals safe in emergencies. This day is under the specifications of the WHO since 1948. Some past themes were Depression-Let's Talk (2017), Safe Motherhood (1998), and Health for All (2023)-focused on nurses and midwives. The theme for the World Health Organization (WHO) World Health Day on April 7, 2026, is "Global Action for Universal Health Coverage". This theme focuses on ensuring that people everywhere can access essential health services, including prevention, treatment, and rehabilitation, without experiencing financial hardship.



Actions/projects-

1. Have a speaker on special World Health Day topics. Mental health is often most neglected and, owing to our stressful lifestyles, it's very important nowadays. So mediation and therapy topics/speakers are greatly encouraged
2. Volunteer as able at an area clinic serving Medicare, Medicaid or self-pay clients... or participate in blood and bone marrow donation drives.
3. Watch WHO videos on current health topics.
4. Learn more about this special day at <https://www.who.int/campaigns/world-health-day>
5. Outdoor member activities such as hiking or bicycling are commonly organized to promote personal health.

World Health Day's message is simple: giving people access to healthcare without the prospect of financial hardship. Altrusa International and its members celebrate the goal of Health Day, raising public awareness about the importance of good health at home and globally!

Building the Future: Why Now Is the Time to Start a New Altrusa Club

Gillian Allen, International Membership Development Committee Member

There is something powerful about planting seeds in new soil. Starting a new club can feel overwhelming at first. The questions come quickly: Is there enough interest? Will we find leaders? What if it fails? Yet for those who have taken that first step, new club building often becomes one of the most rewarding experiences in Altrusa. Watching a club you helped launch deliver its first project, welcome its first new member, and charter with pride is a feeling unlike any other. And the truth is—new club building is not guesswork. It is a structured, supported, and strategic process designed for success.



Why New Club Building Matters

According to the New Club Building Manual (you can find it on the Altrusa International website), adding a new club:

- Expands Altrusa's service into new communities
- Strengthens District and International growth
- Develops leadership skills
- Provides innovative membership recruitment opportunities
- Extends the hand of service to others

In short, new club building is both a service opportunity and a leadership development experience. When we build a new club, we multiply impact. We bring literacy initiatives to neighborhoods that need them. We create leadership pathways for members ready to grow. We ensure the future strength of our District and International organization.

It Starts with Vision and Intentional Planning

Every successful club begins with thoughtful pre-planning. Before launching, six essential questions must be addressed:

- Why organize a new club? (Revival opportunity? Untapped community?)
- Is there a committed Organizer or Sponsoring Club?
- Is there a Steering Committee willing to serve at least one year?
- Where will the club be located?
- What are the projected costs?
- What is the timeline?

These questions do more than create a checklist—they build confidence. They ensure the club is launched intentionally, not impulsively. New clubs must also follow Policy 10F and adhere to official bylaws, names and diversity standards, dues requirements, and proper use of name and trademarks. This framework protects the integrity of the organization while still allowing each club to tailor meeting formats and projects to fit its community.

From Idea to Action - Launching the Process

1. Select the Community

Identify a target community and secure at least three committed individuals to serve as the core group.

2. Determine the Organizer or Sponsoring Club

The Organizer may be a Sponsoring Club, District, or individual Altrusan. A New Club Building (NCB) Committee should be formed to guide, mentor, and report progress.

3. Submit the New Club Building Proposal

Complete the one-page NCB Proposal and submit it to the District Governor for approval. Once approved, it is sent to International for informational purposes..

4. Begin Recruiting Affiliate Members

Prospective members become Affiliate Members until chartered. Recruitment strategies include:

- Chamber and business directories
- Community festivals and booths
- Social media outreach
- Referrals using tools like “Forty Potential Members in Four Minutes”
- Personal invitations and follow-up

A social media plan should be created early, listing the group as “Altrusa Club forming in [Community]” until charter approval.

Phase 3: Organizational Meetings & Service

The first organizational meeting should:

- Clearly explain Altrusa’s mission and service impact
- Provide Affiliate membership forms
- Share District and International information
- Emphasize service as the core purpose

From the beginning, plan small service activities. Service engagement keeps momentum strong and demonstrates who we are.

Financial Support During Formation

International provides financial assistance in **four \$125** installments:

- Initial request
- After 5 Affiliate members
- After 10 Affiliate members
- Upon reaching Charter Strength (15 members)

Funds must be used solely for club development—not service projects—and managed responsibly by the Sponsoring Club or Organizer.

Milestones on the Journey

Five Affiliate Members

- Official club name selected
- Social media accounts formalized
- Continued Altrusa education at meetings

Ten Affiliate Members

- Elect interim officers (President, Vice President, Secretary, Treasurer)
- Begin formal meeting minutes
- Publish progress in District communications

Charter Strength (15 Members)

To charter, a club must have 15 members, with at least 8 primary members.

At this stage:

- Adopt Club Bylaws (using International template)
- Set club dues
- Elect officers
- Submit Request for Charter to International
- Plan Charter Ceremony (allow at least six weeks)

International will issue the Charter along with a President’s Pin and Gavel.

Post-Charter Responsibilities

After chartering, the new club must:

- Incorporate per International requirements
- Open a club bank account
- Appoint standing committee chairs
- Continue mentorship with Sponsoring Club for at least one year

The club may also apply for a New Club Grant from the Altrusa International Foundation during its first year.

The Secret to Long-Term Success

The New Club Building Manual reminds us that recruitment must continue beyond charter work in progress.

Some clubs naturally dip below charter strength after year one. Sustainable success requires:

- Continued mentorship
- Intentional member integration
- Leadership development
- Consistent recruitment
- Strong social bonds
- A meaningful signature project

New clubs thrive when they combine structure with enthusiasm—policy with passion.

Why You Should Consider It

If your club has:

- A desire to expand service
- Leaders ready for a new challenge
- A neighboring community without Altrusa presence
- Members passionate about growing the organization

Then new club building may be your next great opportunity. The path is clearly outlined. The support system is in place. Resources are available. All that is needed is someone willing to ask, “*What if?*”

Leading to a Better Community—One New Club at a Time

Building a new club is about legacy. It ensures that Altrusa’s commitment to literacy, leadership, and service continues for generations. It strengthens our District. It grows our International reach. It empowers new leaders. It changes communities. And most importantly—it changes us.

So, if you are thinking about starting a new club, do not let uncertainty stop you. The process is structured. The guidance is clear. You are not alone.

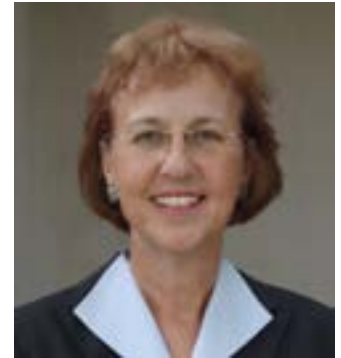
The question is no longer “*Can we do this?*”

The question is, “*When do we begin?*”

UN Civic Society Town Hall - January 29, 2026

Faye Snodgrass, International United Nations Committee Member

On January 29th, I participated in the Civil Society Town Hall with H.E. Annalena Baerbock, President of the 80th session of the UN General Assembly. H.E. Baerbock spend the time answering questions that had been submitted by different civil society organizations. The majority of the questions were related to changing how different civic and UN groups work together, given the UN's extensive and complex network of systems. She was very transparent in her responses and frequently repeated that the UN needs to work to gather feedback and input from grassroots organizations, since they know the needs and the effectiveness of the impact of the associated UN agency.



Particularly notable was the frequency of her comments related to women's and children's rights, violence against women, and that the best way to address these challenges might be to have a woman replace Antonio Guterres as Secretary General.

In a conversation with another participant about applying for consultative status, she explained that there is a panel of six people who determine who gets approved. Only one negative vote, for any reason, means that the application isn't approved. She shared that organizations sometime have to resubmit their application multiple times.



(Note: Team UN chair, Kathy Schrein also "attended" this session via Zoom platform. Look for TEAM UN articles in every Compass issue and special UN-related flyers at

2027 International Convention Columbus, OH

Wednesday, July 21 - Saturday, July 24



Mamie Moment

New Fields Shall Open Unto Us

“What we have already achieved is magnificent. But Altrusa is not static. It is dynamic. New fields shall be open unto us and we will achieve new goals of helpfulness. In the past, in the present and in the future the strength of Altrusa is in the individual member—her vision, her character, her kindness and her desire for service, and always her power to add to the happiness of those about her. So it is to you, each of you, to build for Altrusa and for your own happiness. Altrusans of the present and the future I salute you and pledge anew my devotion and understanding.”

Mamie Luella Bass

International Altrusan April 1956 page 4

Except for last sentence, this message is on her tomb stone

**Don't forget to follow
our Altrusa International
social media pages!**



[@altrusa](#)



[@altrusainternational](#)



[@altrusaintl](#)

We post club service projects, updates from the International Office, club updates, and more to help grow our membership.

Lighting the Way Forward: Support the International Foundation During District Conferences

As District Conferences bring Altrusans together in service and fellowship, they also offer a meaningful opportunity to strengthen our shared impact. The International Foundation encourages every Altrusan to become a Charter Member of Club 52 with a gift of \$52 (individual) or \$252 (Club or District) by May 31, 2026, or to make an even greater impact by joining as a Lamplighter with a contribution of \$500 USD or more.

Each contribution, no matter the level, directly fuels our collective mission. Because of your generosity, the Foundation continues to provide scholarships that open doors, disaster relief that restores hope, and grants that empower Altrusa Clubs, international healthcare and education organizations, and children's camps serving youth with disabilities.

We are deeply grateful for every donor who believes in this work. Your commitment reflects the very heart of Altrusa: service, leadership, literacy, and legacy.

An Invitation to Celebrate: VIP Donor Reception at the 2027 International Convention

Looking ahead, we are excited to honor our dedicated supporters at a special VIP Donor Reception during the 2027 International Convention in Columbus. This exclusive gathering will recognize those who make a leadership commitment to the International Foundation by contributing at least \$500 annually during each year of the biennium:

- June 1, 2025 – May 31, 2026
- June 1, 2026 – May 31, 2027

This reception is more than a celebration, it's a moment to connect with fellow change makers, reflect on the impact of your generosity, and look ahead to the future we are building together. We hope you will join us as we honor your dedication and partnership.

Keep the Light Burning: Annual Giving Reminders

As you plan your giving, please remember that both the Lamplighter and Club 52 programs are annual giving opportunities. Contributions are credited within the International Foundation's fiscal year, running from June 1 through May 31.

We encourage all Altrusans to stay engaged and continue their support year after year. If you have questions about your current Lamplighter level or would like to confirm your Club 52 renewal date, the Foundation staff is here to help. Please feel free to reach out at foundation@altrusa.org.

To every Altrusan who has given, continues to give, or is considering a gift, thank you. Your generosity sustains our mission and ensures that together, we will keep lighting the path for those we serve.

Click [HERE](#) to Make a Lamplighter Donation!



Click [HERE](#) to Become a Charter Member Today!

