



The **Innovation Awards** are given to clubs who have shown innovative methods of showcasing the Altrusa brand drivers of Flexibility, Inclusion and Clarity into their programs, operations, projects, fundraising or other club activities. The first-place winner receives a \$50 grant prize from District Nine.

See the accompanying template for the fillable application entry form to identify:

1. How your club was innovative in promoting flexibility, inclusion and/or clarity.
2. How this increased the brand understanding in their club and brand recognition in their community.

All entries will be shared with all District Nine Clubs to promote innovation throughout the District.

Submit your entry by June 30, 2022 to District Nine 2nd Vice Governor Linda Hurt via email:

hurtlj@aol.com



Innovation Award Submission

Name of Altrusa Club _____

Name of person submitting award _____

What is your email? _____

BRAND DRIVER CATEGORY

1. There are four possible categories for the Innovation Award. Which Category does your club's submission fall under?

Flexibility - think outside the box to actively look for ways for our club to be flexible and accommodate the busy lives of their members.

Inclusion - Welcoming our community to Altrusa, making members feel comfortable and included. Members need to know everyone's thoughts are equally important. This gives everyone buy-in; where members are engaged and their voices are heard.

Clarity - Clarity and transparency helps attain members for the right reason and keep them engaged and participating. Clarity is obtained by learning about Altrusa, our clubs and about our community. Clarity gives our clubs authenticity.

Multiple brand drivers

2. How was your club innovative in flexibility, inclusion and/or clarity?

Unique marketing campaigns

Collaboration with others

Management operations

Leadership and programs

Other: _____

CLUB INNOVATION DETAILS:

3. How was your club innovative in promoting flexibility, inclusion and/or clarity?

4. What was your club's goal or motive with this project, concept or idea?

5. Please include detail on your club's experience and how this innovation impacted your club.

OTHER INFORMATION: (description optional)

6. Did your club produce any supplemental materials such as flier, documents, social media, photographs, videos, apps or other mediums to complete your project? If so, please describe.

7. Is there any other information about your innovation you would like to include?