

# C MPASS



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I am excited to embark with all of you on this new Altrusa International biennium. With the theme – Altrusans R.O.C.K. – Realize Opportunity, Create Kindness we are off to a wonderful start.

VIVA ALTRUSA! What a fabulous convention we had in San Antonio. A special thank you goes to Immediate Past President Kathy Folley and Convention Chair and Co-Chair Bevely Luedke and Sharon Tramonte for all the work they put in to make this such an outstanding Convention. Everyone had a great time. The total line up of speakers was outstanding!

I want to give a big thanks to my program team who took the biennium theme and put together amazing standing room only workshops! Who knew you could take rock and roll music to explain parliamentary procedure! The workshop presentations are now available under the events tab on the Altrusa International website. I encourage you to not only use this information at your District Conferences but also at club meetings.

Membership is off to a great start! I am excited with all the new members that have been shared on Facebook. Our clubs are growing! We have added one new club already. The Altrusa International District Three Virtual Club charter ceremony was held on September 22. We are excited to welcome them to Altrusa! Several other new clubs are also in the works and we look forward to additional charter events.

Did you know that there are 5 Altrusa International Facebook pages – Altrusa International, Altrusa Service, Altrusa Leadership Development Committee, Altrusa Membership Development, and Altrusa International Communications Committee. If you have not liked or joined these pages I encourage you to do so. There is lot of new content on these pages.

In addition to our International project of Days for Girls, we will focus on two other initiatives. We will continue the Literacy Challenge of 1 million books donated during the biennium and 500,000 million literacy service hours. I know that together we can achieve this goal. As in the past biennium, please report your book donations and hours on the service page of the Altrusa International website.

A new initiative is Intentional Acts of Kindness. Motivated by Wyatt, who gave us kindness stars at the Charlotte Convention, I am asking each Altrusan to commit one intentional act of kindness each week of the biennium. The acts can be simple or complicated – you choose. Meeting this challenge will result in over 300,000 intentional acts of kindness each year of the biennium. Please report your progress on the service page on the Altrusa International website.

I look forward to an exciting biennium – unfortunately I had a little more excitement than I expected. As many of you know I had a mild stroke on August 23 – not how I planned to begin the biennium. I am doing better every day and my doctors say I will have a full recovery! I appreciate all the notes, emails, texts, cards and prayers.

Together, let's R.O.C.K.!



Linda K. Smith  
International President

## **UN TEAM**

*Kathy Schrein,*

*Altrusa Representative to the United Nation's*

*Department of Global Communications, Civil Society Unit/NGO, Chair*

The 2023 International Convention "Viva Altrusa" had a 3-fold Team United Nations presence! Chair Kathy Schrein (Dayton, Ohio) and Rep Faye Snodgrass (Indy, Indiana) both shared UN information via 2 workshops- "It's Time to Celebrate the UN's Days of Observance!" and "The United Nation's Sustainable Development Goals: How Can Your Club Help in Our Interconnected World". It was a privilege to share the Altrusa and the United Nations intertwined missions.



The third presence--and maybe the most exciting for our UN TEAM- was the membership's vote of confidence, making a Bylaws change to add the United Nations team to the standing committee status. What an honor and welcome recognition!

During this Biennium, Altrusa's UN Team will focus on sharing these Days of Observance and Sustainable Development Goals via emails, Facebook, the Compass, and presentations at District Conferences. Questions and comments are always welcome. ([kathylou1107@yahoo.com](mailto:kathylou1107@yahoo.com))

Not only does the United Nations and Altrusa share celebrating peace, dignity and equality on a healthy planet, but we share a joint responsibility to individuals, "Leading to a Better Community".

In the next issue of the Compass, Team UN will explore the United Nation's "International Years" and an overview of UN Observances.

## Reminders

- [Certificate of Insurance Request Forms](#) are to be emailed directly to Michelle Wolff at [michellew@cookandkocher.com](mailto:michellew@cookandkocher.com).
- December 1st, 2023 begins half year dues.
- ASTRA Scholarship applications will be available starting January 1st, 2024.

## 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.

## Important Dates

- November 16** International Day for Tolerance
- November 25** International Day for the Elimination of Violence against Women
- December 3** International Day of Persons with Disabilities
- December 10** Human Rights Day
- February 4** World Cancer Day

## AN AMAZING TIME AT CONVENTION: Membership Committee

*Sylvia Juarbe, International Membership Committee Chair*

Convention in San Antonio, Texas was WONDERFUL! The warmth that all members shared was genuinely contagious. We had the opportunity to meet new Altrusans and reunite with those we haven't seen in a while. I definitely had the best time!



One of the highlights of the convention was the 2023-2025 biennium program presentation where the Membership Development Committee (MDC) shared the goals we'll be working on:

- Recruit and retain a diverse membership – 10% membership increase and 90% membership retention for clubs.
- Club development - one (1) new club in each district.
- Focus on ways to enhance and encourage virtual clubs by making them more appealing to our membership.
- Continue work with Clubs-at-Large.
- Update and keep current Altrusa International Membership Development Facebook page and encourage members to post about successful membership initiatives.

MDC presented 2 workshops, each one with its unique way of addressing recruitment and retention of members, information on social media Facebook group, and virtual clubs.

- “Let your talents and skills be part of a masterpiece” focused on the importance of identifying possible new members that are passionate about serving others and can also help uphold our clubs. How vital it is to unite our talents and skill to benefit our clubs; the significance on considering the needs of our existing members; ways to engage the new and existing members; and organizing activities to motivate participation. Also, we mentioned step by step access to the membership section on the International website to review all the resources available.
- “3 ways to rock your membership” approached recruitment of new members with different ideas ... as easy as if your club needs an accountant, talk to your accountant about Altrusa and motivate them to join. Simple actions can make a great difference ... just like The Butterfly Effect: “A minor event like the flapping of a butterfly wing could conceivably alter wind current sufficiently enough to change weather conditions 1,000 miles away. Tiny differences in input can quickly become overwhelming difference in output.”

Altrusa members are our Precious Treasure; understanding their needs and making them feel welcomed and valued is an aspect we cannot overlook. Happy members will become our spokespersons by letting everyone know what a great time they have while being able to provide support to families in need.

Our team is here to help. We will be contacting Membership District Chairs and Governors to provide support. If there is any way we can assist, please let us know at [membership@altrusa.org](mailto:membership@altrusa.org)

MDC District Liaisons

District	MDC – Member	Email
One	Antoinette Thorburn	<a href="mailto:a.thorburn@yahoo.com">a.thorburn@yahoo.com</a>
Two	Susie Quillen	<a href="mailto:Squillen123@gmail.com">Squillen123@gmail.com</a>
Three	Carlita Cotton	<a href="mailto:drclarlitarbcotton@gmail.com">drclarlitarbcotton@gmail.com</a>
Four	Penny Storms	<a href="mailto:Pensto53@gmail.com">Pensto53@gmail.com</a>
Five	Penny Storms	<a href="mailto:Pensto53@gmail.com">Pensto53@gmail.com</a>
Six	Kerry Cavin	<a href="mailto:kerrycavin44@gmail.com">kerrycavin44@gmail.com</a>
Seven	Kerry Cavin	<a href="mailto:kerrycavin44@gmail.com">kerrycavin44@gmail.com</a>
Eight	Antoinette Thorburn	<a href="mailto:a.thorburn@yahoo.com">a.thorburn@yahoo.com</a>
Nine	Susie Quillen	<a href="mailto:Squillen123@gmail.com">Squillen123@gmail.com</a>
Ten	Pam Hayes	<a href="mailto:pmariehayes67@gmail.com">pmariehayes67@gmail.com</a>
Eleven	Pam Hayes	<a href="mailto:pmariehayes67@gmail.com">pmariehayes67@gmail.com</a>
Twelve	Carlita Cotton	<a href="mailto:drclarlitarbcotton@gmail.com">drclarlitarbcotton@gmail.com</a>
Fourteen	Sylvia Juarbe	<a href="mailto:sylviajuarbe@yahoo.com">sylviajuarbe@yahoo.com</a>
Fifteen	Nancy Norris	<a href="mailto:nancylnorris@aol.com">nancylnorris@aol.com</a>

## Service Committee Article

*Karyn Evans, International Service Chair*

Members of the Service Committee enjoyed meeting and discussing service with so many of you at the International Convention, and what a great Convention it was! Our team presented a variety of service projects from our Districts. The handout is posted on the International website.



In August, a survey was sent to all the District Service Chairs seeking information on how we can best assist the Districts. Thank you to all who participated.

For this biennium, President Linda has decided to continue the One Million Book Challenge. Clubs and individuals should track book donations on the International website, Service Section, under the Book Challenge description. Be sure to count all donations, not just major club projects. Let's surpass that million-book challenge. Intentional Acts of Kindness is a new service project that President Linda has selected. She is requesting every member to do one intentional act of kindness each week. Soon, you will be able to record your acts on the International website on the Service page.

The third service project, Days for Girls, was approved by the Convention body as an International Service project at the Centennial Convention in Nashville. Remember to support this worthy project through sewing kits, providing supplies, or making donations. A special request went out in September for assistance with Morocco. Please, consider helping if you can.

The Service Committee would like to encourage all Clubs to apply for at least one International Award. We know you are doing great work in your communities, share it with other Altrusans.

Finally, we would like to hear from you. Do you have questions, suggestions, or concerns? Contact us.

# Service Projects



# Altrusa International, Inc 2023-2025 Biennium

District One - Governor Rita Cole  
Governor-Elect Susan Porazzo

Altrusa District One



District Two - Governor Linda Darr



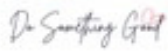
District Three - Governor Dimple



District Five - Governor Tammy Bader



District Four - Governor Jennifer Gault



District Six - Governor Angela Beck



District Seven - Governor Regal Christensen



District Eight - Governor Lorraine Brown



District Nine - Governor Shirley Rayson



District Ten - Governor Ashley Mason



District Fifteen - Governor Maryvonne Ashley (in memoriam) / Governor-Elect Margaret Mithop



District Fourteen - Governor Carmen Agosto-Serrano



District Twelve - Governor Debbie McBee



District Eleven - Governor April Smith



Realize Opportunity, Create Kindness

# And Now Let's R.O.C.K

# District Eight Kansas Missouri Oklahoma Arkansas



**Altrusa International of Salina, Kansas, gave out books at the Juneteenth Celebration and Cuts for a Cause, and provided a Reading Room at Pinnacle Park.**



**Altrusa International of Bentonville/Bella Vista, Arkansas, promoted literacy at a Summer Reading Program.**



*Photo by Gabbie Hodgkiss*



Thank you @altrusafayar



**Altrusa International of Sikeston, Missouri, donated 743 Books at Spread Hope Now School Fest.**

**Altrusa International of Fayetteville, Arkansas, collected school supplies and filled backpacks for the Marshallese community. They also provided scholarships for safe schooling for Tanzanian scholars and books for a village library.**



**Altrusa International of Jonesboro, Arkansas, helped Stuff the Bus with over 1500 school supplies**



**Altrusa International of Chickasha, Oklahoma, grew its membership and provided over 200 chocolate servings for Friends of the Public Library Celebration.**



Leaping Into Service!



**Altrusa International of Poplar Bluff, Missouri, celebrated “Read Across America” and walked to end Alzheimer’s Disease.**



**Altrusa International of Greater Kansas City, Missouri, grew the joy of reading with children, making book deliveries and reading with children.**



**Altrusa International of Hot Springs Village, Arkansas, made Tiny Angel gowns, wraps, hats, and more to comfort families whose infants have died.**



**Altrusa International of Mexico, Missouri, ASTRA Club assisted United Way with Power of the Purse fundraiser.**



**Altrusa International of Sedalia, Missouri, hosted Adult Education Graduation.**



**Altrusa International of Emporia, Kansas, recognized First Responders.**





# District Three

Florida, Georgia, North Carolina and South Carolina

## Serving Up Service



Altrusa International of Gainesville, FL.



Altrusa International of Starke, FL.



Altrusa International of Waynesville, NC



Altrusa International of Raleigh, NC



Altrusa International of Ocala, FL.



Altrusa International of Orlando-Winter Park, FL.

## Days for Girls - The Power of Days

*Vickie Kilgore, DfG Coordinator, International Service Committee*

Days for Girls advances menstrual equity, health, dignity, and opportunity for all. They transform periods into pathways. They believe in a world where periods are never a problem. The basic unit of a Days for Girls Kit is washable, reusable pads, protective shields and absorbent liners that can last up to 3 - years. Each kit includes a carry pouch, underwear, soap, and wash cloth within a drawstring bag that is a fashionable tote.



At the 2017 Altrusa International Convention in Nashville, Tennessee the membership in attendance at the convention voted to adopt Days for Girls as an International Service Project. It took several months for Altrusa International to build a partnership with Days for Girls, but working together they developed a Memorandum of Understanding that outlined what the partnership would look like.

Within the first 2-years participating in this service project Altrusans contributed \$35,204.83 to support the work of Days for Girls. This support provided 1,531,987 women and girls with menstrual kits and health education in 141 countries. This International Service project continues today under the leadership of Linda Smith, Altrusa International President.

Linda was contacted by Celeste Mergens, Founder of Days for Girls with wonderful news. First, Days for Girls just passed the milestone of more than 3 million women and girls reached in 145 countries on 6 continents. Celeste thanks Altrusa membership for being part of that milestone.

Second, on October 3rd, she has a book kickoff – an inspiring personal story of resilience, hope, and proof that we can all make a difference. Celeste has mentioned Altrusa in her memoir. Written in short evocative chapters, ‘The Power of Days’ captures the challenges Celeste faced and the lessons she learned, personally and professionally, illuminating to all who wish to make a difference and create a more equitable world. The book is being published by BenBella Books and distributed through Penguin Random House. According to BenBella, this book has potential to become a bestseller, and that would translate into the next quantum leap for Days for Girls and the menstrual movement and help reach many more around the world. A portion of proceeds benefit Days for Girls. You can preorder now and if Altrusa Clubs would like a book club style meeting, then Celeste would be happy to connect. Her email: [hello@celestemergens.com](mailto:hello@celestemergens.com)

## Shine Bright as a Digital Marketing Expert

*Emily DeVlieger, International Communications Chair*

What is Marketing?

Marketing is the activity or business of promoting and selling products or services, including market research and advertising.

What is Digital Marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the Internet and other forms of digital communication.

Set your goals for the year! Are you looking to strengthen your brand? Is lead generation a top priority? Or is retention the big goal?



Once you set your goal, you are able to learn your audience and what they are looking for. Tell your why. Why Altrusa. Why did you join? Why do you stay a part of the organization? Show people everything Altrusa is.

Digital Marketing techniques to help achieve your goals:

Attract! Bring people in with social media, enhance new members website experience with Search Engine Optimization, and advertise.

Engage! Create valuable content and an experience for people. The Altrusa experience.

Delight! Create surveys to understand what people do and do not like. Keep improving the experience.

## Being an Altrusan Influencer - Promote your BRAND!

*Emily DeVlieger, International Communications Chair*

A brand is what people think about us and our clubs based on the experience they have with us. By using our brand drivers, we can influence how we are seen not only in our communities, but by our own members.

- Are we clear about who and what we are, what we are about; what we stand for and what the organizational focus is?
- Are we flexible meeting the needs of current and potential members?
- Are we inclusive and make our members and prospects realize they help make a difference; that they are listened to, welcomed, and appreciated.

We are all influencers of our clubs every time we hold a meeting or do a project. We have the power to affect the opinions and decisions of others based on their positive, or negative, experience with us.

We also influence our members and community with our publicity, especially social media. As individual Altrusans, we need to use our own profiles to talk about what you do and what Altrusa does. Reading positive experiences will attract people. Utilize content strategy by scheduling posts to increase visibility among followers.



Convention was just amazing and we hope you took home some nuggets of information for your existing ASTRA clubs or clubs in formation. Vice Chair, Jeraldyn Rivest, kicked off our Thursday workshop sharing valuable information on International Grant writing and was accompanied by three ASTRA club members. This was truly the highlight of the day. Saturday, we shared about all the valuable resources the Altrusa website has to offer. Your International ASTRA Committee is here to assist you. Contact us at [ASTRA@Altrusa.org](mailto:ASTRA@Altrusa.org) for all of your ASTRA needs.

# ASTRA ROCKS CONVENTION 2023

[astra.altrusa.org](http://astra.altrusa.org)

## ASTRA Goals & Initiatives for the upcoming biennium:

- Continue to inspire new club charters and revitalize less active clubs.
- Utilize the marketing video to encourage sponsorship of new ASTRA Clubs.
- Improve communications between ASTRA members and Altrusa Clubs, Districts, and International.
- Maintain updated materials and manuals and improve members' access.
- Simplify the ASTRA Service Award application process to encourage more participation.
- Improve the data capture/distribution process for the Alumni Survey.
- Incorporate an international ASTRA social media presence to enhance the Altrusa and ASTRA member experience.
- Promote the NEW leadership and officer training PowerPoint created by the 2021-2023 International ASTRA Committee.

## Leadership Committee Article

*Brenda Smith, Leadership Committee Chair*

Viva Altrusa! What a wonderful time in San Antonio at the Altrusa International Convention. From opening to closing, a great time was had by all attendees.

Your Leadership Development Committee presented two workshops – one on Servant Leaders and one on Leadership and Rock & Roll. Both workshops were well attended with lots of participation from the committee and the attendees.

I think all who attended found out that they are a leader, even if they thought they weren't. Both power point presentations have been uploaded onto the Altrusa International website under the Events tab.



If you have not already done so, please join the Altrusa International Leadership Development Facebook page. We try to post positive, inspirational leadership quotes and other information. Please feel free to use any of the items posted for your meetings.

Each of the Leadership Development Committee members have been assigned 2 Districts that they will be in contact with throughout the biennium to assist the District Leadership Chairs. One way to help with succession planning on the District level is by mentoring and assisting these District Leadership Chairs. Succession planning is one of the goals of the International Leadership Development Committee.



Another goal is to meet and train the Governor-Elects. Our first meeting was held in San Antonio and we have started meeting with them monthly via Zoom. We will have an in-person meeting next July with the Governor-Elects, but all other meetings will be via Zoom.



Please reach out with any questions or assistance needed for your Club or District. Our Leadership Development Team is ready to help!



### 2023-2024 CYCLE ONE GRANTS PROGRAM UPDATE

Cycle One of the 2023-2024 Grants Program closed on September 15. The International Foundation received 54 project, charter, and Club 21 grant applications with requested funding totaling more than \$144,000. Grant applications are currently under review. Award announcements will be made on November 15.

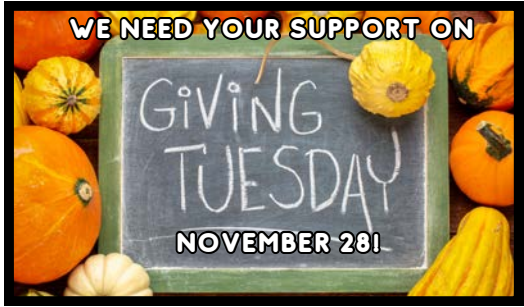
**Altrusans make a difference!**

**Your donations provided assistance to victims of the Maui wildfires.**



**The Altrusa International Foundation donated **\$5,000** in disaster relief aid to the Maui United Way**

Thank you for your continued support!



**WITH YOUR SUPPORT, WE RAISED MORE THAN **\$35,000** AT THE 2023 INTERNATIONAL CONVENTION IN SAN ANTONIO.**



### Debby Weber Awards

Each year (fiscal), the three clubs that raise the most funds in total and the three clubs that raise the most funds per capita receive an award from the International Foundation:

**June 1, 2022-May 31, 2023**

**Most Raised:**

- 1st Place: Altrusa International of Muncie, IN
- 2nd Place: Altrusa International of Fox Valley, IL
- 3rd Place: Altrusa International of Temple, TX

- 1ST PLACE= \$1,500**
- 2ND PLACE= \$750**
- 3RD PLACE= \$500**

**Most Raised Per Capita:**

- 1st Place: Altrusa International of Fox Valley, IL
- 2nd Place: Altrusa International of Lake County, FL
- 3rd Place: Altrusa International of Muncie, IN