

ADD AN ALTRUSA MONTH PLAN

In Altrusa, we all recognize the importance of constant recruitment and organizational growth. In this day and age it seems extremely hard to find individuals willing to embark in projects and activities that require more time than they seem willing to give or feel they have. That is why we need to keep things SIMPLE, but need to be SMART about our methods. A good way to address our recruitment challenge is through **Add An Altrusan Month**.

Yes, some might say it is easier said than done, but follow me for a little while and you will see that a simple **Add An Altrusan Month** can be successful when we are smart about it. Remember, if you don't ask a potential new member, another club will.

Simple Planning of ADD AN ALTRUSAN Month Means:

Select a day(s) in **April** when the majority of club members can be present and actively participate.

Include all committees in your ADD AN ALTRUSAN Month activities. This makes the task easier and commits everyone towards an important organizational activity.

Move around your community to identify different resources that you can use this month and a place that offers high visibility for outside activities if that is part of the plan for the month,

Plan one major recruitment activity or a limited amount of interrelated activities. More is not necessarily better.

Labor for success. We all know that recruitment of volunteers is difficult, but can be highly rewarding when successful.

Enthusiasm is the key to attracting potential new members. Let others know ALTRUSA is alive and well with a long history of efficient and effective service.

Smart Approach to ADD AN ALTRUSAN DAY

Service is the key in Altrusa. Remember: service is fun when done for the right reasons, with the correct attitude and with the right people.

Motivated Altrusans believe in what they do as a group. Let's all be motivated to make this month a successful one.

Altruisism is action. Have available pictures or other materials useful in presenting and projecting your club's recent community projects and activities.

Review your plan of action for this month to ensure group participation and organizational success.

Timetable for the activity should be reasonable and realistic. Remember that everybody's time is valuable and no one has time to waste. Meaningful activities do not have to be long and tedious.

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Simple and Smart Suggestions for ADD AN ALTRUSA DAY Activities:

- **Radio Show:** Promote Altrusa and indicate contact persons and, if possible, phone numbers to call.
- **Ice Cream Social, Bake Sale** or other activity to attract people's attention.
- **Multiphase Health Clinic** (could be in collaboration with other organizations). Distribute ALTRUSA information that day at the clinic area.
- **Information booth** at a local Shopping Mall.
- **Tea /Coffee Party** to meet personally with potential members already identified by club members.
- **Participation at a City Fair or Community oriented event** open to the general public.
- **Reading Circle** at a public library or other attractive/ convenient facility.
- **Book Drive** for a specific library, shelter or school as a way to present ALTRUSA through literacy initiatives.
- **Personal visits** to different young professional organizations, especially youth organizations during their January meeting.
- **New Year Food Drive.**

Certainly, no one knows better than each Altrusan what his/her own club can do that will work best in their respective communities. Whatever we do we need to remember that we can succeed by doing what we do best: planning and acting.

Once the new members are in place, it's important to keep them active with club activities. Ideas to keep members engaged and to create a fun environment include:

- Member recognition at meetings to include Brag Bucks
- Member highlights in newsletter
- Birthday cards
- Altrusan of the Month/Year
- Put fun in your program and business meetings
- End of the year party