International President’s Message

Welcome to our first Compass of our new biennium. One of my main goals is to be very time sensitive in all our periodicals in the hope that you the membership will be enticed to read our entire Compass. I hope to provide you with quality information in a “short space”. My theory is less is more.

Hopefully, you enjoyed our International Altrusian issue that came out last month. It was such a pleasure to introduce your new leadership team!

I am proud to announce the reinstatement of the Sponsor Number Pins. This concept was started by Past International President Donna Johnson in 2009. The funds to support the purchase these pins were approved by your International Board from Windfall Donor Bequests. Very important to remember, when entering a new member into Group Tally, please do not forget to add the names of the sponsors. For detailed information on the sponsor pins: click on this link: https://login.altrusa.org/files/2019/09/Sponsor-Pins-2019.pdf This link is also posted on our website under the Membership tab.

On October 5th your International Board had our first finance meeting lead by Finance Chair Chris DeVlieger, International Treasurer. Chris did a fabulous job presenting our financial reports and worked closely with Carrie our Finance Assistant in our International Office. Immediately following our Finance meeting we had our second Board meeting via teleconference. Executive Director Tanika and I have worked very hard to prepare for our new biennium. In early September, Chris and I had the pleasure of working in our Chicago office with our International Office Staff on organizing the exciting events to come to you, our beloved membership. We are excited to retain our past improvements and bring forth important changes which I sincerely hope you like.

I look forward to hearing and seeing pictures from our clubs on their Make a Difference Day events and hope some of you will include our new International Project SOS.

Beverly Hardy
International President 2019-2021
What’s new at International?

• You can find a downloadable logo on the Communications page. Remember, clubs are no longer required to pay royalties for using a third party vendor to create branded items.

• Can’t find what you need on the website? Use the search bar on the upper right corner of the page. Type in the document, person, or key word you are looking for to see what is available on the site.

• International Bylaws and Policies have been updated and posted to the website.

• You can always find the most recent Membership Reports on the Membership page of the website. There you will find the current count of clubs and members.

• Check out the new International Service Project, SOS, on the Service page. Days for Girls will continue as an International Service Project as well.

• The recent International Altrusan introducing your new leadership is available on the communications page of the website.

• Convention photos and presentations are also still available on the Events page which was formerly the Convention page, with 2021 Convention information coming soon.

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)

• 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.
Pictures & Articles in DSBs and Newsletters

Nancy Kuenzig, Communications Committee, Vice-Chair

Pictures are great in newsletters. However, there are things to keep in mind when submitting pictures for the DSB or any public site. Be sure get photo releases. There are several different ones available on the International Website: small group, large group, individual and one for minors. They can be found on the member log in section under the Communication tab. Next scroll down to the Marketing Section and choose the file you’d like to download.

Too many pictures with tiny images can make your newsletter and the DSB seem dense and cluttered. When sending in pictures, be sure to send good quality photos. If you want something posted to the DSB, i.e. an article or photo, send it in a .pdf and .doc format both. This will make it easier for the DSB Editor to place into the newsletter.

The last thing to think about is if you are copying an article or picture from a newspaper be sure to get permission from the newspaper before you reprint it. You may not use copywritten material without express permission from the owner. Be sure to know what you are using in your newsletters before print it.

Important Dates

October 16  World Food Day
October 24  UN Day
November 16  International Day of Older Persons
November 25  International Day for the Elimination of Violence Against Women
December 10  Human Rights Day
February 4  World Cancer Day
Strategic Planning - What is it? How do we start?
Susy Meier, Leadership Development & Training Committee, Vice Chair

Strategic planning is simply setting the overall goals for your organization and developing a plan to achieve them. It helps you set a path and verify that you are staying on the path. It means stepping back from the day-to-day and asking where are we headed, and what should our priorities be? Your plan should be reviewed and treated as a living document – and alter it when the times or circumstances dictate.

Where do you start? First, you need to define your longer-range goals. Where does your club want to be in 3-5 years? A strategic plan should be looking down the road. Do a “SWOT” analysis – look at your strengths, weaknesses, opportunities, and the threats that might keep you from reaching the goals. What resources are needed to reach the goals? Don’t forget to include program costs and what resources you already have. Next, look at the short-term goals you will need to meet to reach the longer-term goals. And finally! Create your action plan. Who needs to do what – and by when – to meet the short-term goals? It is important to know your timelines and review occasionally to see where you are and what remains to be done. It’s not a complicated process, truly.

For more on Strategic Planning, please see the Convention presentation from the Leadership Committee on the Leadership page of the International Web Site. There you’ll also find the International plan and a template for creating your own. Click the image below to go there now. Any questions? Please contact me at susymeier@gmail.com.
Why Does ASTRA Matter?
Debbie McBee, ASTRA Committee, Chair

ASTRA makes a profound difference in the development of the young people who actively participate in service and leadership opportunities provided by ASTRA membership! ASTRA provides a uniquely supportive and structured setting for youth to become engaged in the life of their community. ASTRA nurtures their leadership and organizational skills in a safe and fun environment.

In a society that all too often marginalizes the voices and creative ideas of young people, our ASTRA members run their own clubs. ASTRA members are encouraged to think critically about the needs of their school, their community, and the world... and then to reach beyond what is familiar to them and to act. They plan out the details of their service projects, they fundraise money for those projects, and they discover their own power to impact change, relying on the support of Altrusans to help make the process successful. ASTRA can be a transformative experience!

Why does ASTRA matter? The young adults in our midst today are the future of our world, of our local communities, and of our beloved Altrusa organization. In this very hectic world, with only so much time that each of us can give to volunteering, we also want to open our hearts to ASTRA alumni and other young adults becoming Altrusans, working side by side with us as we make the world a better place.

Support our future. Sponsor an ASTRA club. Help us grow! For more information about starting an ASTRA Club, contact anyone on the International ASTRA Committee and check our https://astra.altrusa.org website information.
Greetings, all! I am so delighted and honored to serve as Representative for Altrusa International to the United Nations' Department of Global Communications, Civil Society Unit (or as we know it- NGO/Non-governmental Organization!) When asked by President Beverly to be your Chair, I said a resounding Altrusan YES, and then my thoughts turned to my first experience at the UN.

I was 13 yrs old and JFK was the President. I accompanied my family for a one-week trip to New York City. My sights were set on the Statue of Liberty and the UN. I so remember our visit to the UN..my photos confirm I wore a polished cotton sun dress..no gloves, please. I was in awe of all the flags and, especially the General Assembly chamber. Of course, the tour ended in the gift shop.

So, after our Reno Convention, my thoughts recalled the gift shop and my purchase...I knew exactly where those treasures were. The accompanying picture is that purchase. The two dolls have been wrapped in soft cotton, placed in a cabinet all those years—just waiting for me to recall the UN, that treasure of a long-ago visit, and the recognition of a new journey to that very special place of peace, fellowship, diversity, and compromise..our United Nations! Come with Sandi Craig (Vice chair) and I on our Biennium journey to the United Nations.
District Four Altrusans completed an Altrusa SOS service project during Fall Workshop in Gadsden, AL. Attendees assembled fleece tie blankets to be given to vets in local nursing homes, assisted living, and VA hospital or homes.

Members of Altrusa International of Queenstown, District Fifteen, enjoyed another productive Days for Girls Sewing Bee. There was a good turnout of dedicated Altrusans with great results! Special thanks are extended to the Queenstown Lakes District Council for use of the facilities at Queenstown Events Centre.

Photos provided by Lisa Boyd, Chair and Linda Dorr, Vice-Chair.
Untapped Resources
Most clubs have untapped resources sitting in plain sight that they may not be aware of. Consider taking time to determine the skill sets, expertise, and member commitment to ensure they are aligned to specific projects and activities that are planned for the conference year. Maintaining a profile for each member or developing a club membership inventory (‘Talent Bank’) can be very beneficial. This allows the club to proactively tap potential that is willing and able, if needed. To develop a membership inventory or Talent Bank, there are a few specific things you will want to know about each member:

• What are their skills and talents? Talents are things a member naturally does well. Some people are big picture visionaries, while others, are very detailed oriented. Typically, you can determine what is a natural talent by asking a simple question: What is something that they do well and love to do, something that comes very easy, something they are willing to assist with and is not considered a chore?
• What are their current and previous leadership roles, within and outside of the club?
• What are they passionate about and what are areas of Interest?
• What is a skill they may want to use or develop?

Time Commitment
When collecting this information, ask each member to provide their available time commitment in light of other personal and/or professional priorities. On average, how many hours per week or month are they able to work on club projects and/or activities. Would they prefer time during the week or are weekends a better time? Some factors to consider:

• Are they retired or do they work full time?
• Do they have immediate family commitments – school aged children or have they returned to school?
• Do they have health challenges, or do they have other commitments as a family caregiver?
• Are there other organizations that are also competing for their available hours?

The premise must always be that Altrusa will take whatever time each member is willing to give!

Member Retention
Once you have this insight about each member, this should be very helpful with tapping into the talents of members based on their individual availability and interests when planning club activities. Getting and keeping members involved in a specific activity or project that they are personally accountable and responsible for, is key to member retention. Hopefully, this results in a club year that engages, leverages and utilizes the full potential of members in the most effective way.

Member Recruitment
Keep in mind, a similar priority must be placed on recruiting new members. Remember membership recruitment is NOT OPTIONAL. If clubs are to remain viable, the same focus must be applied to continuing to bring in new members to revitalize the club, reduce burnout and the potential disbanding of the club in the near or distant future.

If your club is interested in getting more details about a membership inventory or Talent Bank, please contact the International Membership Committee.
HAPPENINGS IN DISTRICT TWO

Governors past and present:

District Two Conference attendees hold their completed Days for Girls kits

Washington DC’s painting fundraiser

A good District Two representation at the Convention

Martinsville-Henry County prepared “goody” bags for the residents of Hairston Home for Adults.

Area I Workshop collected pajamas and supplies for needy McKeesport school children.

Montgomery County donated baby supplies to

South Central PA sponsored the Reading to Gnomes project

Reading-Berks created a Little Free Library

Centre County’s Vial of Life

Penn State Greater Allegheny

Today’s WE ARE Wednesday spotlight is on our good friends Altrusa McKeesport. Members kindly donated items to our little free food pantry for our students.
Hello Altrusans,

We are District Four, Tennessee, Alabama, Mississippi, and Louisiana! Like all Altrusan’s we love who we are and what we do for others.

This biennium started in Enterprise, AL. Beverly Hardy was our International Representative and conducted my installation, which was such an honor for me. We felt we had a good conference with about 75 members in attendance, with only 15 clubs in our district, we were pleased.

When the new year started in June everyone was pumped and ready to get their projects underway. All clubs were starting to plan their year of meetings, service projects, events, and fundraisers.

July found 21 District Four Altrusans heading to Reno for a fantastic International Convention, after a packed week of business, workshops, great speakers, a lot of fun, and a grand finale of installation our new officers we are truly ready to further Altrusa service in our hometowns. Those that attended the convention had even more ideas and plans for our clubs. Days for Girls is still an active project with all our clubs, however, President Beverly rolled out her biennium service project, Support Our Soldiers. This project is one that we all can find many different ways to support our soldiers that are giving so much for us.

Our District Workshop was in the making for the last of August, I felt that maybe more members would attend to have it for a full day, my next decision was where to have the workshop. I wanted to get a place that would be a central location for everyone and close to the same travel distance. Gadsden, AL club served as host for the workshop and did an outstanding job.

They did a call to Workshop, took care of all the registrations, secured the hotel and meeting room, planned the meals, and took care of decorating each table. Jenna Watson District Program Chair helped with the rest of the planning. As the registrations started coming in and the numbers climbed, I was getting excited. One week before the workshop deadline, registration climbed to 53! I was shocked at such a large number and thankful they were willing to give up a weekend to come to the workshop.

I had even planned to have the S.O.S. Project, to help create more interest. Our final decision was the fleece throws for veterans. Each club was to present their throws to veterans in their hometown at, nursing homes, assisted living or VA hospitals. After completion, we had 15 throws for presentation. Lisa Boyd gave a full report on the S.O. S. program so each club received complete information on how the service projects will unfold over the next 2 years, and ways they can create their own programs. Other topics for the day included our District Leadership Chair, Membership Chair, Parliamentary Procedure, presented by our District Treasurer and our Governor-Elect spoke about ASTRA and encouraged the clubs to form one in their communities. There was even time for a conversation cafe. We also created a chalk art craft after lunch.

I think everyone enjoyed the day of fun, fellowship, and friendship with a little knowledge on the side. We concluded our meeting and even had time for a little shopping before we met Gadsden Club members for supper at a local restaurant famous for its cornbread, coleslaw, turnip greens, and fried catfish, all served on a tin plate!

District Four Conference will be April 2020 in Baton Rouge, LA. I can’t wait to see what they have planned! Those girls know how to plan a conference and show you a good time!

Suzanne Allred
District Four Governor
Altrusa International Foundation, Inc.

**Spotlight an Altrusan**

We are looking for stories about Altrusans doing amazing things in their communities. Do you know an Altrusan always giving of their time, talent, and treasures? We want to know them too! The new Spotlight an Altrusan will be featured in our upcoming foundation newsletter, on Facebook, and the website. Let’s share the good news of Altrusa!

Please contact Shawna Kaiser, Foundation Director, at 312-427-4410 or foundation@altrusa.org with their story.

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The Disaster Relief Fund and *Reaching Out to Light the Way* campaign distributed basic Luci Lights to the following organizations. The funds also support disaster relief requests made from District Governors. [Please click here for information on how to apply for aid from the Disaster Relief Fund.](#)

- 300 lights to Altrusa International of District Fourteen
- 150 lights to the Ghana Health & Education Initiative
- 300 lights to Medicine for Mali

Get your Luci Lights and Medallions while supplies last!