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Featured

- 2** Reminders
- 3** Altrusa, Virtually
- 4** Service Project Toolkit
- 5** Mentoring: Why is it important to Altrusa?
- 6-7** Video Marketing Strategies for your Altrusa Club
- 8-9** Youth Representation at the United Nations
- 10-11** District Two Highlights
- 12-13** District Seven Highlights
- 14** ASTRA and You
- 15** Foundation

What a great time to be an Altrusan! I was so impressed by all the great projects our clubs accomplished over the holiday season. You truly did make a difference in your communities. I am excited about how many of you continue to embrace the Kindness Challenge.

It is gratifying to see our clubs continuing with our book challenge. Hardly a day goes by that I don't see a Facebook post about a club donating books. You all are amazing!.

Please remember to enter both the acts of kindness and book donations on the Service page of the Altrusa International website.

Membership continues to be prominent in our clubs. At the end of December our membership totals were only down 32 members from where we ended the Altrusa year on May 31, 2024. With your continued recruitment, I know that Altrusa will show positive growth for this year as we did last. Our clubs continue to share photos of the new members being initiated. Is your club meeting your membership goal for the year? This is a great time to bring in new members since we are in the half price dues months through March.

Don't forget the Membership Challenge for April Add-An-Altrusan Month. See details in The Compass.

Several new clubs are currently in formation and we hope to be able to charter them soon.

I am excited to see what our clubs will accomplish as we enter the final months of this biennium. And I look forward to celebrating with you all in Quebec City in July 2025.

Let's all continue to R.O.C.K. – Realize Opportunities, Create Kindness! Did you know that Sunday, February 17, 2025 is Random Acts of Kindness Day and that February 14-20 is "Kindness Week." Let's see what our clubs can plan to make a difference in your communities during that week. Any kindness act no matter how large or small will make a difference for someone.

Let's R.O.C.K.!



Linda K. Smith, President
Altrusa international, Inc.

Reminders

- April is Add-an-Altrusan Month. See page 4 to see how your club could win a \$100 prize.
- Don't forget to follow Altrusa International on [Facebook](#) and [Instagram](#) where we are expanding our outreach through social media.
- Half-Year Dues are currently in effect for members who join through March 2025.

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) **(Not currently active.)**
- 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.

Important Dates

- February 4** World Cancer Day
- February 20** World Day of Social Justice
- March 1** Zero Discrimination Day
- March 22** World Water Day
- April 7** World Health Day



Altrusa, Virtually.

*Gail Swain, Altrusa International of the Eastern Sierra Club President
Altrusa International District Three Virtual Club Director*

The idea of starting a virtual club is not a new idea, but the reality of one is quite new. What exactly is a virtual club? It is a club that has all their meetings by zoom or email. The members live all over and may be in a different town, state or even a different country.

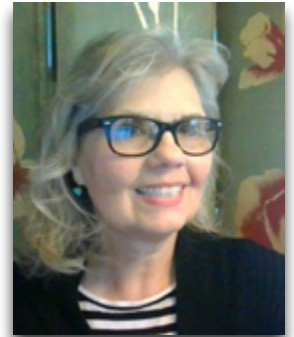
Occasionally, they may get together in person for a special event, at a district conference or international convention.

In 2023, two new virtual clubs were chartered. The Virtual Club of District Three chartered on September 22, 2023, and The Southern CA Virtual Club chartered on December 9, 2023. Christy Bryant of District Three spearheaded the District Three Virtual Club, and the Southern California Club was spearheaded by Julie and Danielle Robello. Both clubs do service projects, have a strategic plan, and work to find new members.

Speaking of which, do you have a friend that moved and has no club where they are now living? Or do you frequently tell someone who doesn't live in your town about Altrusa, but they don't have a club where they live? Well, they can join one of the virtual clubs. Either club would be thrilled to have them. It does not matter where the potential member lives.

There are no "territories." Dual members are welcome too. To contact the Virtual Club of District Three, send an email to Emily Pazel, the club president: emilypazel@gmail.com. To contact the Southern CA Virtual Club, send an email to Jule Robello jrobello.altrusa@gmail.com.

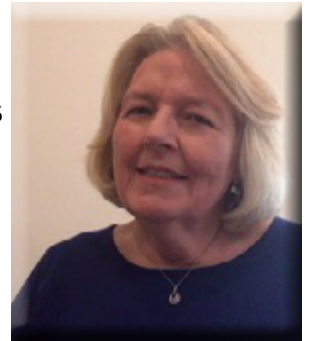
The Membership Development Committee would like to thank Gail Swain and Silvia Silverman for reaching out to us to provide valuable input on virtual clubs. We believe virtual clubs are great initiatives Altrusans can incorporate as a mechanism for membership growth. Any club or district can become a sponsor of a new virtual club. If you're interested just contact us at membership@altrusa.org.



Service Project Toolkit

Karyn Evans, International Service Committee Chair

The Service Project Toolkit includes resources that help you to research your community and evaluate the adequacy of programs available, then turn project ideas into reality. The Altrusa Project Guide covers all aspects of running a project from goal setting, member participation, budgeting, creating a timeline, and evaluation of success.



This is the synopsis for the Service Project Toolkit on the International Website, and it give a great overview of what is available to Altrusa members looking for assistance in finding and developing new service projects. Topics include: Project Guide, 100 Service Project Ideas, and Showcase Projects.

The International Website has so many resources available to us. Be sure to take time to discover the treasures.

[Click here to access the Service Project Toolkit.](#)



Add-An-Altrusan Month Membership Challenge – April 2025

Could your club use an extra \$100 to help with a service project or membership event? Altrusa International will be awarding five \$100 prizes for membership recruitment in April.

What do you need to do?

- Recruit at least one new active (not dual) member in April
- Enter the member in Group Tally during the month of April; dues must also be paid at that time.
- Sit back and await the drawing in early May

Last year 145 new members were recruited in April. Can we exceed that number this year? Have faith that we can. Let's make It happen!



MENTORING: Why is it important to Altrusa

By Shannon Schell, Immediate Past Governor District Three, Leadership Development Committee Member

First, what exactly is a “mentor?” Mentoring is a reciprocal and collaborative relationship that most often occurs for the purpose of the mentee’s growth, learning, and development within an organization. Effective Mentors often act as role models and sounding boards for their mentee and provide motivation and guidance to help them reach their goals.

Mentoring is not coaching and not counseling. Mentoring relationships are based upon advice giving and direction or training, while coaching and counseling are not. Basically, mentoring is a developmental partnership in which a person with relevant knowledge and experience shares knowledge and skills to support, motivate and inspire others.

You may ask, why is mentoring important in Altrusa, well, a good mentor can help the mentee member become more effective within our organization, learn new skills, develop greater confidence, and make better decisions for their overall growth in Altrusa. It is important that Altrusa on all levels be it Club or District or even International, build our “Leadership Pipeline”. As you know true leadership really lies in guiding others to success and mentoring a fellow member will assure more future leaders will be available to guide our organization in perpetuity.

Of course, as a bonus, mentors report many benefits as well, including satisfaction from seeing others develop; expanded perspectives within the Club, District or International levels; strengthening of technical, leadership and interpersonal skills; and continuing to experience new ideas and insights. All clubs should support a mentoring program by identifying and fostering leadership traits. So mentoring is a win – win for all members of Altrusa.



Video Marketing Strategies for your Altrusa Club

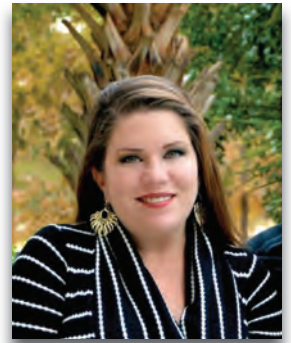
Emily Shugarman, International Communications Committee Chair

Holly McCoy, International Communications Committee Vice-Chair



Getting Altrusa's name out there requires multiple marketing strategies. One of these strategies is video marketing.

Video marketing refers to the use of video content to promote a brand, product, or service. This type of marketing is a great way to offer valuable content that can bring in new, younger, more diverse audiences and organizations we can partner with.



Video content can be used across your website, social media pages, and more. This means you have potential viewers everywhere. There are potential Altrusans right in front of us every day, viewing videos all day long on social media channels. This is your chance to show the benefits of Altrusa in ways text and pictures can not.

What's our strategy? Useful content, the right type of video and follow-up.

Content: A good video marketing campaign should provide viewers with a clear call to action—join us! Then tell them how to reach you. Your video should answer the following questions: What is Altrusa? What's in it for me? How can they get more information on Altrusa? Who do we contact?

Any video that shows our organization in action, our fellowship, leadership and our international interests will be attractive. So, when in doubt, capture those essential elements of Altrusa. Remember our brand drivers when developing your strategy— examples of flexibility, inclusivity, and clarity in your video. These will guide your overall message.

Understand your audience— your community. Create videos that feature your projects, volunteers, behind the scenes, and our impact on the community. Altrusans are the best marketers of Altrusa because people trust people more than any form of marketing communications. Authentic enthusiasm is priceless! Your visitors might better understand how you work and become more comfortable with the individuals who are part of the organization.

Don't hesitate to collaborate with other organizations! Bring Altrusa together with likeminded organizations and post your videos on both organizations' platforms! This will increase our brand exposure, increase leads, and help introduce us to audiences we may not have found otherwise. **THEIR** community might become **OUR** community. Inclusion of our communities strengthens our clubs and helps us respond to our communities' needs.

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Type of video: think of the type of video you want to produce. Some may include demonstrations of service projects, case studies of a community need, or even interviews with those who have been touched by our projects.

Observe the types of video marketing that people in your community are positively responding to and what other groups are doing. Check out what Rotary, Junior League, Lions Club are posting to Facebook and Instagram. If you see likes, views and positive comments, there is your inspiration.

And finally, **Analyze and follow up:** Think about how often you want to post. A consistent schedule is attractive to viewers and will legitimize our organization even more.

Observe your own video's traffic. Did it do what you wanted it to do? Was the call to action strong enough? Keep track of your likes, shares, views and follow through with any comments from those outside our organization. Stay actively engaged with your video post!

Allow your audience to share your videos on various social media channels after posting them. If your video was shared by another organization, you have reached a new market!

BENEFITS OF VIDEO MARKETING:

Brand Awareness: Video marketing gives us the opportunity to influence the way people perceive Altrusa and expands our brand awareness. Remember, a brand is not just an image, soundbite, or logo, but is the experience each individual person has that forms a mental association and recognition over time. What do they immediately think of when they see our logo or hear the word Altrusa?

Brand awareness is important because it helps foster trust. We want to be the first organization that comes to mind when people are looking for service organizations. The use of the logo and tagline in your video are visual prompts to help create and reinforce brand recognition and will foster customer loyalty and trust.

Growth of Altrusa: You may reach a more diverse audience that is more receptive to video than text. Videos can lead to higher engagement rates, with viewers more likely to like and comment on the post, share the post with their friends and even tag friends.

Better retention: Viewers retain 95% of information from videos compared to 10% from text. Videos can evoke emotions and tell stories in ways that static images or text cannot and can convey messages quickly, grabbing the full attention of viewers.

Extended Messaging: Videos may remain online and in Google results for an extended period of time. This is a significant advantage of video content instead of other forms of advertising.

Video marketing can help your club build strong brand awareness and show how your club is approachable and involved in the community.

Youth Representation at the United Nations

Sidney Gilley, International United Nations Committee Youth Representative

The Member States of the United Nations first publicly declared their recognition of the importance youth hold in continuing development of the societies they live in currently. Then, in 1965, they endorsed the Declaration on the Promotion among Youth of the Ideals of Peace, Mutual Respect, and Understanding between Peoples.



1985 was the International Youth Year: Participation, Development and Peace, headed by the UN Youth Unit which existed within the Centre for Social Development and Humanitarian Affairs (CSDHA) of the Department of International Economic and Social Affairs (DIESA). This year was dedicated to promoting the value that young people could bring to the United Nations, as well as more generally, the role that young people have in the world. This year, guidelines for subsequent planning and follow-up on youth were approved by the Assembly.

Following this year, reorganization took place, with the Youth Unit moving to New York in 1993 and the Division for Social Policy and Development within the Department of Policy Coordination and Sustainable Development being created.

The United Nations adopted the World Programme of Action for Youth to the Year 2000 and Beyond in 1995, ten years after the International Youth Year. This was an international strategy developed to direct international response to youth challenges as the next millennium began.

The Youth Unit became part of the Department of Economic and Social Affairs (DESA) in 1997. The Focal Point on Youth, UN Programme on Youth, is currently the main proponent for youth participation within the UN system and exists as a branch of the Division for Inclusive Social Development (DISD) of the United Nations DESA. The goal of the Focal Point on Youth is to promote the rights and aspirations of young people, as well as raise awareness of their global situation and increase participation of young people.

The Altrusa Youth Representative To The United Nations

Altrusa has held observer status at the United Nations (UN) since 1946. In 1978, Altrusa gained Non-Governmental Organization (NGO) status within the Economic and Social Council of the United Nations. The International Board appoints 5 representatives to represent Altrusa at the United Nations, as allowed. Altrusa typically appoints one Youth representative. Youth interested in serving as the Youth representative should work to become involved in Altrusa, if possible, beyond the club level and express their interest to those currently holding positions within their clubs and districts for guidance.

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Youth Representation at the United Nations (cont.)

My Service As the Altrusa Youth Representative

I first became involved with Altrusa as a member of my local ASTRA club as a high school student, eventually serving as our treasurer. In 2021, I joined my local Altrusa club in Enterprise, AL, which is part of District Four, as a Young Professional member. I became aware of the opening for a Youth Representative during a district conference.

This May, I graduated from Auburn University with a bachelor's degree in Political Science. I am currently in the process of applying to law school, with hopes to pursue a career in public interest law. I am excited to serve Altrusa in this capacity.

**Don't forget to follow
our Altrusa International
social media pages!**



[@altrusa](#)



[@altrusainternational](#)



[@altrusainternationalinc](#)

We post club service projects, updates from the International Office, club updates, and more to help grow our membership.



New York, Pennsylvania, Maryland, Washington DC, and Virginia



Centre County, PA
members folded girls' underwear for Days for Girls and assembled 200 care packages for A Soldier's Hands.



Martinsville-Henry County, VA
members delivered comfort bags to their local sheriff's department to help children in stressful situations. Each bag included a book, coloring book and crayons, and a stuffed toy.

Montgomery County, MD
members supported over 200 students at a local Title 1 school by providing first and second grade students with books to promote literacy at home.





McKeesport, PA members packed 347 shoeboxes for Operation Christmas Child and adopted a family through the Angel Tree program.



Reading-Berks, PA members provided breakfast for local veterans. They also helped their local food bank by packing Weekender Bags for eligible primary grade students. Students take the bags home on the weekend so they have nourishing food over the weekend.

Tidewater, VA members planted donated pansies at the Veterans Center in Virginia Beach. Members also worked at the November food drive to support their local food bank.



District Seven Altrusans in their communities

Altrusa International Club of Ames

Each year, Altrusa of Ames celebrates literacy with our “Trick or Treat for Literacy” project. We partner with Ames Public Library and Downtown Trick or Treat. A table is packed with children books so each can select a book then pick up a treat and glow stick. Close to 200 books were given away. This year, a new book label was designed by one of our members to place inside each book. Altrusans have purchased books and also collected gently used books.



Altrusa International Club of Appleton

For the past nine years, a special service project of the Altrusa International of Appleton Wisconsin Literacy committee has been decorating and assembling approximately 300 birthday bags and collecting 500 books donated by club members.

Altrusa International Club of Door County

Altrusa International of Door County recently contributed to the YMCA Community Closets of Sturgeon Bay and Northern Door by collecting personal hygiene items. These closets are open seven days a week and rely on community support to stay stocked.



Altrusa International Club of Fon du Lac

Members of Altrusa International Club of Fon du Lac sang at two Memory Care Facilities on Make A Difference Day. Thirty three residents plus a few visitors sang along, smiled, clapped and enjoyed the fun.

Altrusa International Club of Green Bay

The Green Bay Altrusa Club’s annual Booyah and Pie Sale takes a community of helpers to make this huge event a success. Booyah is a very popular soup/chowder in the Green Bay area that is prepared in outdoor cauldrons, with the Booyan starting to cook about midnight for the customers waiting at 8 a.m. Well over 100 pies were made on Saturday, Oct. 26, for the Sunday, Oct. 27 sale. Profits benefit the Altrusa Hospitality House and other charitable endeavors of the club.





Altrusa International Club of Omaha

Our service during the month of October included Make a Difference Day on October 26, 2024 at Stephen Center. Almost every member of our club participated in some way by donating, delivering, displaying, gathering, and promoting this event! It was a huge success with many members and friends doing the set up. This was the fall/winter clothing drive as well as the literacy selections with free books, magazines, calendars, and puzzles.

Altrusa International Club of Oshkosh

Altrusa Club of Oshkosh had fun with their Make a Difference Day project. Many hands made light work as they assembled birthday bags for children at the Tiny House Village. The project was followed by a speaker telling about THV which provides short term, safe and stable housing for children and their families currently experiencing homelessness.



Altrusa International Club of St. Paul

Altrusa International of St Paul celebrated Make a Difference Day by sharing a meal with 26 students and five staff from the Nursing Assistant and Hospitality Training Programs at the International Institute of Minnesota. In addition to sharing food and laughs we donated \$900, T-shirts, and notebooks. The students come from 16 different countries from Gambia to Morocco and Eritrea to the Philippines. Altrusa of St Paul has been hosting these lunches for the last 22 years! Each year brings in new students with new stories and new dreams!

ASTRA AND YOU--

WHY SUPPORTING ASTRA CLUBS MATTERS



Beth Harrison
Pendleton, OR - District Twelve

- ✓ As Altrusans we are service-minded people with an eye to the future and leaving our communities better than we found them. ASTRA clubs are a perfect fit for the kind of good we care about.
- ✓ ASTRA clubs are a place for helping young people capture the vision and joy of service.
- ✓ In a world that is increasing inward focused, helping young people look beyond their own digital world and connect with real people in their community can bring healing to them as individuals (research shows that young people who spend time serving others have less anxiety and depression) and prepares them to continue their lives as service-minded people.
- ✓ When we nurture young leaders in ASTRA clubs, we teach them communication and organizational skills that will benefit them in college and the workplace.
- ✓ ASTRA club members who have meaningful club experience are more likely to become Altrusans.
- ✓ FUN! It is delightful for Altrusans to spend time with these young people!! It is wonderful to watch them interact with one another and to see them finding joy and purpose in service.
- ✓ HOPE!! Spending time with ASTRA members gives me hope for the future. They are insightful and observant and their energy and desire to help others energizes and encourages me and the other Altrusans who work with them.
- ✓ When we teach and mentor young people in basic leadership skills, we become better teachers and leaders ourselves. Explaining why we write agendas to a new ASTRA club president and secretary reinforces the importance of these simple tools and best practices within our own minds and helps us be more consistent and mindful leaders.
- ✓ ENERGY! Having young ASTRA members at an Altrusa event or conference brings wonderful energy and passion to the event and helps every attendee feel more dedicated to doing good and working side-by-side with one another and with young people to strengthen our communities and relieve suffering where we can.

CALL FOR FOUNDATION BOARD NOMINATIONS



Eligible Districts shall select nominees, a slate of which will be presented to the delegate body at the International Convention. A District may be represented by no more than one of its members on the Board of Trustees, although this limitation does not apply to the Immediate Past Finance Chair and the Immediate Past Chairperson. The Governor of an eligible District will make a single nomination to the Foundation.

Qualifications: 1) Be an active or retired active member in good standing; 2) Have current or prior experience with a charitable organization, corporation, or foundation, serving in an elected, appointed, or staff position with policy making responsibility in one or more of the following areas: fundraising, finance, grant review and administration, marketing, and public relations; 3) Have served a full term as president or treasurer of an Altrusa Club or a full term as president/chair/treasurer of an Altrusa Local Club Foundation. and 4) During all or part of the term of election, must not serve as Association Officer, Board member, standing committee member or special appointee.

Please send a color head shot, an express representation that the nominee qualifies as provided in Article III, Section 3{b}, and a maximum 1-page typed biography of the nominee to Dr. Kantrice Rose, Executive Director, at foundation@altrusa.org no later than May 31, 2025.

INTERNATIONAL CONVENTION CORPORATE SPONSORSHIPS NOW AVAILABLE

As we look ahead to the 2025 International Convention in beautiful Quebec City, the International Foundation is excited to invite you to join us in an exciting new initiative. For the first time ever, we are seeking corporate sponsors to help support the grant-making work of the Foundation and its ability to make a significant impact globally and locally. By becoming a Charter Sponsor, you help strengthen our collective ability to serve our communities and the world.

Our sponsorship program offers four levels:

Diamond Level (Title Sponsor): \$10,000

- Exclusive recognition on our website, Impact newsletter, event program, and social media.
- 1/2 page ad in the event program.
- Direct link to your company on the Foundation website for one year.

Sapphire Level: \$5,000

- 1/4 page ad in the event program.
- Increased recognition on our website, social media platforms, Impact newsletter and event program.
- Promotional product placement during the event.

Ruby Level: \$2,500

- 1/8 page ad in the event program.
- Company logo on the Foundation website, social media, event program, and Impact newsletter.

Amethyst Level: \$500

- Company name on the Foundation website and donor recognition wall.

To learn more, please email Kantrice R. Rose, PhD, Executive Director, at foundation@altrusa.org.

DISASTER RELIEF AID IS AVAILABLE

The Foundation has a longstanding commitment to supporting communities affected by natural disasters.

If your community has been affected by a disaster and need assistance, please visit our website to check eligibility and apply for disaster relief aid at foundation.altrusa.org/grants-programs-and-awards/.

IMPORTANT DATE TO REMEMBER

- **Cycle Two Grant Application Deadline: March 15**

Please visit the Foundation website, <https://foundation.altrusa.org/grants-programs-and-awards/>, for grant applications and guidelines.