

C MPASS



*In memory of Dejah Harwood.
Born October 26, 1995.*

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My dear Members of Altrusa International,

During the past months of the shutdown of our entire nations thousands of members have risen to meet the unique challenges presented by the times we live in.

It is my hope that this letter finds you and your families doing well. Most Altrusa clubs are still meeting electronically at this time. We all cannot wait to re-open completely and see our club members smiling faces. These are some difficult times we are going through with COVID-19, but this too shall pass. Until that day comes, please stay safe.

This coronavirus has affected all of our lives to some degree and has required many adjustments. Our International Staff, located in Chicago, have been working remotely since early March 2020. They have adapted well to the virtual reality of fulfilling all their duties remotely. Please know that none of our services have been compromised in anyway due to this change. Our Organization has stayed strong through all of this and we continue to do what we do best, helping others and our communities!

Our International Committees have continued to function very well and have done amazing things. The International ASTRA Committee has been on fire. The ASTRA Committee has completed several new manuals that are posted on our website. This Committee has made an incredible ASTRA video that is very motivational. I encourage each member to take the two minutes it takes to watch this video. Please understand that eight of our districts are represented in this video with their ASTRA clubs.

Our International Communications Committee has been busy doing live podcasts; posting on our Instagram account; Facebook and other social media. Check these postings out and feel free to participate in one of the live podcasts.

Our Membership Committee has chartered a new virtual club of which we are so thrilled to have. Now is the time to think about building more virtual clubs during this time that we find ourselves home so much more. Our International Vice Chair & Past International President, Silvia Silverman traveled to India just prior to the Covid shut down with great results. We have increased our presence in India and have three active clubs there including an ASTRA club.

The International Leadership Committee continues to prepare our Governors-Elect. International Leadership Chair and Past International President, Dona Garretson along with Vice Chair Susy Meier are conducting monthly meetings

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with our Governors-Elect as they prepare to become our next Governors. Their training was unfortunately canceled this July 2020 due to Covid. The training has been rescheduled for this January in Orlando, Florida. God willing, we will have that meeting. Additionally, Vice Chair Susy Meier supervised revising and updating our LRSP for this biennium and it is posted on our website. Great job Susy!

Last, but not least, our International Service Committee has been busy working and promoting my special project, Altrusa SOS and supporting our International Project Days for Girls. Both of these projects have been very well received and continue to be supported by many of our clubs. Additionally, this committee sent a service newsletter in September that was incredible. If you missed reading it please do so. It is posted on our website. I'm so very proud of our Organization as it continues to serve in spite of our current crisis.

In closing, I would like to say, there's always a silver lining to every cloud. This pandemic has enabled us to spend more time with our families and friends as we quarantine at home. Even if spending time has meant that we have had to communicate through FaceTime phone calls, emails and other electronic means. It has brought families closer together than ever before. In critical times like these, we all have been made to realize the value of friends and family and how much we love each other.

I sincerely hope my next Compass letter in January will be of a more positive nature and that we will be on our way to a full recovery. I wish each and every one of you a Happy Holiday Season. I encourage you to continue to keep up your good work by staying involved in Altrusa.

With love and gratitude,



Beverly Hardy, International President 2019-2021

New ASTRA Resources Approved by International Board

Debbie McBee, International ASTRA Committee Chair

We want Altrusans to know about the new ASTRA resources created by the International ASTRA Committee and approved by the International Board at their October meeting.

All ASTRA resources are available on the ASTRA website

<https://astra.altrusa.org> (use your regular Altrusa login), including:

- New ASTRA Marketing video, only about 2 minutes long - great to show to Altrusans, ASTRA members, school administrators and community: [Click here to view it now!](#)
- Revised ASTRA Advisor's Manual – for Altrusans
- New ASTRA Club Leadership Manual - for ASTRA officers and committee chairs
- New ASTRA Committee Co-Chair Responsibilities
- New ASTRA Robert's Rule of Order chart
- Revised ASTRA Membership Application
- and lots more!



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.

Highlights

- **Balance of International Dues due November 30, 2020.**
- **Half-year Dues begin December 1, 2020.**
- Can't find what you need on the website? [You must log in first](#), then you can 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.

We extend our warm wishes and congratulations to Shawna Veldhuizen, Foundation Director, on her wedding. Please join us in sending her congratulations. (Shawna@Altrusa.org)



Important Dates

- November 16** International Day for Tolerance
- November 25** International Day for the Elimination of Violence Against Women
- December 3** International Day of Persons with Disabilities
- December 10** Human Rights Day
- January** International Board of Directors Meeting
- February 4** World Cancer Day

“To Zoom or Not to Zoom”: Coping with the COVID-19 Pandemic

Leslie Johnson, International Communications Committee

If you are quarantined or self-isolating due to coronavirus, you may be feeling alone right now — but know that Altrusans are right here with you. Any stress or anxiety you may be experiencing is perfectly normal. It is difficult to avoid feeling down at a time like this, but try to focus on ways you can stay connected, both with your family and others especially your Altrusa club members. Substance Abuse and Mental Health Administration (SAMHSA) says, “Reaching out to people you trust is one of the best ways to reduce anxiety, depression, loneliness and boredom during quarantine.”



Have regular conversations with your club members and reach out to them to share your feelings. It is also very important to the health of your Altrusa Club to stay connected right now. If there are club members that live alone – make sure that members pair up and check in on each other on a regular basis.

To stay connected with your club members:

- Pick up the phone. Call, text or email them. Hear what’s going on in their lives and if you want to talk about the news, a fresh perspective could help.
- Talking “face to face” using Skype, FaceTime, Facebook Messenger, Zoom or another platform.
- Form a book club with your Altrusa members and give yourself a little mental escape from the real world.
- Contribute Articles and Pictures of what you are doing to your club newsletter.
- Contribute articles and pictures of what your club is doing to your District Service Bulletin or the International Compass.

Districts can stay in touch with their members by hosting virtual workshops on membership, leadership or how to fund raise during these trying times.

Even though they may not be next to you, your Altrusa Club Members are with you in spirit and pulling for you and your well-being. Try to make the best of the situation by focusing on how you can look at each day with hope and positivity.

“To Zoom or Not to Zoom – that is the question” - The coronavirus pandemic is forcing clubs to have meetings from home who have never done so before. Many newly sequestered Altrusans are encountering technology they have never used before—like Zoom for virtual meetings. A Zoom meeting allows your club to meet virtually. The Zoom App or Zoom on your PC or Mac is free but meetings are limited to 40 minutes. The Club President or an appointee can schedule the meeting and invite all of the club members. If the meeting will take longer than 40 minutes then schedule two back to back meetings. For example, schedule one meeting for 7:00pm and a second meeting for 7:50 pm. This time delay will allow your club members to take a bathroom break and refill their glass with their favorite beverage. Another alternative is to order a little mini refrigerator from Amazon and once it is delivered, set it up next to your computer and fill it with your favorite beverages.

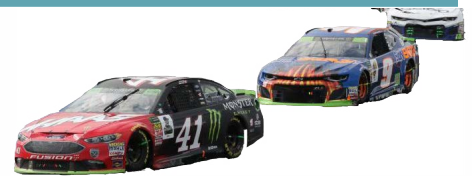
New software may be scary to some Altrusans so the communications committee has added step by step instructions for hosting a zoom meeting and joining a zoom meeting on the International Website (www.altrusa.org).

- » Login as a Member
- » Select “Communications” Page
- » Scroll Down to “Zoom Documentation.”

Please send any questions or concerns to communications@altrusa.org. Your communications committee is here to help assist all clubs to get through these trying times.

2021 International Convention

*Lisa Boyd, International Service Program Development Committee, Chair,
Convention Committee, Chair*



On behalf of the International Convention Committee, we invite you to join us at the Hilton Charlotte University Place, Charlotte, NC, for the 2021 Altrusa International Convention, July 28-31, 2021. We hope that you will make plans to visit Charlotte, also known as the Queen City, and experience all that it has to offer. And let me tell you, Charlotte's got a lot (Visit www.charlottesgotalot.com to learn more)!



Once determined that International travel would not be feasible for 2021, changing our destination to Charlotte was an easy choice. You'll find our venue, the Hilton Charlotte University Place, offers superb accommodations and ample amenities, and is situated in a great location (Visit www.shoppesatuniversityplace.com and www.hilton.com/en/hotels/clthuhf-hilton-charlotte-university-place/ for details)!

Conducting the business of this great organization is of extreme importance, but there are so many other reasons to attend: election/installation of a new International President and Board of Directors; recognizing outstanding contributions made by Altrusa & Astra Clubs; updates from the Altrusa International Foundation; participating in exciting workshops, to name a few.

Drawing on our tenets of inclusion and flexibility, plans are in the works to offer a virtual convention experience for Altrusans who are unable to travel.

Please mark your calendars, save the date, and plan to join us in the Queen City! Look for more details in the next Compass and your District Service Bulletins! In the mean time, check out the travel guide below for more information about Charlotte, NC.

<https://view.publitas.com/charlotte-regional-visitors-authority/charlotte-travel-trade-guide/page/1>

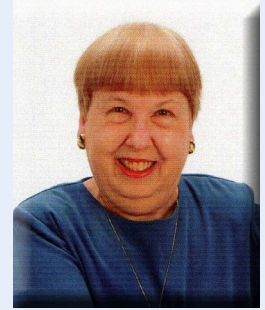


Altrusa and the Acronyms of the United Nations

Kathy Schrein, Chair

Altrusa Representative to the United Nation's

Department of Global Communications, Civil Society Unit



Acroymns! Acroymns! The “darling” abbreviations of many organizations-Armed Forces and hospitals, for example-are found in abundance throughout the United Nations. Since Altrusa International has a part in several of the UN's areas, a review of these acroymns may shed a better light on our role.

1. IGO-Intergovernmental Organization. IGOs (United Nations) are made up of more than one national government or sovereign state. The individual governments are the member. New Zealand and the United States became UN IGOs 10/24/1945 while India joined 10/30/1945. These countries have voting delegates.

2. NGO-Non-governmental Orgaizations. Examples of NGOs include Altrusa International . NGOs -by defintion- mean a “not-for-profit,voluntary citizens group that is organized on a local, national, or international level to address issues in support of the public good.” Sounds like Altrusans and our service! NGOs do NOT have delegates -cannot vote on issues.

3. ECOSOC- The United Nations Economic and Social Committee- The Economic and Social Council is at the heart of the United Nations system to advance the three dimensions of sustainable development – economic, social and environmental. It is the central platform for fostering debate and innovative thinking, forging consensus on ways forward, and coordinating efforts to achieve internationally agreed goals. It is also responsible for the follow-up to major UN conferences and summits. Altrusa International has Roster staus within ECOSOC.

NOTE:The UN Charter established ECOSOC in 1945 as one of the six main organs of the United Nations.

4. DGC- UN's Department of Global Communication. DGC, formerly known as DPI (Department of Public Information),” houses” the many NGOs such as Altrusa International. Founded on February 13, 1946, “the United Nations Department of Global Communications is a department of the Secretariat of the United Nations. It is tasked with raising public awareness and support of the work of the United Nations through strategic communications campaigns, media and relationships with civil society groups.”

5. Civil Society Unit- Within ECOSOC's DGC is the United Nation's Civil Society Unit of which Altrusa International is listed as a member. Our participation in the work of DGC allows us to access UN Ground Passes and the DGC Resource Center. The UN Civil Society Resource Centre is a unique space that is accessible for representatives of civil society associated with UN Department of Global Communications. It is an opportunity to learn, meet and network at the UN.

Note: In light of the continuing spread of covid-19, the UN Headquarters and the Civil Society Resource Center/Conference Room (801 UN Plaza. 2nd Floor, NYC,NY), will remain closed to all visitors and general public until further notice.

Thus- United Nations (IGO)

|
ECOSOC

|
Department of Global Communications (NGO)

|
Civil Society Unit/Resource Center

Now that UN's acronyms have been defined, in future issues of The Compass, our Altrusan role within the United Nations will be the focus.

Altrusa Brand

Katrina Clokie, International Communications Committee

The Altrusa brand is vibrant and colorful. Knowing how to use our logo, font, and color palette is important to present a consistent image of Altrusa to our local community. It is through effective use of our brand that we shift from being a well-kept secret to an organization that people know. Here are three quick tips to support you to be visible with the Altrusa brand.

#1 Crisp and Clear Logo

Anything that you create should include an appropriate Altrusa logo for your Club or District. My first tip is to make sure that your logo is easy to see and creates an association with the Altrusa brand. Always put your logo on a plain background. Don't resize the image in a way that the proportions of the logo are lost. Make sure you have a good quality, high resolution logo image that looks crisp on your flyer, newsletter, or business card. If you'd like a professional version of an Altrusa logo, you can always email David at the Altrusa International office to ask for one to be sent to you.



#2 Franklin Gothic Font

The font that you choose to communicate with says a lot about your organization. The Altrusa brand uses Franklin Gothic to convey strength, hard-work, and modern thinking. The Franklin Gothic font should be available on your computer. If not, you can [download it for free](#) or use a universal font alternative like Verdana or Geneva that are very similar. When you use the same font on a regular basis, it becomes something that people will recognize as Altrusa. Fonts are a tool to help people associate your different marketing materials and community impact to a single organization.

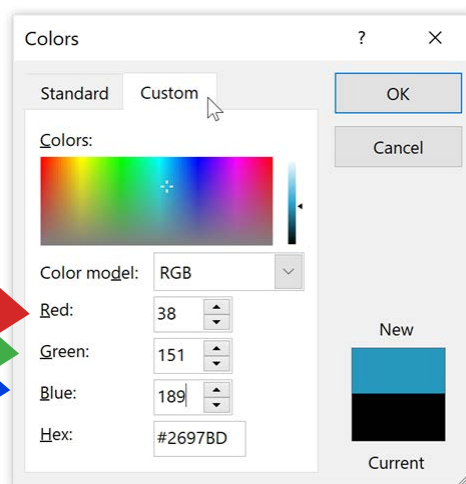
#3 Altrusa Colour Palette

The Brand Guide includes information about the correct colors to use when having Altrusa materials printed professionally. These colors can also be used when making your own Altrusa materials at home. When choosing a color for a line of text in your word processing software e.g. Microsoft Word, look for the option to customize colors. You can type in the RGB values for Altrusa blue, available in the Brand Guide, and it will save as a color that you can use again. Adding the Altrusa colors to your homemade collateral is a great way to make everything look like it's from Altrusa.

For more information, check out the [Communications page of the Altrusa Member's Website](#). Scroll down the page to see the Brand Guides.



Enter the RGB code from the Brand Book.



Open the colors option and choose "More Colors..."

Your custom color will be saved in "Recent Colors" for repeated use.

Recruiting Members in a Virtual Space During COVID-19 & Beyond

Sarah Johnson, International Membership Development Committee, Virtual Club Support

Months ago all clubs were dealt an immediate challenge in how we meet, operate and recruit. Since then some clubs have been able to resume meetings in outdoor locations or other well-spaced locations. However with winter approaching and no end in sight for COVID 19 yet, we face some renewed challenges. Many of these are the same challenges that virtual clubs face all of the time and it is something that can be overcome! There are great tools out there for clubs to use to facilitate meetings including FreeConferenceCall.com. Check out the resources on the International website for more tools.



While the challenges of club functions, service projects, fundraisers and meetings are easier to figure out, we still face the difficulty of trying to recruit in this time. With many adults working from home now, they are finding extra time and are looking for ways to contribute back to their communities. The easy part of this recruitment is just making the invitation and sending the prospective member the call/webinar log in details!

A best practice when inviting someone new to your virtual meeting is to let the club president or facilitator know that someone new will be attending so they can build time in the agenda to answer questions and give more detailed explanations of projects. You are more likely to recruit that member if they have a clear understanding of the clubs goals and projects and how that contributes to making our communities better.

Many clubs regularly do a recruitment of members as part of a service project. That can still be accomplished, but the project may need to be adapted to what is something everyone can do from their homes with commonly available materials. A few examples of this might be for your club to have everyone build a care kit for their local hospital staff or everyone could write letters to service members stationed overseas as part of a SOS project. If you are doing a project along these lines, leave the webinar window and communication open so everyone can share ideas of what they are writing or putting together for the project.

Finally, after the first virtual meeting, make sure to follow up with the prospective member to answer questions they may have and to gauge their interest in attending future meetings. Communication is the key part of building and maintaining these relationships and our connection during this time when we can't physically be together.

Communication with volunteers should:

- Provide information about how they can help.
- Provide instruction/flexibility.
- Offer information about other ways to participate.
- Be consistent and transparent.

Once you have a new volunteer ready to commit to Altrusa it is just as important to recognize that our initiation and new member support programs need to adjust and be followed through in a timely manner. While we may not be able to be together to initiate a member, there are many options to still make this special for the member. Small gatherings are allowed so you could have people gather as allowed to conduct the ceremony. Another option would be to put together an initiation care package to send to the new members with instructions to open during the virtual meeting. Continued mentoring of new members should also adapt to support the member and to build relationships with club members. Rather than having a sponsor as the main mentor for the member, consider setting up an assortment of small group meetings to have different committees or members share their experiences and Altrusa knowledge.

Stay Safe out there Altrusans! Stay Connected! We are all here for each other thru thick and thin and we will make it out of this together. This is just another time where we need to focus on our flexibility!

NEW!

www.altrusastore.com
630-584-9414
info@altrusastore.com

Presented by
 **Doc Morgan Inc.**

ALTRUSA STORE PPE ITEMS

AVAILABLE NOW!

Mask Ear Saver

1-5 — \$1.97 ea.
6-10 — \$1.59 ea.
11-24 — \$1.42 ea.
25 & up — \$1.17 ea.



Mask Holding Lanyard

1-5 — \$3.49 ea.
6-10 — \$3.17 ea.
11-24 — \$2.99 ea.
25 & up — \$2.87 ea.



Adjustable Face Mask

1-5 — \$6.76 ea.
6-10 — \$6.24 ea.
11-24 — \$5.90 ea.
25 & up — \$5.57 ea.



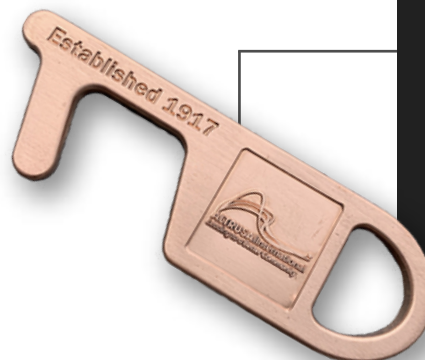
Keep the Distance Pin

1-4 — \$8.75 ea.
5-24 — \$7.86 ea.
25-49 — \$6.50 ea.
50-99 — \$5.99 ea.
100 & up — \$5.57 ea.

*Pin size is 7/8" wide

Touchless Key Tool

1-5 — \$8.99 ea.
6-10 — \$8.49 ea.
11-24 — \$7.90 ea.
25 & up — \$7.27 ea.



The Altrusa Compass

District Ten continues to serve their communities even in a pandemic

District Ten includes the beautiful mountains and high deserts of the Rocky Mountain area. Although we can be far apart geographically, we are close in fellowship and our dedication to service.

We are Artesia, NM; Clovis, NM; Delta, CO; Grand Junction, CO; Montrose, CO; Ogden, Utah; Palisade, CO; Portales, NM; Pueblo, CO; Roswell, NM; Ruidoso, NM; and Tucumcari, NM.



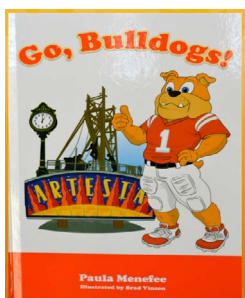
Altrusa International of Roswell, NM, has been busy. Our Community Services Committee recently collected over 50 new coats for area schools, before a harsh cold spell hit. On Make a Difference Day, our Community Services Committee packed food boxes at the local Salvation Army. To celebrate MADD, our Literacy Committee helped erect and dedicate a new Free Little Library.



Altrusa of Palisade, CO, "Makes a Difference" giving away books in the Town Plaza to whoever wants them and just erected their second Little Free Library in a local park.



In the fall, clubs from Montrose, Grand Junction and Palisade are hosted at a social hosted by the Delta club. It gives us a chance to exchange ideas and get to know each other.



Altrusa of Artesia recently republished a book especially written for Kindergarteners.



Altrusa of Tucumcari considers themselves a family and continue to find ways to serve. Board members: Jeannette Maddaford, Lois Sappington, Sam Sparks, Bev Lake, and Char Montgomery.



In Ogden, Utah Altrusa members meet on Zoom to keep their service work going.



Member extraordinaire Judy Atkins of Ruidoso, NM made and served cookies to the recent grads, with her mask on, of course.



Clovis, NM Altrusa Club members last Make a Difference Day: Sherry Turner, Glenda Hileman, Sylvia and Christina Bean.



Hamilton – Making Masks



Oamaru – Prep for a Fabric Bazaar



Ohariu-Meals for House of Grace Freezer



Queenstown Prep for Quiz Nite



Christchurch-Love Letters for Hospital Children's Ward



Hawera make Twiddle Muffs



Ashburton Magic Mum's Plane Ride



Te Kuiti - Women's Refuge Packs



Taieri make Sheets & Burp Cloths For Pregnancy Help



Levin prepare for Fabric Bazaar



Invercargill, Pink Ribbon Breakfast



Timaru – Love Letters for Children's Hospital



Oamaru Fabric Bazaar



Hamilton make Masks



Morrinsville knit Slippers & Beanies "Snug as a Bug in a Rug".

Kiwis Work Together for Communities In New Zealand



Rotorua make Book-Marks.

Altrusa International Foundation, Inc.



Disaster Relief Fund

The Disaster Relief Fund is ready to help communities recover during these unprecedented times. Funds are available to assist communities affected by disasters, including natural, manmade (such as mass shootings), and the Covid-19 pandemic.

We encourage our Altrusa Clubs and District Governors to ask for support providing resources to those left in need after a disaster.

Please send Disaster Relief requests to the International Foundation office with the following information in a written document.

- Altrusa club name, proposal name, date of disaster occurrence, address and contact information
- Name/signature of person submitting proposal and name/signature of District Governor
- Prepared as a narrative, describe the need and project in 500 words or less; include estimated number of recipients affected
- Is this a duplicatory project by another community group? If yes, why is additional funding needed?
- Is this a collaborative effort with other community groups? If so, list the groups and their involvement in the project. Please include details on a reputable local relief organization (with 14% or less in overhead expenses) where disaster funds may be distributed.
- Attach a document verifying the disaster - for example, a letter from a local official, statement from a first responder agency and/or media articles.

[Click here for the Disaster Relief Fund application.](#)