



MEMBERSHIP CHALLENGE

2024-2025

Employing Best Practices
for a Vibrant Altrusa Club

District Twelve Membership Committee and
Debbie McBee, Governor

November 1, 2024 - April 30, 2025

WHAT IS THE MEMBERSHIP CHALLENGE?

All of our clubs work on membership in various ways. The Membership Challenge provides a list of additional strategies that your club can choose to try that help retain current club members and attract new members, making your club more vibrant and energized.

In the 2024-2025 Membership Challenge, there are four areas of activities: Membership Recruitment, Retention, Support of New Members, and Educating our Members and Community about Altrusa.

The Membership Challenge is not a competition. Participation is optional, but is recommended. It is an opportunity for every club to apply best practices.

We encourage each club to try activities that you are currently not doing.

WHY PARTICIPATE?

When a positive spirit is alive within our Altrusa clubs, we inspire our current members and our communities... and when our communities are inspired by our service and our presence, we inspire new members. It's a powerful cycle.

Thriving service clubs have certain "best practices" that are part of their club culture. They recognize that Altrusans are volunteers, and members want:

- to improve our communities through regular hands-on service,
- to get to know one another and have fun and fellowship together,
- to be allowed to share ideas, actively contribute, and be treated with respect,
- flexibility to participate as our age, health and schedule permits, and acceptance of whatever that level of involvement is,
- to not be over-used or burn out; we all have lives outside of Altrusa
- to use and further develop our personal talents and skills,
- sometimes to hold leadership roles, but others may just want to help, and
- appreciation and recognition of our efforts, though that is not WHY we do what we do!

WHEN WILL THE MEMBERSHIP CHALLENGE HAPPEN?

The District Twelve Membership Challenge will begin on November 1, 2024 and end on April 30, 2025.

HOW DO WE RECORD OUR PROGRESS?

Our goal is to share and celebrate your Membership efforts at our May 2025 Conference. We hope to hear of your favorite activities- and to celebrate increased membership in District Twelve. Please share what activities your club completes in the Google Doc (provided to each club) by March 1 and a final summary no later than May 1.

IS THERE RECOGNITION FOR PARTICIPATING CLUBS?

Each club that does at least three activities in the Membership Challenge during the 6-month period will receive a certificate at District Conference 2025.

- **ALTRUSA PATHFINDERS:** Club completes any three (3) activities of the Membership Challenge (1 in each of 3 different sections)
- **ALTRUSA ENERGIZERS:** Club completes any four (4) activities of the Membership Challenge (1 in each of the 4 sections)
- **ALTRUSA TRAILBLAZERS:** Club completes any six (6) activities of the Membership Challenge (1 or more in each of the 4 sections)
- **ALTRUSA INNOVATORS:** Club completes any eight (8) activities of the Membership Challenge (1 or more in each of the 4 sections)

WHO DO WE CONTACT FOR QUESTIONS?

If you have any questions, email Nancy Gill, District Membership Chair, at ncgill@comcast.net.

Additional resources are also available on the District Twelve website www.altrusadistricttwelve.org under Learning Resources and the Membership Olympics/Membership Challenge tabs.



RECRUITMENT OF NEW MEMBERS

RECRUITMENT PROMOTING ACTIVITIES

- 1.** At one (1) or more of your service or fundraising events, make a social media post about your upcoming event. Invite community participation and have some non-members help you at the event (exposing them to your club members and activities). Encourage them to consider Altrusa membership.
- 2.** Initiate three (3) new members by April 30, 2025. Continue expanding your club horizon by welcoming new members of any age, gender or background.
- 3.** Identify a skill in your club that is missing or weak and have a community member who has that skill attend an Altrusa event or meeting to learn more.
- 4.** Have newer members bring a friend to a club project, social or meeting.
- 5.** Do the “Altrusa Member Recruitment Brainstorming” activity at a meeting...then have members follow up by reaching out to at least one of those contacts to tell them about Altrusa and invite them to an activity or meeting. (Brainstorming sheet is available on District Twelve website/Membership Challenge)
- 6.** Contact a group of young adults in your community (eg. a Young Professionals group through the Chamber of Commerce) and ask to speak about Altrusa at one of their meetings or invite them to help you at your club service project or event.
- 7.** Host an event, project or information session targeted to a group you’d like to involve as members (eg. young adults, community leaders, members of organizations who you’ve supported, parents with children still at home, ASTRA parents, real estate agents, retired teachers,...) and share information about Altrusa with them.
- 8.** Have an Altrusa Information table at a local community-organized event - with photos, brochures, banner, membership forms.... Try to include a QR code to your club website
- 9.** Brainstorm on former members who might reconsider membership and invite them to become Altrusans again, sharing latest club activities and club newsletters with them. Remind them of the 50% discount on dues from Dec. 1-March 31.
- 10.** Try one new thing.



RETENTION OF ALL MEMBERS

RETENTION PROMOTING ACTIVITIES

- 1.** Build morale at your meetings. Recognize members for their efforts in some way that fits your club. Consider an Altrusan of the Quarter, Member of the Month, New Member of the Quarter (or something similar) Recognition Program and recognize anniversaries of your members becoming Altrusans.
- 2.** Ensure that every member has an Altrusa membership pin and/or nametag.
- 3.** Members wear their Altrusa logo item (T-shirt - hat - apron) to most club service projects and fundraisers, where appropriate.
- 4.** For “new” members of 2 years or less, survey them about their experience in Altrusa so far, and ask for suggestions on how to make it better for them.
- 5.** Post appreciation messages of members who are doing amazing things in your club, featuring them and thanking them on social media and in your newsletter.
- 6.** Offer Zoom participation for each club meeting for members who cannot attend in-person, sharing link in advance of meetings AND acknowledge your “remote” members’ participation in a club newsletter or club email.
- 7.** Have members share:
 - what one of their favorite committees has been to serve on and why, and
 - what committee they’ve not served on yet, or in recent years, that they’d like to try next.
- 8.** Host a social activity that includes an invitation to member’s spouses, significant others, and/or family members.
- 9.** Reach out to unengaged members to talk about why they haven’t been able to participate recently. Offer support when possible and invite them back to participate. If a club issue is identified, try to address it.
- 10.** Try one new thing.



NEW MEMBER ONBOARDING & SUPPORT

NEW MEMBER SUPPORT ACTIVITIES

- 1.** Host Orientation sessions with New Members and their Sponsors for each new member; one prior to Initiation and a recommended follow-up a few months after initiation to answer additional questions.
- 2.** Make joining your club a celebration! Have a special Initiation ceremony. Present new members with membership pin and/or nametag, logo items if used by your club, your club directory, or whatever you can share with new members to welcome them. After the Initiation Ceremony, make a post on social media and a feature in your club newsletter welcoming the new members.
- 3.** Checking in frequently over the first 2-4 months, have Sponsors talk with their new members about:
 - any questions they have so far
 - your upcoming club events month to month
 - how to find information on the District and International website
 - what your members love about being an Altrusan
 - opportunities for personal growth through Altrusa—Committee options, Zoom workshops, District Conference, Board service and other leadership opportunities
 - viewing copies of prior club newsletters
- 4.** Actively encourage new members to share their ideas. Try implementing at least one of these new ideas.
- 5.** Have a “Celebrating Our New Members” tri-board type of display present at each club meeting welcoming new members and including the name, photo and a little info about each new member you initiate. Add each new member’s info to the tri-board at each initiation throughout the year to feature all new members and to help current members learn more about them.
- 6.** Give new members opportunities to get to know and build relationships with other members. Have a seating plan during meetings that mixes up seating, enabling new members to sit next to different members each month to build connections between all members.
- 7.** Help newer members (2 years or less) find the right fit with projects, committees, leadership and skill development opportunities. Invite them to different committee meetings to learn more about what each club committee does. Explain how your projects work and how to participate. Encourage them to actively help with what they’re interested in.
- 8.** Allow newer members (2 years or less) to be the first to sign up in Spring for next year’s Committees, prior to other members doing committee signups, enabling newer members to engage in something they’d enjoy trying without committee spots already being filled by others.
- 9.** Have a training session for Sponsors: review responsibilities of sponsors, how to be a good sponsor helping new members to network and be informed. Share a timeline in first year of check-ins with new members with additional information to share about your club to help them be engaged and informed.
- 10.** Try one new thing.



EDUCATING MEMBERS AND COMMUNITY ABOUT ALTRUSA

AWARENESS BUILDING ACTIVITIES

- 1.** Have two or more newer members (2 years or less) or prospective leaders who haven't yet served on the Board attend a Club Board meeting to build awareness of board service. Share what is involved in Board service and encourage them to consider running for a Board position sometime.
- 2.** Share an informational "Altrusa Accent" during at least two club meetings. (Sample Altrusa Accents are on District Twelve website in Learning Resources tab and also in the Membership Challenge 2024 tab)
- 3.** Host a program or event where members share how they have developed some personal skills through Altrusa. Try to include members who've served in various club roles, and also members who've served on the district or international level if possible. This can be for your club members or the public.
- 4.** Add a recurring Member Spotlight, either on your meeting agenda or in your newsletter.
- 5.** Have members generate and practice a 30-second elevator pitch about Altrusa. Consider doing this in small groups to come up with different pitches. Share copies of various elevator pitches with members to use with the public in the future.
- 6.** Collect testimonials from at least four (4) Altrusans. Share their narrative on social media and your club website to inspire and connect with individuals who are looking for meaningful ways to serve their community.
- 7.** Create and post at least two social media posts that include some of the history of your club, your current key projects and impact your club makes. Tell your story! Invite others to join you!
- 8.** Take Altrusa marketing materials such as Altrusa banners and brochures to display at a public event. Wear Altrusa logo clothes. If possible, try livestreaming a message about Altrusa from the event.
- 9.** Have a club member update your club's website.
- 10.** Try one new thing.