IGNITE THE SPARK!
As we move into the beautiful fall season, District Eleven clubs are busy planning fund raisers, holiday celebrations and service projects. I hope your “Make a Difference Day” service projects made you proud to be an Altrusan! Be sure to acknowledge your successes and share them with others. Communicate your enthusiasm for Altrusa and its purpose often. Connecting with others is vital to attracting new members. Share your Altrusa activities on Facebook, Instagram, Snapchat, text, email or telephone! Let your friends and acquaintances know how much fun being an Altrusan is. We all joined Altrusa because it gives us a sense of purpose and belonging. Share that joy with others, let them know that they too can contribute to a better community for all!

The Altrusa District Eleven Board of Directors has been busy this year developing new clubs in Buellton, California and Reno, Nevada. We welcome referrals from District Eleven Altrusans that know potential members in these areas. Please share those contacts with one of our board members or our New Club Building Chair, Sue Larkin. We also have implemented new policies to financially assist in revitalizing under-charter clubs and forming new clubs. We are here to help you succeed! Be prepared to brainstorm revitalization strategies when our District Eleven Board members visit your club this year. At our 2019 Conference you will be electing the new Altrusa District Eleven Board of Directors. Your Nominating Committee, Dawn Young (Chair), Marie Cady-Drummond and Barbara Giachetto, will be contacting potential District leaders soon. Be prepared to step up and lead! Please contact me.
directly if you have questions about job descriptions, responsibilities and eligibility. Our San Diego Club is planning an entertaining and fun Conference at the Handlery Hotel in San Diego, May 2-5, 2019. And the District Eleven Chairs and Board of Directors are putting together some informative and inspirational workshops. Ride the wave to “Surfing in Service.” It’s sure to ignite your enthusiasm for Altrusa, so plan on being there. Encourage others to join you. We learn, have fun and make lifelong friendships at Conference. Put Conference on your calendar now, you won’t want to miss it!

Governor Melanie Hodges visits the Anaheim Club

Pat Zoller
Governor-Elect

Membership in All We Do

“Membership in all we do” to quote Governor Melanie Hodges. Members are who make a difference in our communities. Members are who reach out to those in need within our communities. Members are who makes each club unique to their communities. It is only through our members that we as clubs, districts and International can respond to the Altrusa tagline. “Leading to a Better Community”. Every service project, every fund raiser, every club meeting, every Conference and every Convention should include a component dedicated to membership. Whether it is something as simple as a ‘thank you’, a recognition of service or a full-fledged workshop...think membership in all you do.

Without members District Eleven will not have the impact it currently does in so many different lives. Last year we were 388 strong. As of Sept 2018, we are at 354 active members. That is a loss of 34 members. Some of our clubs have added members and to those clubs we give thanks. Others have managed to hold on to their current membership numbers which is a blessing. Others may have only reduced their membership by one or two but unfortunately it adds up District wide. Some members, who can no longer participate in club activities the way they used to become emeritus, for which we are grateful they are still interested in being an Altrusan, but emeritus status is not included in the active member number.

What can we do to build our membership at the club level and District wide? To start with we need to change how people view community service through organizations like Altrusa. They need to see it as a force for good locally and internationally. We need to inspire other people to see the value in what we do and work towards inspiring younger people to get involved and see how it can make a difference in their lives, as well as, in the lives of so many others.

One important key is finding ways to advertise our service projects and community involvement, not only through social media but the old fashion way of one-on-one conversation with whomever will listen. Use your “elevator speech”, that 30 second delivery of “Who is Altrusa” and “What does Altrusa do” at every opportunity.

Another important key is to regularly engage new and longtime members alike. Make it a point to pair up a longtime member with new or newer member, who checks in with the new member several times a week, who educates them on your club’s service projects, helps them to know and understand the principals and objectives of Altrusa
and offers to meet them outside of a club meeting to get to know them better. Recognize the value and service of longtime members at every opportunity. And don’t forget your emeritus members. They can continue to be a strong voice for Altrusa, giving their “elevator speech” and sharing their Altrusa experiences. They only need to be encouraged to do so. Getting people involved is how you engage them. Give them a purpose and help them see the value in what your club does, and they will want to become a valued and much needed member of your club. Find a variety of ways to engage them. Make sure they are part of the club’s activities and service projects. Encourage them to join one of the many club committees. Send them a text, give them a call or send them an email. At the beginning, whether they respond or not is not the point. The point is letting them know that you care, that your club cares, and that you value their time and talents. Through our members we will create better communities worldwide. Build your club’s membership for the good of District Eleven and more importantly for the good of your communities.

President’s Message for DSB
Why did you join Altrusa? For many of us it was an opportunity to meet with other like minded people and make a difference in our communities through service. Why do we remain members? For many of us it is the friendships that we make working alongside other Altrusans while making a difference in our communities through service. The key is service and this is a great time in the Altrusa year to invite potential members to club events. I am sure that there are many others out there like you and I that want to make a difference through service and want to make new friendships. Sometimes it is all too easy to make decisions for other people, and I think we are all guilty of this from time to time. You know of someone who might be interested but you don’t ask because you think they are too busy or that they are involved in another community organisation so won’t want to also be involved in Altrusa. Now is the time to invite people that might be interested along to club service events, club fundraisers and club meetings. Make the experience a positive one, make them feel needed, and let them make the decision. Remember many hands make light work and the more Altrusans we have the more lives we can change through service. Who are you inviting?

Days for Girls - How to Get Involved
Altrusa International has adopted “Days for Girls” as the International Service Project. It is the hope that 80% of all Clubs will participate. You may be asking “What is Days for Girls?” Days for Girls is increasing access to menstrual care and education in 120 + countries on 6 continents. Around the world, girls and women resort to using rags, mattress stuffing, banana leaves, feathers, and even cow dung to manage their menstruation. Days for Girls provides a safe, beautiful, washable, and long-lasting alternative – along with vital health education. The movement has reached more than one million girls – and counting. With our help we can help Every Girl. Everywhere. Period. Now you may be asking, “How can my club get involved?” The first step is to go to the Days for Girls website https://www.daysforgirls.org. There you will find a wealth of information on the different ways to contribute.
1. Donate Money. Clubs can donate via credit card by going to https://donate.daysforgirls.org/altrusa. If they would prefer to send a check, they would make it payable to Days for Girls International and in the memo line write Altrusa. They can add their club name if they like. Send check to Days for Girls, 102 Ohio Street, Bellingham, WA 98225. Starting with $10 you can provide a girl with a Days for Girls Kit that keeps her from missing up to 3 months of school each year.

2. Collect and donate items that will be included in DfG Kits (e.g. panties, soap, wash cloths, zip lock bags, fabric etc.) The guidelines can be found on the website.

3. Connect with a local DfG Chapter or Team in your area and participate in DfG Kit making events (both sewing and non-sewing jobs are available). You can locate a team/chapter near you by e-mailing chapterassist@daysforgirls.org or go to the website - Under the headline “Get Involved” drop down to Find a local DfG Group. There will be a map of the world that shows every chapter, team and enterprise. Enterprises provide training and income generating opportunities for local women to make and sell affordable DfG Kits in their own communities.

4. Start a Days for Girls Team. The website will tell you exactly how to do this. Each group can decide where their kits will go.

Altrusa International, San Diego connected with an established DfG Team in Escondido, CA. They meet the 2nd Saturday of each month. Several of the SD members attended the workshop in August. It was a very rewarding experience to watch this little “factory” in action.

I would encourage all clubs to locate a Team in their area and begin participating with them. It is an easy way to start out and gain first-hand knowledge on how Day for Girls works and what is the right fit for your Club. Please contact me for more information
Charlotte Perry
CPerry7798@aol.com
858-454-7798-home
858-213-7798-mobile

Find Out How Your Altrusa Club Can Get Involved with the Days for Girls Project

Trish Schlichting - Literacy Chairperson

Now is the TIME to THINK Literacy!

As we are about halfway through this year, each Club has completed or is about to complete its Literacy Project. It is my hope that you will log your Club’s project on the District Website (http://altrusadistricteleven.org/literacy/literacy-projects.html). This is such a great opportunity to share ideas. The more ideas we accumulate, the more opportunities to search for the perfect idea for next year. And, I know I enjoy finding a project that everyone is excited to participate in.

For our Eastern Sierra Club, we have found a great source in the County Office of Education (which also has the preschools) and sharing projects with Rotary. Another great source is through our partnership with a local bookstore. We help with special events and matching a discount on children books. Plus, ‘One on One Reading’ or storytelling are other options.

Our Club is very creative. I think that is the secret. I think it is about having a great collective ear when every member is out in the community with their different groups. One of our best ideas (entering the Christmas Parade) came from the local school district
teacher union. Plus, we invite each group wanting money or collaboration to present at our program meetings. This gives us an opportunity talk about our Club with members of the community. Please consider adding your ideas to the website and writing for the Letha H. Brown Award.

**Nominating Committee News**

Dear Altrusans,

It’s time to request nominations for District Eleven Officers to be elected for the 2019-2021 biennium. Elections will be held at our May 2019 Conference in San Diego, California.

In accordance with District Eleven By-Laws and Policies, nominations are being solicited for the offices of Governor Elect, First Vice Governor, Second Vice Governor, Director, and Treasurer.

To be eligible for election to any District Eleven office, the nominee must be, at the time of nomination and election, an active Altrusa member in good standing. To be eligible for election to the office of Governor Elect, the candidate shall have previously served a term (more than half of two-year term) as a member of the District Board. To be eligible for a District Eleven office, except Treasurer, a person must have served, or be serving a full term as Club President. Treasurer must have served, or be serving as the same at the time of election, and also must have good accounting and/or Quick Books knowledge or experience.

A nomination form will be sent to all District Eleven Club Presidents. We urge you to participate in this very important process. Nominations must be post marked no later than November 30, 2018. If you would like to be considered for a District Eleven Board office, please make sure you let your Club President know.

The Nominating Committee will rely on your recommendations in preparing a slate to be submitted to the District Eleven Board of Directors for their approval at the January 2019 Board Meeting, and as approved, published in the Call to Conference issue of the District Service Bulletin. If you have any questions or concerns, please feel free to contact me at dawnyoung71@me.com or (805) 448-1530. Serving as an Officer on the District level is an honor and we encourage all District Eleven members who meet the qualifications to consider serving.

Yours in Altrusa,
District Eleven Nominating Committee

Dawn Young, Chair - Altrusa of Santa Maria
Barbara Giachetto - Altrusa of the Central Coast
Marie Cady-Drummond - Altrusa of Long Beach

The Anaheim Club ran their local food distribution center for Make A Difference Day.
Many of our clubs have spent countless hours working on member retention, seeking out new members and working on meaningful service projects that will not only improve our community but also improve the lives and spirits of our members. How many of us have actually sat down with a new member and discussed the responsibilities of membership? It’s more than showing up to meetings and paying dues. The following was taken directly from the latest version of the Altrusa International Resource Guide.

**Responsibilities**

A member who freely shares knowledge, experience, and talent in Altrusa finds the dimensions of life richly expanded. The rewards of Altrusa membership are derived from the open acceptance and practice of the following member responsibilities:

- Expect the most from membership by making a firm commitment to it.
- Make every effort to know and practice the Ideals, Principles and Objectives of Altrusa.
- Know the Bylaws and Policies necessary to meaningful participation and keep informed on the organization by reading all Altrusa publications.
- Attend meetings regularly and take an active part. It is the fellowship experienced at meetings and the working together in service that brings full value to Altrusa membership.
- Accept Committee assignments and be willing to assume top leadership roles in the Club, District and International when invited.
- Be concerned with Club problems and participate in seeking their solutions.
- Pay dues promptly.
- Experience the total scope of membership by attending District Conferences and workshops and International Conventions and by supporting the International programs of the Foundation and the Association.
- Be supportive of Club Officers and Committee Chairs so that they can fulfill their required assignments.
- Be aware of Club progress toward its goals and be ready to join in whatever action is needed at each stage of the way.
- Develop new ideas for the Club that can add to the impact of a program meeting; recruit members; expand a service project; and, in general, achieve satisfaction in being an Altrusan.
- Enjoy being a member and don’t hesitate to share a sense of humor. It makes membership a relaxing, enjoyable experience.

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**Do you have any BRR changes for Altrusa International?**

All District Officers, District Committee Chairs, Past Governors, Clubs and individual members are invited to submit any proposed bylaws, resolutions or recommendations for Altrusa International to the District BRR Committee Chair no later than January 2, 2019.

Each proposal presented should include the following:

- a history with background and rationale
- an implementation date
- a list of other bylaws or policies affected by the proposed bylaw, resolution or recommendation
- the fiscal impact, if any
- the suggested motion

If you or any members of your Club would like to make one or more proposals to be considered by the voting delegation at District Eleven Conference 2019, e-mail them to me (bonniemaltrusa@yahoo.com) no later than January 2, 2019. After being accepted at District Conference, they will be sent to International to be considered at the 2021 Convention.
Kathleen Telleria
ASTRA Chair

ASTRA Update

The school year is well on its way and so are District Eleven’s ASTRA Clubs. I am so excited to tell you that Altrusa International of Santa Maria is in the process of starting a new club at Allan Hancock Junior College! We now have 15 very enthusiastic members and they are not waiting for anyone, already brainstorming ideas for projects!

ASTRA of El Camino Junior High School has 34 students signed up. They have already completed one project, making bookmarks for Marian Regional Medical Center’s “Love of Literacy” program. They are an active group lead by Deanna Jones-Gutierrez from their sponsor club, Altrusa of Golden Valley. Their installation program will be this month.

Melinda Aguirre writes that the ASTRA Club of Pioneer Valley High School, sponsored by Central Coast, has already started working at the THRIVE program keeping children occupied with fun activities as their parents participate in this program serving about 400 families every month. They also give out books at various other community functions.

Righetti High School’s ASTRA club, also sponsored by Central Coast, had 51 students joining their first day! Their sponsor, Dayna DeBernardi Watson, reports that they have started their monthly Orcutt Library Children’s Crafts and Story Time project, volunteering at the Discovery Museum, and they are setting up Facebook and Instagram so they can use social media to keep the community informed of their events.

ASTRA of Lopez High School is off to a great start with painting bowls for the 5 Cities Homeless Coalition. April Smith writes that they will be making Thanksgiving cards and sending notes of thanks to deployed military units as well as making centerpiece for Altrusa Club of San Luis Obispo County’s “Celebration of Trees” fundraiser.

It is so very exciting to see these young people being active members of their community. I know they will learn and grow from this experience, hopefully becoming active Altrusa members in the future. This is a wonderful project for all District Eleven Altrusa Clubs. If you would like to get started or have any questions, please contact me by email: kattelle@aol.com.

If you have any questions or comments, don’t hesitate to contact me.

Leslie Johnson
Webmaster

Use a Website to Grow Your Membership

Our District Website is up and running and several clubs have their own websites. Our District Website offers the opportunity for each club to have its own webpage. The club website or webpage can become the hub of all membership and fundraising activities. Whether its social media, email, direct mail, print or other marketing methods, they should all drive traffic to the club website. Your website should easily explain who you are, what you do and who you do it for.

Here are five tips for getting the most out of your website and converting visitors into potential members:

1. **Use your website to develop the image of what your club is all about.** Use your logo, graphics and images. You will want to use easy navigation, simple color schemes and clear, concise copy. Have friends that you can consider to be potential members take a look at your site and give you feedback to see if your message of “what our club is, what we do and who we
Serve” is resonating with them. It is also critical for visitors to have a way to contact you. Provide location information, hours of meetings, phone numbers and a link to a map of your location. Make sure you update your website often and check it with different devices and different browsers for readability. It should be mobile device friendly.

2. **Use your website to increase traffic.** Blogging can be very important for building traffic and helping your SEO (Search Engine Optimization). Google Algorithms look for good content using the keywords on which your audience may be searching. Survey your club and find out what keywords they utilized. Make sure your content is relevant to your audience and is beneficial (not just self-promoting). Embed links to other external sources and to other content on your site. Make sure to target posts to demographics that meet your desired membership profile.

3. **Use your website to build your email list.** Email’s demise has been greatly exaggerated! Email is a great tool for drawing people into your site. SPAM is defined as sending unsolicited emails so make sure you ask your visitors to opt-in. Give them an idea of the types of emails you will be sending. Use email to promote your projects and invite potential members to join you in a day of service. Make a difference Day is October 27th and an excellent opportunity to choose a service project that might attract other volunteers. My Anaheim Club takes over the local HUB of Hope on that Saturday. The HUB is a food distribution center for our local community. We need volunteers to check people in, help them make their selections, bag their selections, restocking and assisting customers to their cars. We invite current volunteers, past volunteers and other local community service groups (such as Women’s assistance League) to join us.

4. **Use your website to share your activities.** Think about the service projects you have and other potential projects that could be adopted with additional members. Reach beyond the projects that you typically do and discuss new projects that may attract new members. My club is looking into our new county animal shelter. There are a lot of animal lovers in our club and it is an untapped group of potential members that we have yet to reach out to. Your website is where you reach out to potential members and have them join you in a day of service at a new potential project. Use videos to tell people what you are going to do and what kind of help you need. Good videos result in conversation.

5. **Use your website to sell your club and your fundraisers.** Think about your ideal club member. Where do they shop, what do they read, what’s their age group, how you can attract them into joining your club and what will send them on a search for you. Think about the way your “club” makes their life and their community better and write a copy that talks about it. Try and identify their questions and address them in a FAQ section. Get them to take action! Whether it’s a call to you or email. Make sure your website has a “contact” form. The goal is to become aware of who they are and how joining your club benefits them.

Your website is a living thing and it will evolve and grow as your club grows. As your District Webmaster, I am here to assist any members interested in building a club website or webpage.
Two New Clubs Taking Shape in District Eleven

Lynn Short, a former Altrusan from the Eastern Sierra Club has become the first Affiliate member of the Altrusa Club in formation in Northern Nevada. Lynn, with the help of Gail Swain of the Eastern Sierra club organized their first meet up at the Crème Café on July 19, 2018 with six potential new members in attendance. Governor Melanie Hodges was in attendance along with some other members of Eastern Sierra. Altrusa enthusiasm was shared along with the 100-year video from International. The “Days for Girls” video was also shown. A second meeting was held on September 11 with Lynn and three additional Affiliate members. Governor Melanie was also in attendance and talked with the new members about working together to begin recruiting additional members. During this meeting the members agreed that lunch meetings might be more convenient. In addition to recruiting, they talked about potential service projects. New member Billie Wozniak has identified a couple of projects that might lead to building a coalition and help to bring in more members. I am very excited about the possibilities.

Our second new club is Altrusa Club in formation of Santa Ynez Valley (Buellton) in California. First Vice-Governor Melinda Aguirre has taken the lead on forming this club, with the help of several members of the Central Coast club and Past Governor Judy Sorensen. The first get-acquainted meeting was at the Bottlest in Buellton on August 14. A second meeting scheduled for September 11 was not attended. Melinda discovered 6 PM is too early as many work in Santa Barbara and get home later than that. They will try a different day of the week to see how it works. Melinda has joined the local Chamber of Commerce and the Santa Ynez Valley Women’s network to find new members.

Once again, I am putting out a call for names of people that live in the Reno and surrounding area, or in the Santa Ynez Valley area that would be great Altrusans. Now that we have clubs started in those areas, it will be easier for someone to join in! We need 15 members to charter. It takes a whole District to help bring new Altrusans on board!!!

You can reach me at newclubbuildingchair@altrusa11.org with names of future Altrusans!

Special Thanks to : Kathleen Telleria, Belinda Berry, Denise Barnes and Leslie Johnson for the Photos

CELEBRATING 40 YEARS OF SERVICE AND NEW CLUB NAME

Altrusa International of San Luis Obispo County (formerly Cinco Ciudades) invited family and friends to a Sunday afternoon reception to help club members celebrate 40 years as an Altrusa Club in the Five Cities area of Central Coastal California. The club was organized on November 13, 1976 and chartered with the Altrusa International Organization on May 27, 1978. The original name on the Club Charter was Altrusa Club of South San Luis Obispo County. Unfortunately, none of the current members know why or when the name was changed to Cinco Ciudades and documentation cannot be found. Our club charter was signed by
International President Letha H. Brown, past Governor of District Eleven. In April of 2018 the club members voted to officially change the name to Altrusa International of San Luis Obispo County, Inc. and approval was received by the Altrusa District Eleven Board and the Altrusa International Organization in July of 2018.

President April Smith beams with the new Charter of San Luis Obispo County, Inc (SLOCo)

Celebration Cake

Heading into 2018 District Awards Banquet

Socializing During District Conference Awards Banquet

District Chairs waiting to Enter the Awards Banquet

Past Governor, Carol Latham, of the Anaheim Club introduces the District Board, Chairs and Special Guests.

Governor Melanie Hodges begins the Awards Banquet

The Banquet in Full Swing.

Pajama Party is a Big Hit

Looking Good and Relaxed Ladies

District Eleven Altrusans Relaxing after the Successful Awards Banquet

DSB Editor – Belinda Berry
Altrusa District Eleven Board Liaisons

The District Eleven Board of Directors is here to help you at any time. They will be visiting your clubs this year. Please communicate regularly to your club liaison listed below:

Immediate Past Governor, Judy Sorensen: Arcadia, Los Angeles & Monterey

Governor-Elect, Pat Zoller: Eastern Sierra, Indian Wells Valley, Phoenix, The West Valley & Tucson

First Vice-Governor, Melinda Aguirre: Glendale, Long Beach, Oxnard & San Buenaventura

Second Vice-Governor, Bonnie McPherson: Anaheim, Chula Vista, San Diego & San Diego No. County Coastal

Director, Margee Neer: Central Coast, Golden Valley, Santa Maria & San Luis Obispo County.

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**District Board 2017-2019**

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<td>[email protected].altrusadistricteleven.org</td>
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<tr>
<td>Governor Elect</td>
<td>Pat Zoller</td>
<td>San Diego</td>
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<tr>
<td>First Vice Governor</td>
<td>Melinda Aguirre</td>
<td>Central Coast</td>
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<td>Second Vice Governor</td>
<td>Bonnie McPherson</td>
<td>Tucson</td>
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<td>Immediate Past Governor</td>
<td>Judy Sorensen</td>
<td>Cinco Ciudades</td>
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<tr>
<td>Director</td>
<td>Margee Neer</td>
<td>Eastern Sierra</td>
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<td>Treasurer</td>
<td>Andrea Shallcross</td>
<td>Eastern Sierra</td>
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<td>Secretary</td>
<td>April Smith</td>
<td>SLOCo</td>
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<td>Parliamentarian</td>
<td>Denice Gilb</td>
<td>Anaheim</td>
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<td>Training Chair</td>
<td>Judy Sorensen</td>
<td>SLOCo</td>
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**District Chairs 2017-2019**

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<th>Role</th>
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<tr>
<td>ASTRA</td>
<td>Kathleen Telleria</td>
<td>Golden Valley</td>
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<td>Communications</td>
<td>Ann Strohm</td>
<td>Eastern Sierra</td>
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<tr>
<td>Leadership</td>
<td>Jeanne Young</td>
<td>Indian Wells</td>
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<td>Literacy</td>
<td>Patricia Schlichting</td>
<td>Eastern Sierra</td>
<td><a href="mailto:literacychair@altrusadistricteleven.org">literacychair@altrusadistricteleven.org</a></td>
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<tr>
<td>Membership</td>
<td>Helyn Sloan</td>
<td>Chula Vista</td>
<td><a href="mailto:membershipchair@altrusadistricteleven.org">membershipchair@altrusadistricteleven.org</a></td>
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<tr>
<td>New Club Building</td>
<td>Sue Larkins</td>
<td>The West Valley</td>
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<td>Service</td>
<td>Charlotte Perry</td>
<td>San Diego</td>
<td><a href="mailto:servicechair@altrusadistricteleven.org">servicechair@altrusadistricteleven.org</a></td>
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<tr>
<td>DSB Editor</td>
<td>Belinda Berry</td>
<td>Long Beach</td>
<td><a href="mailto:dsbeditor@altrusadistricteleven.org">dsbeditor@altrusadistricteleven.org</a></td>
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<tr>
<td>Webmaster</td>
<td>Leslie Johnson</td>
<td>Anaheim</td>
<td><a href="mailto:webmaster@altrusadistricteleven.org">webmaster@altrusadistricteleven.org</a></td>
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